



THE CHALLENGE

The folks at ShopperTrak have developed an innovative way for retailers to keep track of their customer flow throughout the shopping day. This system, called the Orbit5, allows for the proper dispersal and allocation of employee hours in order to maximize sales and revenue. What ShopperTrak needed was a dynamic, visual way to introduce potential customers to the ShopperTrak system. It was important to explain how the Orbit5 system works, and the benefits that come from it's use. What they needed was SolidLine Media...

THE ANSWER

While SolidLine's writers went to work crafting a fast paced, informative script for the project, the art department was gathering visual assets, modeling components of the ShopperTrak system in 3d, and incorporating motion graphics with actual video from the Orbit5 customer monitoring camera. These individual elements were then combined in the editing room along with high quality voice narration, professional custom scored music and sound effects in order to create one cohesive, informative and entertaining program.

THE OUTCOME

Since the completion of this video and subsequent introduction on their website, ShopperTrak has been able to demonstrate the system to potential customers in a dynamic manner, resulting in better educated customers and increased sales. ShopperTrak is developing a series of new products and is already in talks with SolidLine to produce videos for those as well.

"I have been working with marketing/advertising partners for over 25 years and the partnership quality I value most (but find rarely) is that of 'Translator.' The very best have the ability to fully comprehend my business objectives, understand and challenge my creative direction, add that unique touch that you just didn't think of yourself, and then translate that knowledge into a marketing piece that delivers the message to my audience with power and precision. I assure you, the SolidLine crew members are outstanding Translators. (Not to mention fun to work with, responsive, and able to meet 'crazy-client' deadlines with grace and good cheer)."

-John Crimmins, Director, Marketing & Consulting Services, ShopperTrak

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