

EXPLAINER VIDEOS

CLIENT: CAPITAL PRESERVATION SERVICES

1

CPS needed to present complex aspects of the new “Trump Tax Plan” to their clients in a simple, entertaining way. The process of producing a 2-minute explainer video began by carefully crafting a 350-word script.



2

CPS principals, Todd Mardis and Walt Dallas, were brought in studio to deliver the script in an “off-camera” interview style. Elements of the CPS Brand Bible were then applied to visually dovetail the video with other CPS corporate materials.



3

Fast-paced motion graphic elements were used to illustrate concepts presented in the video.



INCOME ABOVE
\$250K



4

A custom front end “billboard” was created, and the final video file optimized for viewing on mobile devices, and protected with a United States copyright.



View the finished video at bit.ly/Frascogna105

5

CPS leveraged the video to its advantage by distributing it via email, text message, its corporate website, and social media platforms.



Use this concept to grow your business operation!
Give us a call to get started at 601-353-0000.

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