



Imagination That Powers Your Story.

Marketing Media • Landing Pages • Squeeze Pages • Explainers • Whiteboards • & Much More!

Case Study: The Most Important Health Discovery of All Time



Overview

The Client required a robust media campaign for the launch of their new nutrition book. Internet media needed to be developed on multiple levels to funnel sales conversions, with content being available in both English and Spanish.

The Challenge

In the nutritional supplement industry, great lengths are required to adhere to federal compliance, even when the product is a book *about* nutrition, and not a nutritional product itself. Because of this, copy approvals were delayed and the production window to create the multi-level campaign was short. Speed and coordination was required in order to push through design, production and approvals/revisions, as well as flexibility to implement systematic changes as copy continued to pass through appropriate compliance channels.

The Solution

The campaign broke down into five components, of which BubTown handled the three largest: Sales Landing Pages, Video Sales Letter, and Squeeze Video. All projects required continuity and coordination. The web pages were developed using Adobe Dreamweaver and Adobe Photoshop, and scripting was done with HTML5, CSS3, jQuery and JavaScript, using both parallax and animation effects. In addition, template Sales pages were created for both the English and Spanish secondary marketing efforts. The videos were created using Adobe After Effects, Adobe Photoshop, Adobe Illustrator and Adobe Audition, relying primarily on motion graphics techniques and utilizing musical scores as well as stock image and video components.

The Results

All campaign components were completed on task and on time, with successful results. The Client was very pleased:

“You did a fabulous job! You turned what could've been a same-old run-of-the-mill VSL presentation into something engaging... I'm blown away by the production quality! I'm beyond impressed!”