



**Client: BT (Tradespace)**

**Type: Digital**

## PROBLEM

Working with the product marketing and marketing communications team at BT Tradespace our job was to provide a cost effective corporate video solution to the members of BT Tradespace. BT Tradespace needed a nationally operating, best in class provider as well as input in to the most effective way to market the service.

BT Tradespace were looking to bring in a partner so that they could potentially earn extra revenue, as well as and perhaps more crucially deepen the depth of engagement from their primarily SME base by offering corporate video production services that would produce videos to be subsequently showcased on Tradespace.

## SOLUTION

We created a full sales channel exclusive to BT Tradespace ([www.businessvideoproduction.co.uk](http://www.businessvideoproduction.co.uk)) that has example video's, 9 video packages, a wizard (to work out which package is right for you), video based "quickstart guides" as well as contact forms and telesales support. Alongside the site itself we also held competitions as well as offering "video production" guidance on the Tradespace site itself.

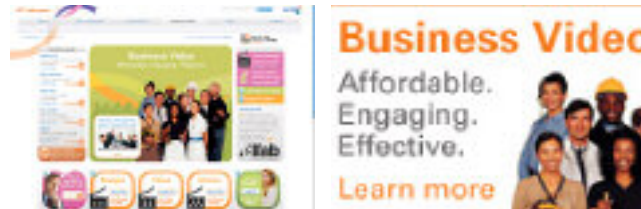
## BENEFIT

There have been a whole host of benefits for BT Tradespace & here are just some of them;

**New sales channel for revenue generation.**

**Relevant service to deepen engagement on Tradespace site.**

**Product Upgrade - BT Tradespace members who use a corporate video are more likely to upgrade their website and its functionality (also provided by BT).**



MARKETING AND DIGITAL COMMUNICATIONS

## DIGITAL & WEB TV

ONLINE VIDEO & VIRAL

CORPORATE VIDEO

ADVERTISING

DESIGN

STRATEGIC DESIGN

DIRECT MARKETING

MEDIA

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