



Why use a Media Production Company?

When some people think of what the words 'media' and 'production' comprise - other than the letters m, e, d, i, a, p, r, o, and so on - they think of T.V., cinema, the internet, i-pods, and mobile phones. It's not always as easy to see how Media Production could be used to help a business, though... So we've put together a sheet of the most popular!

Communication: [Education/training videos](#) [Corporate updates](#) [EPKs / Sizzles](#)

Remember how you felt at school when 'Teach' said you'd be watching a video instead of doing a normal lesson? Well, it was for good reason they powered up the VHS! When you watch something that interests you, it sticks in the noggin better 'cos it stimulates your senses. So while the written word informs, a video involves...

Media Production can also help you communicate your message more cost effectively. Just imagine you need to teach everyone in your business a new idea or policy, or you have to communicate clearly with the press, or that you want your plans to dazzle investors ... How successfully you spread the word is largely down to how much you impress, delight or captivate the audience, and how easily you can pass the message on.

Now, you probably already realize how simple it'll be to send a DVD, web-link, or email attachment that practically guarantees everyone will see exactly what you want them to see - not just the first time, but every time the message is repeated and passed on!

Promotion: [Adverts](#) [Barker Channels](#) [Showreels](#) [In-store channels](#) [Virals](#)

You almost certainly realize that people's days are so chock full of things to do, buy, and long for, that promotion is now vital to the success of just about everything. And it doesn't really matter whether you've got a music album you want to go platinum, a new product to push or an outstanding offer that needs attention...

As life gets more sophisticated, so media production remains the best way to create the right impression - not only on the telly, but also on the web, in email accounts and on screen in-store, or on the escalator... Just about anywhere! From 10 second 'stings' to 24-hour 'barker channels', an involving video that uses the right images, graphics and sound will both present and telegraph your message.

**Presentations:** [Corporate conferences](#) [Pitch meetings](#) [Press Conferences](#)

While it was okay for Johnny Cave Man to point his stick at drawings in the dirt for his 'fire good' speech, you already know it's not enough in this day and age. In fact, you've probably seen some presentations that end with an ovation, while others fizzle out to a solitary, embarrassed cough, and wondered: what makes a presentation great?

Well, when you use video or multimedia to establish, enhance or reinforce your presentations, you can effortlessly take your communication to the 'great' level. Today, an outstanding piece can play intimately on a laptop, or to conferences of thousands on a screen! The right piece will grab the attention of your audience, keep them focused and ensure you stand out for all the cuddly, feel good reasons! On top of which, it doesn't half take the pressure off...

Entertainment: [TV shows](#) [Title cards](#) [Title sequences](#)

From documentaries and sit-coms, to feature films and children's shows, the broadcast market is a big player. Media Production folk can take care of pre-production, - including the sometimes intimidating ideas stage - production and post-production, taking a piece from concept to premiere, or use their skills in just one small area, be it editing, graphics or writing. If it's writing, they may even avoid saying things like "be it..."

Team-building: [Videos](#) [Annual Events](#) [Anniversary Tapes](#)

Heard the one about the Estate Agents who liked War films so much that they made their own film? No? How about the one where the girl who's been at the office for ten years is given an anniversary tape so the people she works with around the globe can wish her well?

See, a touch of the silver screen always has the feel good factor when you want to motivate staff and remains just a little bit special! When your team gets together on a set, it's a great way to bond, boost morale and work as a unit. And since we all know how much fun it can be to watch colleagues belt one out at karaoke or what have you, you can easily see how their on-screen 'star turns' are pretty much guaranteed to be good for a laugh - even if they don't win an Oscar!