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Nothing attracts an audience more than a good success story. I think it is fair to say that we all love listening to a rags to riches tale where an entrepreneur has struggled against all the odds to achieve success. Success and recognition, after all, are things we all aspire to.

So what makes a good success story, and how can you leverage your businesses success story to enhance the quality of your brand image?

Aside from inspiring others to action, a good business success story is one that encourages others to associate themselves with your brand. Calvin Klein, Armani and Versace are all good examples of a business success story.

For example, Calvin Klein started his fashion empire in a small dingy showroom in 1968 with a modest investment from his childhood friend Barry Schwarz. The Calvin Klein brand is now a 6 billion dollar fashion powerhouse that ranks amongst its clients many of the rich and famous from Hollywood.

Calvin Kleinâ€™s success story was not all plain sailing. He attracted his fair share of controversy and setbacks. President Clinton and the Roman Catholic League denounced him for his highly evocative advertising campaigns, sounding a near death knell for Calvin Kleinâ€™s brand image.

Klein was also beset by other problems too over licensing agreements with retailers. However, Klein was able to overcome these setbacks by avoiding bankruptcy in 1992. The Calvin Klein brand was eventually sold to Phillips Van Heusen Corp for in excess

of half a billion dollars, making its founder one of the richest men in the USA.

Calvin Kleinâ€™s story is the stuff of a Hollywood blockbuster. But for mere mortals like you and me, we need to take a more humble but no less effective approach to promoting our business success story. And this is where online video comes into play.

A ninety second video clip is all that is required to put a positive spin on your companyâ€™s achievements. There is nothing wrong in blowing your companyâ€™s trumpet, especially if it is done in such a way that focuses on the benefits your companyâ€™s success has brought to its clients.

You can upload your companyâ€™s video clip to your own website or post it on any of the online video distribution channels. Moreover, a ninety second video clip need not cost you an arm and a leg, as advances in technology has made video more accessible to small and medium sized businesses.

If you have a business success story to tell, then why not contact Contrast Design to find out how you can inspire others with your companyâ€™s achievements. People love being associated with success, so get your story out there.

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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

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