



THE CHALLENGE

In order to support the rapidly expanding breadth and scope of their specialty product printing business, Press-A-Print needed a way to connect and communicate with potential customers. They needed both a long form educational video about the home based business opportunity and a short catchy promotional video for trade show use. In order to grab and keep the attention of potential customers, each had to be informative, eye catching, and dynamic.

THE ANSWER

SolidLine Media came to the table with two high energy concepts utilizing motion graphics, live footage and interviews, and a customized 3d character to guide us through the videos. SolidLine's production crew traveled across the US from Illinois to Idaho to California to Oregon to Missouri and back to Illinois, capturing unique high def footage along the way. SolidLine even filmed in Idaho Falls during Press-A-Print's intensive week long training program, allowing for a candid view of what clients can expect during their own teaching. The testimonials, 3d character, and top-of-the-line motion graphics came together with the narration, and music to create two complete pieces that compliment each other during Press-A-Print's sales process.

THE OUTCOME

Upon their completion, both the 12-minute educational video and the 3-minute promotional video were immediately integrated into the Press-A-Print marketing department. Since then, each of these videos has been seen by thousands of people, at home-shows, job-fairs, and in each of their promotional packages sent out to prospective business operators. And response to the videos has been exceptional. Not only are the informational seminars seeing more prospects, but sales in the home based business are on the rise as well.

"We're so proud of the final product! We've poured our hearts into this specialty printing home based business opportunity, and to see that same care and attention to detail put into these videos was extremely gratifying."

-Bret Hanson, Director of Marketing, Press-A-Print

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