



ENHANCE YOUR MESSAGE WITH VIDEO

Across the globe, video is the preferred method of sharing information. Online video consumption continues to rise, and organizations are rightfully investing more resources in the medium. Make ordinary messages extraordinary through striking visuals and emotive sound.

EXPAND YOUR REACH

People are more likely to pay attention to video than text. It's proven time and time again in content performance metrics, studies and reports. Video is a core tenet of effective business and communication strategies, and it's becoming increasingly vital as online video consumption continues to surge. Publishing video content on social channels is a proven method for success.

ENGAGE YOUR AUDIENCE

Grab your viewers' attention. And keep it! Video helps people understand and relate to information in a more meaningful and impactful way. Take Twitter, for example. The platform states video is its fastest-growing advertising tool and that posts with video attract 10 times more engagements compared to posts without.

SIMPLIFY THE COMPLEX

Keep it simple. A picture is worth a thousand words, and video is worth a million. Video is an excellent medium for communicating complex concepts in a way that can be more understandable and accessible to your audiences.

Goff Public offers comprehensive video services to help organizations stand above the competition and achieve their goals.

SHORT-FORM VISUALS AND ANIMATIONS

- *Video content for social media*
- *5-10 animations*
- *Starts at \$2,500*

Reinforce your communications with concise, short-form content. Perfect for echoing campaign messages and brand values, these active visuals and animations boost your brand and amplify your communications.

EVENT COVERAGE

- *A video documenting an event*
- *Starts at \$4,000*

Multiply the reach, accessibility, and longevity from and of your event with video, allowing a larger audience to participate in the occasion. Press conferences, major speeches, galas and panel discussions are common events to feature in a professional highlight reel or full-length treatment.

VIDEO FEATURE

- *A video communicating your story or concept*
- *Starts at \$5,000*

Showcase a product, service or key initiative in a professional, high-quality video. From announcements to promotions to organizational storytelling, video is the best method of delivering an effective message across multiple channels.

GET STARTED

To learn more about Goff Public's video services, contact Chris Duffy at Duffy@goffpublic.com or 651-717-4176.