

# ILLUMIN8 CREATIVE

PRODUCTION EDITORIAL PHOTOGRAPHY DESIGN



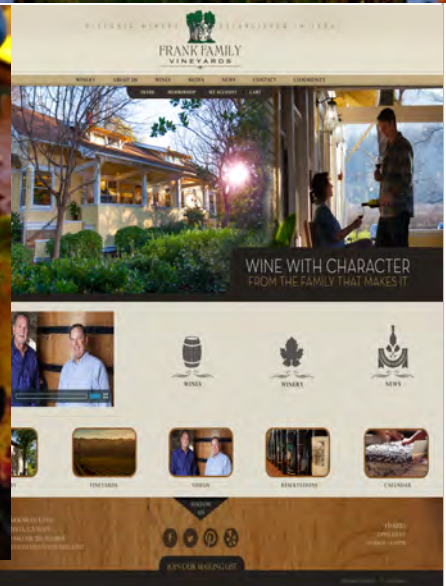
A FULL SERVICE CREATIVE AGENCY

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AERIAL VIDEO+STILLS / PRINT COLLATERAL / BRANDING / WEBSITE DESIGN

OVER 20 YEARS of CREATIVE MARKETING EXPERIENCE







**VIEWERS RETAIN 95% OF A MESSAGE  
WHEN THEY WATCH IT IN A VIDEO  
COMPARED TO JUST 10% WHEN READING IT IN TEXT**



## VIDEO STATISTICS

- Video equals higher viewer retention. The information retained in one minute of online video is equal to about 1.8 million written words.

*Marketing Sherpa Reports*

- 51.9% of marketing professionals worldwide cite video as the type of content with the best ROI

- Affluent consumers prefer video and search to other digital advertising formats, as 41% of affluent online shoppers reported to eMarketer that they took an action after seeing one of these two ad formats.

*eMarketer*

- 71% of consumers say video is the best way to bring product features to life

*Forrester Research, comScore, Online Publishers Association, NAR, Nielsen, PEW Research, Cisco, KissMetrics, Multi Channel Merchant, eMarketer*

- 90% of users say that seeing a video about a product is helpful in the decision process.

*DigitalSherpa, eMarketer, NAR, YouTube, Google, Forrester Research*

- Video ads increase purchase intent by 97% and brand association by 139%

*Unruly*

- Introductory emails with video receive an increase click-through rate by 96%

*Implix*

- The average user spends 88% more time on a website with video

*Mist Media*

- 92 percent of mobile video viewers share videos with others

*Invodo*

- 800% more conversion for landing pages with video than without

*Orion21*

- Mobile + tablet shoppers are 3x as likely to view video as laptop or desktop users

*NPD*

## OUR VIDEOS

- EDUCATE
- ENTERTAIN
- ENTICE



### VIDEO EXAMPLES

FRANK FAMILY VINEYARDS - OUR STORY:

<https://www.youtube.com/watch?v=2uQkUul334M>

TODD GRAFF - WINEMAKER:

<https://www.youtube.com/watch?v=fQtCTj9vBws>

RANCHO FINO - EQUESTRIAN RANCH SALE VIDEO

<https://vimeo.com/132538050>

ROYAL CARIBBEAN CRUISES - DIGITAL TRAILER

[http://illumin8creative.com/clips/RCC\\_AOL\\_90.mov](http://illumin8creative.com/clips/RCC_AOL_90.mov)

SOUTHWEST AIRLINES - PHOTO CONTEST

[http://www.illumin8creative.com/clips/SW\\_ShareLuv\\_Link.mov](http://www.illumin8creative.com/clips/SW_ShareLuv_Link.mov)

PROPERTYVISION - LUXURY REAL ESTATE SALES REEL

<https://vimeo.com/132506683>

BANK OF THE WEST - VOLUNTEERISM VIDEO

[http://www.illumin8creative.com/clips/BOW\\_VOL\\_FINAL.mov](http://www.illumin8creative.com/clips/BOW_VOL_FINAL.mov)

BABYFIRST TV - SPECIAL SHOOT/THEATRICAL TRAILER

[http://www.illumin8creative.com/clips/MFM\\_Premier\\_Trailer\\_V4\\_NoSlate\\_Link.mov](http://www.illumin8creative.com/clips/MFM_Premier_Trailer_V4_NoSlate_Link.mov)

MISSION BEYOND - TV SALES TRAILER

[http://illumin8creative.com/clips/MB\\_Trailer\\_Final\\_Link.mov](http://illumin8creative.com/clips/MB_Trailer_Final_Link.mov)

