

TALK IS CHEAP, VIDEO IS PRICELESS.

It's time to leverage your tradeshow investment,
and get noticed at **Design & Construction Week**.

Get Your Story In Focus During #DCW2019

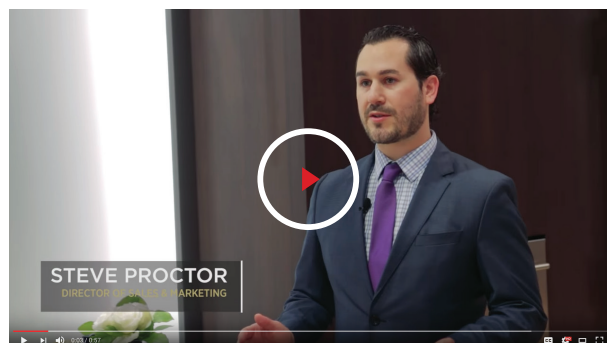
Almost 75% of all Internet traffic is video. So, why are you still sending out text-only press releases and static images? It's time to bring your story to life with Video News Releases (VNRs).

Your Brand, In the News

Our award-winning PR.0™ video team will develop compelling and customized VNRs for your brand that include content directly targeting editors and journalists. Leverage your tradeshow investment so that your brand stands out.



WALKER ZANGER
Studio Moderne VNR



TRUE REFRIGERATION
Spa & Makeup Station VNR

We've Talled the Results, You Tally the Value.

VNRs Deliver



13.9%

AVERAGE INCREASE
IN EMAIL OPEN RATES



43%

OPEN RATE INCREASE
FOR A NATIONAL BRAND



2X

HEADLINE
IMPRESSIONS

It's as easy as **1 2 3**

- 1** Our team comes to your booth.
- 2** We shoot 1-2 minute videos designed to appeal to editors and media professionals.
- 3** We edit and deliver video worth sharing.

You get to leverage these videos to share in your news releases, on your website, via your social media channels, to e-market and more. **Delivered approximately 30 business days after the show.**

Your investment is only \$6,500 (per video)

“The video was great! Short enough that you don't need to put aside a chunk of time to watch, but packed with enough information to get the highlights across and heighten interest.”

Editor, San Francisco Chronicle

“I just tweeted about the product. I liked the fact that the video was included in the email... [It] made it easier to get to as opposed to having to click on a link from YouTube.”

Writer, High End Weekly

VNR Production for Industry Leading Brands Including:



Limited time slots available. Book by January 8, 2019.

Email debi@merlotmarketing.com, or simply give us a call at 916.285.9835.



merlotmarketing.com