

## Visual Impact

Online video clips are proving a great marketing tool for leading brands in the UK. A number of websites now include links to promotional footage, a great way to draw in potential customers. Clips can be visually stimulating and have far more impact on web visitors than text heavy pages.

Bizezia, website resource providers and a Nexus client, decided to have 7 product videos created for a new look website. The style and the feel is really modern, therefore the use of video footage is very fitting and in-line with current Internet trends.

Nexus worked with Bizezia and a specialist production team to produce the clips, managing script writing, presenter auditions and filming. The production team and Nexus attended a filming shoot in a studio where a well briefed presenter worked his magic....

All of the clips will be available to view online at [www.bizezia.com](http://www.bizezia.com) once completed.



**The final stages involved editing the footage to a suitable length**