

NEW YORK, NY, August 07, 2014 **/24-7PressRelease/** -- Jalbert Productions, an experienced [video production agency](#), is well aware of the importance of brand development through video content. Now, they wish to discuss this effective marketing strategy with others. On their official website, they have posted a blog entry detailing the process of using video content to advertise effectively, along with several examples.

They identify four distinct types of video. Firstly, there is "Video Content that Documents an Event," with the Red Bull Cliff Diving World Series 2012 in Boston used as an example. They emphasize the importance of the documentation of significant moments that make up the event. While memories fade over time, there is a strong benefit to having good video production available to document these events so they can be accessible for a long time to come.

The second category is "Video Content that Strategically Promotes a New Product Line." The example given is Ralph Lauren's Team USA Official Outfitter brand development video, which illustrates and highlights the close professional three-way relationship between the 2014 Sochi Olympic Winter Games, Team USA, and Ralph Lauren.

Third, they discuss "Video Content that Tells a Brand Ambassador's Story," with Outside Television's Levison Wood Profile video heralded as a very effective and unique example of good video production and brand development. In this video, the brand chooses to focus on an individual's story and link it back to their brand development campaign indirectly. The use of a unique and inspirational person allows the brand to advertise through that individual's interesting story which is typically compelling and makes inspirational content and which the brand can organically weave product throughout.

Lastly, the blog explains the benefits of "Video Content that Highlights a Product's Features." The example given is Maverik Lacrosse's Metrik Head. A good video production agency that can create an interesting and informative product video stands a greater chance of success, since 90% of online shoppers prefer to watch product videos before purchasing a product.

Readers who would like to read the blog in its entirety can go here: <http://jalbertfilm.com/index.php/video-content-important-brand>

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Company Information: Jalbert Productions is a [NYC video production agency](#) with many high profile clients. They specialize in sports videos, but are involved in many content forms as well. They believe that video production can be an immensely effective way to advertise. For more information please visit

<http://jalbertfilm.com>