



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

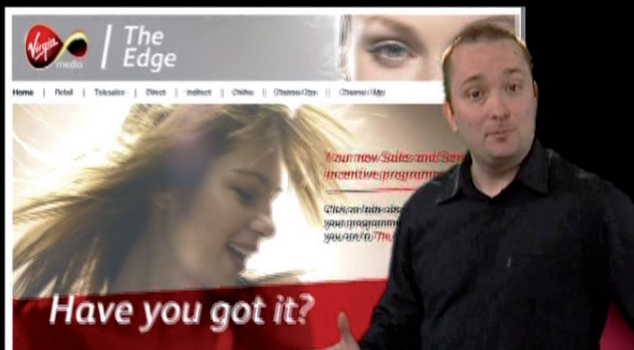
## Virgin Media

### Incentive launch video

To create a launch piece communicating the excitement and extent of a mystery shopping and incentive programme across all channels.

The solution was to script, shoot and edit an off beat video promoting the structure and exciting reward for positive effort.

This resulted in an impactful launch, swift programme uptake, improved quality standards and sales improvement.



The Edge