



# CASE STUDY

## **GLOVE GUARD**

VIDEO FOR B2B PRODUCT SALES

INFORMATION  
THAT DEMONSTRATES





## EXECUTIVE SUMMARY

Glove Guard is a personal protective equipment (PPE) manufacturer committed to simple tools with unique designs. The company services the industrial sector with a variety of product lines including glove, hat, and glasses clips that keep workers safe, comfortable, and productive. Additionally, Glove Guard takes its products a step further than the competition with custom colors and logo imprints.

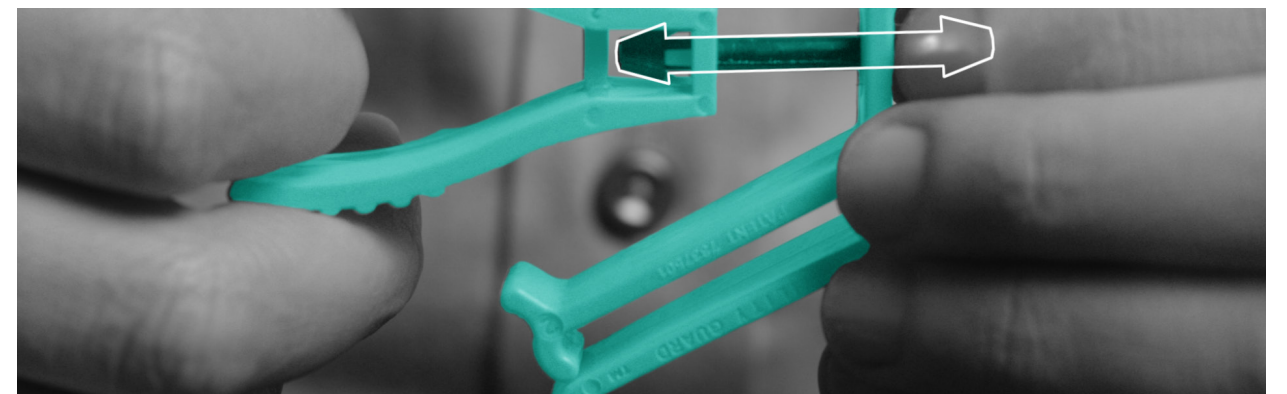
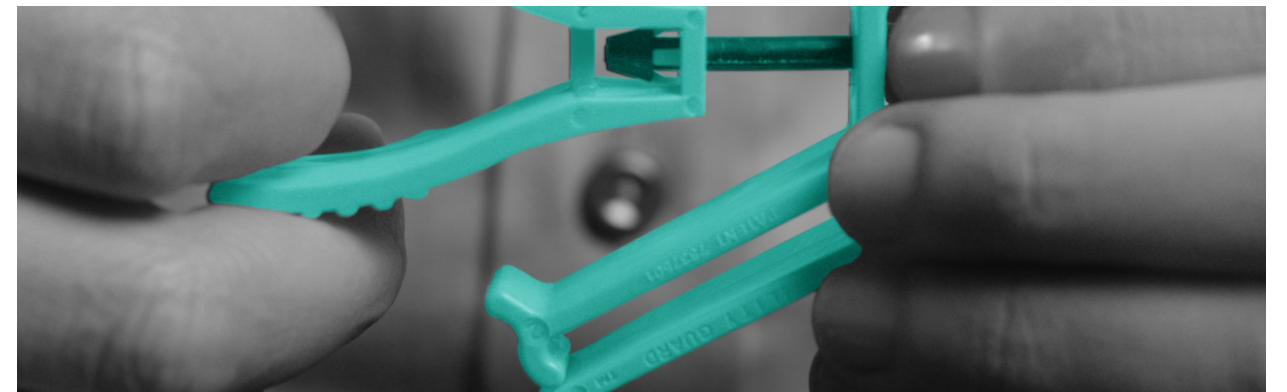
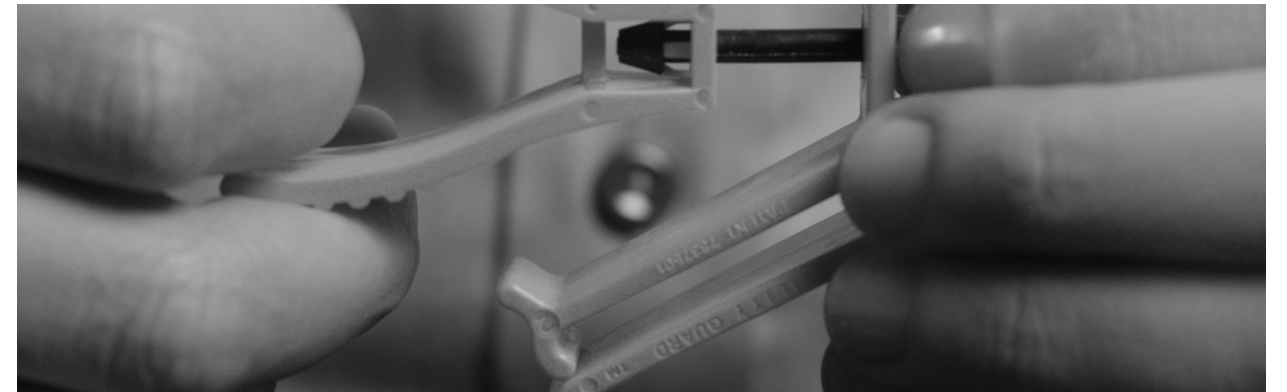
Given the sheer volume of manufacturers in the PPE market, the need here was simple - make Glove Guard's top products stand out among the competition. Fortunately, Glove Guard's value proposition is clear and genuine - quality, originality, and functionality - but these intangible features are some of the most difficult to communicate effectively in a written brochure, PowerPoint, sales email, or photo.

