

RICHTER10.2

MEDIA GROUP

VIDEO CASE STUDIES

CASE STUDY: BELIMO AMERICAS

THE PROBLEM

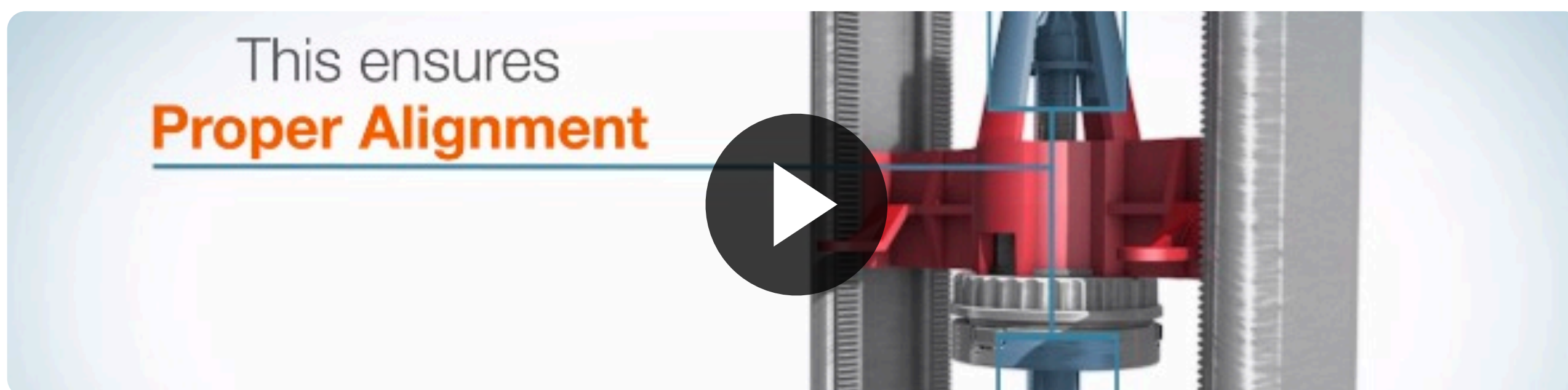
Belimo needed to create a series of videos that explained a very technical offering to a niche audience, while also incorporating CAD (industrial design) animation that matched technical specifications and presenting their offering in a visually pleasing way.

THE SOLUTION

Belimo worked with the Richter10.2 creative team, first with a copywriter with over 20 years of technical writing experience ensuring the messaging was compelling and technically accurate, then with an experienced animator who had both the skill set and the design sense to create a great looking yet accurate visual rendering.

THE RESULT

Richter10.2 created this 2 minute video with the following result:



“We have used the video in new campaigns, presentations, website posting, training sessions, sales calls, banner advertisements, etc. We received an order for one unit because the customer (CONINCO in Puerto Rico) wanted to test the global linkage. He said, “If it works as simple as the video showed it, I will place another one for 12 units.” He then put in the order.

Lisa Hickey, Belimo

When asked, “How was your experience working with Richter?” Lisa answered, “Awesome!”

CASE STUDY: PROGENE

THE PROBLEM

Progene needed a video that would allow them to easily explain their value proposition to customers that they could use in multiple mediums and also facilitate quick edits as needed. They needed a great finished product as well as a flexible creative partner to facilitate the process.

THE SOLUTION

Progene enlisted Richter10.2 to help create a national commercial quality video that could clearly and quickly explain what they bring to the table in language their target audience would understand and appreciate.

THE RESULT

Richter10.2 created this 2 minute video with the following result:



"[Our video] has been used as a national TV ad, broadcast on National Geographic, Discovery Science, History Channel, Military Channel, Velocity, etc. In addition to media, it's used on the website and in sales presentations for retailers.

As a key selling tool, the video has been directly attributable to sales.

Your team's been great to work with! Insightful, creative, knowledgeable and flexible (important when dealing with broadcast). The speed in which your team has been able to make edits happen has been invaluable.

We're already working with Richter on the next version variants."

Michael Lee — Proxi Market Solutions

CASE STUDY: CAMELBACK WEB ARCHITECTS

THE PROBLEM

Camelback Web Architects needed a solution that would allow them to easily explain their value proposition to prospective clients in a way that would facilitate new business and shorten the sales cycle.

THE SOLUTION

Camelback enlisted Richter10.2 to help create a short “whiteboard” style video for their homepage that could clearly and quickly explain what they bring to the table in language their target audience would understand and appreciate.

THE RESULT

Richter10.2 created this 2 minute video with the following result:



“The video you guys did for us was amazingly successful. Our orders actually increased from the very day we posted it on our website home page!”

Our experience with Richter was great too. The online project tracking system you guys setup made it super easy for our team to follow the video production process and your team was a delight to work with. They were all very knowledgeable and helpful and made the experience very smooth and we are very satisfied. We give Richter 5 stars!”

Michael Wilson, CEO Camelback Web Architects

CASE STUDY: TRIBRIDGE

THE PROBLEM

Tribridge needed a video for use at an important trade show that would allow them to easily explain their complex value proposition to prospective customers and business partners. Timing was critical because the deadline was tight but compromising on the quality of the video for any reason wasn't an option.

THE SOLUTION

Tribridge enlisted Richter10.2 to help create a high quality video presentation that could clearly and quickly explain their core offering as well as positioning the company properly with important strategic partners.

THE RESULT

Richter10.2 created this 2 minute video with the following result:



"We have done a few videos with Richter now, and have had great experiences each time. During the most recent experience, we had an extremely tight timeframe to produce a short for a new product to launch at a show. Because of your excellent process and talented staff, we were able to create, produce, and publish exactly what we needed ahead of schedule at a good price point. Special kudos to your writer and designer! With good, quick communication, everyone was onboard to meet this deadline."

I have a high expectation level from the vendors with which we work, and you all exceeded expectations."

Linda Athans, Tribridge

FURTHER EXAMPLES OF OUR WORK

While the following examples show the overall quality of our work, please know that the visuals, sound and mood of the final video will reflect the culture, influences and desires of your target audience.

