

CHERNOFF

C O M M U N I C A T I O N S



VIDEO: AN ESSENTIAL MARKETING AND MESSAGING TOOL

Network Quality Made Affordable

Society's embrace of streaming media is transforming marketing, making video an essential tool for communicating critical information, enhancing reputation, strengthening bonds with clients and developing new business.

A professionally produced video, in many cases, can be a more effective communications vehicle than a written document. Creative graphics and animations make complex information easy to grasp; the power of our visual memories means compelling videos are easily recalled; and, in the YouTube era, many people prefer to simply click and watch, rather than pour over a report or brochure.

The cost of broadcast quality video, though, presents a challenge for many organizations, as production studios can be expensive. Chernoff Communications provides a solution. Our team consists entirely of award-winning, network television veterans using state-of-the-art equipment, but we operate with low overhead. This allows us to create broadcast quality videos at a fraction of the cost of most production houses.

From documentary-style features, to animations, to short profiles for websites and social media, we create compelling productions that make an impact.

Please click on the hyperlinked image below to view one of our animated videos that makes a relatively complex investment vehicle easy to understand.



Case study: General Motors

Allan Chernoff worked with Mary Barra before she became CEO of General Motors, to prepare her for the media onslaught that would greet her upon assuming leadership of the company.



Soon afterwards, the ignition recall crisis hit GM. Again, Allan worked with Mary to prepare video messages that conveyed her personal concern and attentiveness to the issue. Mary's effective use of video helped to humanize General Motors in the midst of an historic corporate crisis, allowing the company to retain customer loyalty and deliver record sales in 2014 and again in 2015 in spite of the ignition recall. Please click on the hyperlinked image below to view one of the videos.



One need not be the CEO of General Motors to deliver a convincing video. We have coached hundreds of people, from CEOs to entrepreneurs, to be comfortable and credible on camera. Our video profiles for posting on websites and sharing across social media allow executives and professionals to create a lasting first impression that a simple photos and bio cannot deliver.

Please click on the hyperlinked image of the real estate broker below to view a video profile that conveys his dedication, knowledge and experience.



More samples are available on our website and YouTube channel. Chernoff Communications would be pleased to put the power of video to work for your firm.

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