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Seeing is Believing! the Power of Corporate Video by Contrast Design

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Of all the five senses endowed upon the human species, auditory and visual imagery play the biggest roles in determining our behavior and actions. What we see, we tend to believe. What we hear reinforces that belief. This is the reason why video has become such an important tool to marketing managers.

Video has the power to invoke a range of emotions, from the happy to the sad and from the de-motivated to the motivated. As a tool to move people to action, there is not greater medium than video.

Ask yourself: what is your all time favorite movie? Then ask yourself why you chose that movie as your all time favorite? The chances are it is because the movie moved you in some way. Moreover, youâ€™ll probably remember part, if not most, of the text that moved you.

Those of us who have seen Al Pacino (playing the role of American Football coach Dâ€™Amato) in the film â€˜Any Given Sundayâ€™ will know verbatim the awe inspiring speech that he gave to his failing football team. So moving was his animated speech that it empowered his team towards a come from behind win.

Although a fictionalized story, Al Pacino gave such an unforgettable and inspirational performance that his speech resonated with movie audiences around the world. Like most Hollywood productions â€˜Any Given Sundayâ€™ was interlaced with product placement ads. Al Pacinoâ€™s performance is prol the reason why many of us went out and bought Reebok sporting goods shortly after seeing the movie.

While corporate video may lack the same dramatic format as a Hollywood production, it nonetheless has the potential to inspire and move audiences to action. A well made corporate video, produced by a reputable production company, has the power to motivate audiences just in the same way as Al Pachinoâ€™s awe inspiring speech did in â€˜Any Given Sundayâ€™.

Corporate video has the power to engage your audienceâ€™s primary senses in a way that informs, educates and motivates positive behavior towards your product or services. If you havenâ€™t tested the potential of corporate video, then perhaps you should be asking yourself why, given that so many of your competitors are already reaping the benefits of an overwhelmingly powerful marketing tool.

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