

# punchy digitalmedia

video marketing and strategy that rapidly grows your business

# WHY USE PUNCHY VIDEOS?

**1** : Using video in email marketing campaigns **increased revenue by 4 times** (Relevancy Group)



**2** : A minute of video is worth **1.8 million words.** (Forrester Research)



**3** : **80% of internet users** recall watching a video ad on a website they visited in the last 30 days (Online Publishers Association)



**4** : Users are **64% more likely to make a purchase** or enquiry if a website has video (comScore)



**5** : **90% of shoppers** found video helpful during buying decisions online (comScore)



**6** : Video in email marketing campaigns increased click-through-rates by **96%** (Implix)



**7** : Emails with explainer videos increased click-through-rates by **200% - 300%.** (Forrester Research)



**8** : The chance of a page one listing on Google increases by **53 times with a video** (Forrester Research)



## ABOUT US

**Our Vision:**  
*Ensure every  
Australian  
Business is  
growing  
using punchy  
videos.*

### **Who We Are:**

Punchy Digital Media is the fastest growing video marketing and strategy agency with clients all around Australia.

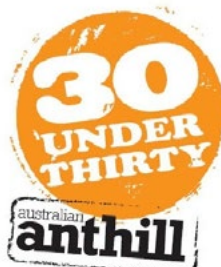
We produce animated explainer videos and live promotional corporate videos to help business's increase their sales and conversions, and explain what they do in a more emotional and engaging way to rapidly grow their business.

Our videos help build more trust, credibility and inject more personality into our clients marketing to ultimately help them become the market leader and crush their competition.



AUSTRALIAN  
BUSINESS  
AWARDS

the Australian  
**startup awards 2014**  
*Finalist*



# PUNCHY PROCESS

## GET IN TOUCH

### First

Learn more about us while we learn about your business and goals.

## STRATEGY SESSION

### Second

We'll prepare a custom video strategy that outlines the best way for us to generate the best results for your business.

## PRE PRODUCTION

### Third

We'll either prepare your script or storyboard for your animated video, or start planning and preparing your live promotional or corporate video.

### Forth

We'll either start animating your script and storyboard, or send out our creative Punchy video crew to film and edit your new Punchy video.

## PRODUCTION

### Fifth

You will receive your Punchy video in any format you like, ready to go onto your website or social media platforms to rapidly grow and market your business.

## GROWTH

**WITH A PUNCHY ANIMATED VIDEO YOU WILL:**

**DOMINATE GOOGLE  
RANKING**

**SKY ROCKET  
CONVERSIONS**

**DIFFERENTIATE  
YOURSELF FROM  
YOUR COMPETITORS**

**INCREASE LEADS  
AND SALES**

**EXPLAIN YOUR BUSINESS IN A  
FUN AND ENGAGING WAY**

*scroll down  
for the  
process*

# ANIMATED VIDEO PROCESS:



## 1. Punchy Script writing:

Our scriptwriter will prepare your video. We'll make sure that it's Punchy, and clearly explains your unique business and what makes you stand out!



## 2. Voiceover

Our voiceover artists will record an engaging voice over for your video that speaks directly to your market, engaging audiences and encouraging them to take action.



## 3. Storyboard

Our illustration team will illustrate a scene-by-scene storyboard of all the visuals of your script, making sure all the graphics connect with your industry and market.



## 4. Punchy Animated Video

Our animation team will create your animation based on the storyboard, combined with the voiceover and background music track, to turn your story into a Punchy video!



## 5. GROW!

You'll receive your video ready to embed onto your website or upload onto any platform, to increase your sales, conversions and grow your business.

*scroll down  
for some  
examples*

## SOME OF OUR PUNCHY ANIMATED VIDEOS



*First Light Financial Services*

**01**



*Insurance 4 Footballers*

**02**



*My Area Expert*

**03**



*Sola X Solar Panel Inverters*

**04**



*RCI Recruitment*

**05**

## LIVE CORPORATE & PROMO VIDEOS

Help you stand out from  
your competitors and in  
your industry

Build trust and credibility  
with your target market

Add a personal and  
human touch to build  
trust on your web and  
digital presence

Promote the benefits and  
values of your business

Portray your personal story to  
connect with your audience

*scroll down  
for the  
process*



# PUNCHY CORPORATE AND PROMO VIDEO PROCESS:



## 1. Strategy Session

one-on-one strategy session with our Punchy video strategist;



## 2. Punchy Video Crew

your very own Punchy video crew on the day with complete audio, lighting and video cameras to film your video and capture your story;



## 3. Testimonials

Testimonial videos / interviews from your clients to be used as case studies of your work to build social proof, trust and credibility;



## 4. Photography

Bonus memorable photography on the day by our team.



