

VIDEO PRODUCT STORY

THE DIGITAL BUYING GUIDE

impassioned by

media **impact**—

FOCUS ON YOUR BRAND

When buying a new technology product, many users can't decide which model they would like to buy in the end.

We are addressing this problem and offering digital buying advice in video form. A free-lance video editor from the COMPUTER BILD environment explains the advantages of the product in a video lasting up to five minutes.

The video is presented multiscreen and free of advertising on its own landing page and supplied with traffic.



YOUR PRODUCT, PERFECTLY STAGED

THE SERVICE PACKAGE

- Production of a video buyer's guide, max. 5 min.
- Scripting of the contribution and release processes
- Creation of a product story incl. integration of the video and linkouts to the partner
- Creation of a teaser for the partner's product page
- Release of the video for the partner for additional use on Youtube and on the partner's websites
- Production of the 20" pre-roll ad Production time 4-6 weeks



PRICES AND SERVICES

- Integrated media offer for traffic feed
- Production of the 20" video PreRoll Ad
- Additional teasing via CMS
- Production time 3-4 weeks
- Campaign duration: 1 month
- Guaranteed 1.7 million impressions within the product story package, plus 9.000 guaranteed views on the entire product story*.
- 100.000 PreRoll Views in RoS on computerbild.de
- 2 Facebook Sponsored Post
- Media Budget 39.750 € plus 9.140 € creation costs



* Guarantee refers to the call of the entire product story - not just the video views.