



Client: Tenbu

Type: Sales Promo

PROBLEM

Working with the marketing and product development teams at Tenbu (based in Edinburgh) we were approached to help them communicate the key product USP's for their forthcoming international product launch of NIO. The device itself has some very nifty features and the Tenbu team wanted a promo that would be equally effective for convincing international distributors as well as end-user consumers as to the undoubted merits of NIO. The Tenbu team knew through taking our product to various exhibitions & shows that once people saw NIO in action, they quickly understood how it could help stop them losing their mobile, laptop or even their keys.

SOLUTION

Early on in the creative process it was clear that we had to show NIO in action - in a nutshell nio™ is a Bluetooth® (www.bluenio.com) security tag which links with your mobile phone, Blackberry®, or PDA to create a first line of defence against the loss or theft of valuable items, such as laptops, car keys, bags and data sticks - even the phone itself. Budgets didn't permit a 4 day shoot with many different locations & actors and extras so we agreed that we would deliver a 3D virtual world to bring this "gadget guardian" to life. Our creative team set about creating a 3D environment and coupled with a punchy script, well thought out graphics and a "Honda-esque" voiceover this promo really delivers the punch!

BENEFIT

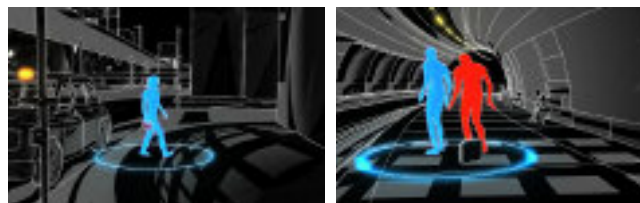
There have been a whole host of benefits for Tenbu / Nio so far and here is just some of their feedback;

"Through excellent project management & open access to the very professional & friendly delivery team, they were able to turn around a finished film in just 8 working days - script, voice over & animation!

"Loaded onto our YouTube channel the film started to achieve some impressive results - at one point running ahead of Google's own Street View video. Total views are now heading towards the 10,000 mark & we've continued to use the film extensively in our marketing programme."

"The video has now more than paid for itself & with our new PR campaign launching in September, we are expecting to drive even more value from our minimal investment."

"If you are looking for a cost effective, engaging video solution that will get your company noticed & talked about, I would recommend talking to these guys!"



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Newcastle upon Tyne

T +44 (0)191 580 0015

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T +44 (0)131 553 9200

London

T +44 (0)20 7183 1047

Manchester

T +44 (0)161 850 0461

E info@tenalpsvision.com

www.tenalpsvision.com