## 5. World Class Editing

Professional video editing process to ensure your video is top-level and Punchy;



## 6. Grow

You'll receive your videos all ready to upload online to your website or any platform such as Youtube, Facebook, Vimeo or others to start sharing and promoting your business for rapid growth.

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for some  
examples*

## SOME OF OUR PUNCHY LIVE ACTION VIDEOS



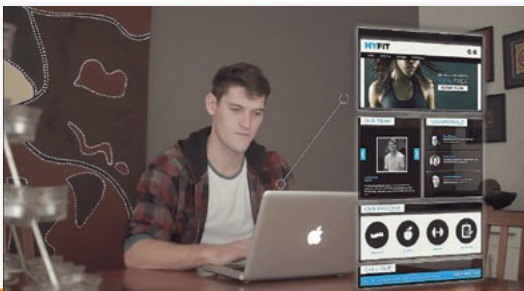
*Webb Martin Consulting Company Profile*

**01**



*Webb Martin Consulting Meet The Team*

**02**



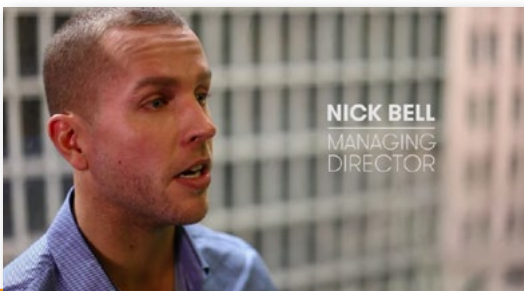
*PT Sites*

**03**



*jEyLaBs*

**04**



*WME Web Marketing Experts*

**05**

# WHAT OTHERS ARE SAYING?



**Colin Kleine** - Director, Zack Group

"Punchy Digital Media created an amazing, entertaining Punchy video for our business that is constantly driving us more clients for business."



**Isabel Wu** - Director, Meta Management

"Punchy Sales Videos worked tirelessly to put our video together, and made themselves available to discuss progress of the project. No amendment we requested was too much trouble; feedback and suggestions were welcomed and acted on promptly. The team took full interest in us for the whole project, unlike many other companies that lose interest as soon as you have signed the agreement."



**Ben Talbot** - Principal, Momentum Partners Management Consulting

"Punchy did a great job with our rudimentary storyboard, photos and videos. They created a video that massively exceeded our expectations. As testament to this, I had several members of the project team actually say 'Wow, I didn't know we were so cool'." - Momentum Partners



**Angela Petersen** - Health & Safety Advisor, Golder Associates

"Punchy Sales Videos aided us in creating a motivational and thought-provoking video for our employees. The team were always available to take our enquiries, and prompt in responding - ensuring we could roll out the video within our timeframes. They were at all times very accommodating and very professional to work with."



# VIRA

**Abdel Serna** - Managing Director, Viracocha Enterprises Pty Ltd

"The video made a big impact to our product's marketing campaign. Our app was a new, untested, and complex product with a very specialised niche in the finance industry. The team were very quick in understanding our needs, helping us clarify the exact message that we needed to get across. The videos that they delivered are awesome and everyone that sees them gives me the same feedback. It was a great decision to go with them."



**Jamie McIntyre** - Director, Insurance 4 Footballers

"The feedback we have received thus far has been sensational. The video from Punchy Sales Videos has definitely helped in raising awareness of our online calculator for providing instant quotes for Income Insurance. It's been attracting plenty of interest."





**Herman Andryanto** - Business Development, KISS Promotion

"We had a new website and believed that a video would be a great tool in explaining what we do, and how we do it. Good value for money, professional service, detailed and CAN DO attitude, and last but not least - GREAT JOB!"

# GET IN TOUCH:

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