

Walls & Ceilings - How-To Video

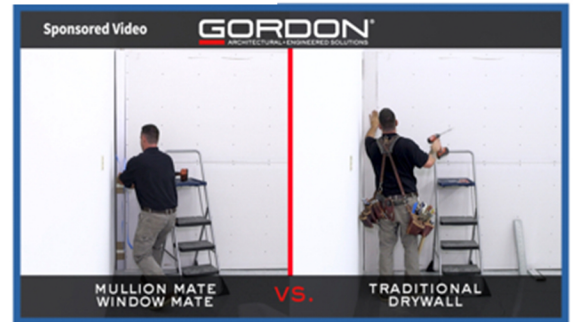
A Case Study

Client: Gordon

Magazine: Walls and Ceilings Magazine

Video Description: Video shot and produced by BNP Video and Walls & Ceilings Magazine. Video Specialist traveled on-location to shoot installation demo.

Goal of Video: A video that shows the time saved using Gordon's Mullion Mate and Window Mate vs. traditional Drywall.



Gordon Time-lapse How-To Video

Performance:

832 Total Video Views (9/30/19 - 6/10/20)

- Top performing video on Walls & Ceilings Video Player during this time
- 427 Views from exclusive video spotlight eBlast
- 405 Views combined from brand video player, website video carousel, eNewsletter and social media promotion.
- **Exclusive Video Spotlight Email Blast: 10/9/19**
 - Sent to over 14,000 people
 - **Over 20% open rate**
 - **Over 13% click-through rate**
 - #1 clicked link in whole email
 - 13% click-through rate, 12% were on your video link.

PRICE: \$10,100

Included video production (varies on location, travel expenses and scope of work), exclusive video spotlight eBlast with leads and general video promotion (posted for 12 months, 30 days website promotion, eNews and social media promotion).

"I've had two opportunities to work with the BNP Video Team, the first telling a wonderful project's product solution story, second being the well-received Gordon time-lapse installation video. In both cases, they worked to produce a professional, speedy, and cost effective deliverable. BNP Video knows what they are doing and I'd like to use them with a third opportunity!"

Ron Rice

Director of Sales, Specialties
CertainTeed

"The stats from the eBlast are great - my best performing eBlast so far!"

Cecilia Brauer

Sales Representative
BNP Media (8 years)