How exactly do you bring these features to life and communicate them to sales prospects on a website, in an email, or at a trade show? Video.

# DISCOVER

Just like their products, Glove Guard's marketing team was a step ahead when they initially contacted Pop Video because they knew video should be the next evolution in their product marketing strategy. They also knew that a video content partner would be essential to the successful execution of this strategy since many questions still remained. First, why video? What motivated this content? Second, how are existing marketing materials falling short and how can we close the gap? And who is the audience, anyway? What do they already know? Or not know?

As with all clients, we met to discuss these questions, among others, get to know the team and their business, and most importantly experience the products first hand. In-person, Glove Guard's value proposition was crystal clear - you could feel the quality, experience the functionality, and hear the team's passion for their products and customers. At that point, a light bulb went off. This in-person experience was exactly what other marketing materials failed to provide. We needed to translate the sights and sounds of this experience to video in order to effectively communicate Glove Guard's product offering and bring its brand to life.





# STRATEGIZE

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After we decided to portray the videos through the eyes of the in-person product experience, we had to identify the content requirements that would inform our creative strategy. At Pop Video, we believe it is critical to let the content, in this case the product, guide the creative process rather than an arbitrary creative whim because it ensures we never lose sight of the message from concept to completed video.

First, like most video content, Glove Guard's product videos had to be short and to the point. Regardless of the final platform - email, website, or trade show - we would have very little time to capture the viewer's attention. This meant getting to the product fast rather than wasting time on a long winded company history or chatty spokesperson.

Second, we knew the handheld size of each product posed a unique challenge since small movements and subtle features could easily get lost on screen. As a result, we needed to control the viewer's focus and take him to the action with close-up, eye-level shots of the product rather than an objective third-party point of view.

Third, the in-person product experience was characterized by physically holding the product in your hands and hearing about its features and benefits. In order to translate this to the screen, we needed a professional actor to handle the products and a motion graphics strategy to show features and benefits rather than simply telling the viewer through audio.

Putting the product first and working backward to identify requirements enabled us to craft a creative strategy that elevated the content visually while staying on message. This approach also illuminated additional needs to make the video production process a success including a storyboard, motion graphics mock-ups, and a controlled environment for video production.

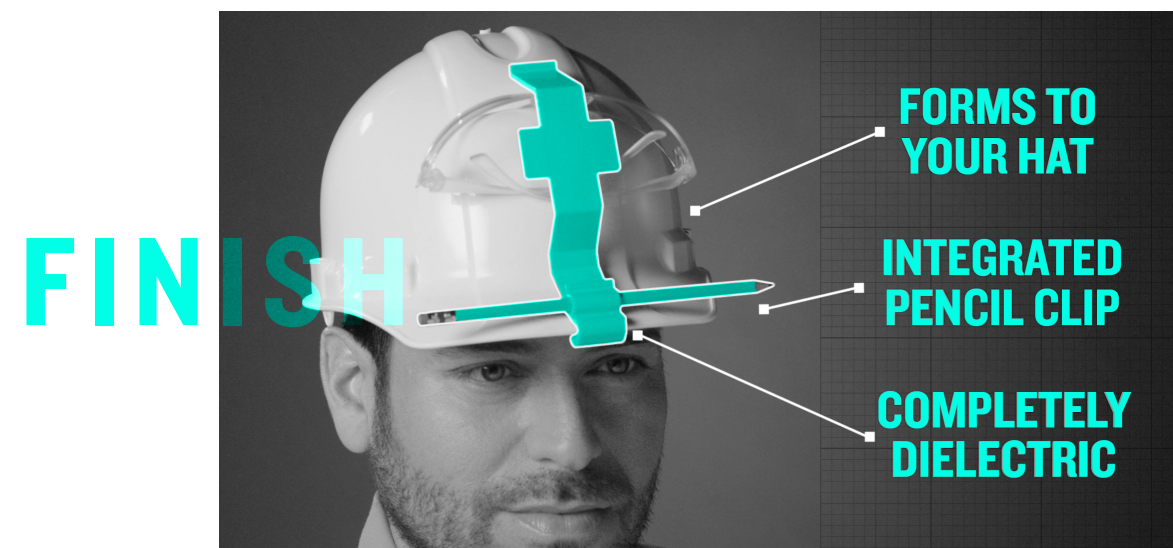


# CREATE

Time to bring the strategy to life. Like most product videos, we started by writing scripts to ensure the products were communicated clearly and in the shortest amount of time possible. We also established a repeatable story structure and applied it to each script to create a consistent look and feel across the entire series of completed videos. Next, we made a shot list that reflected each script and aligned with the motion graphics mock-ups to make sure all visual elements would work together when it came time to edit the videos.

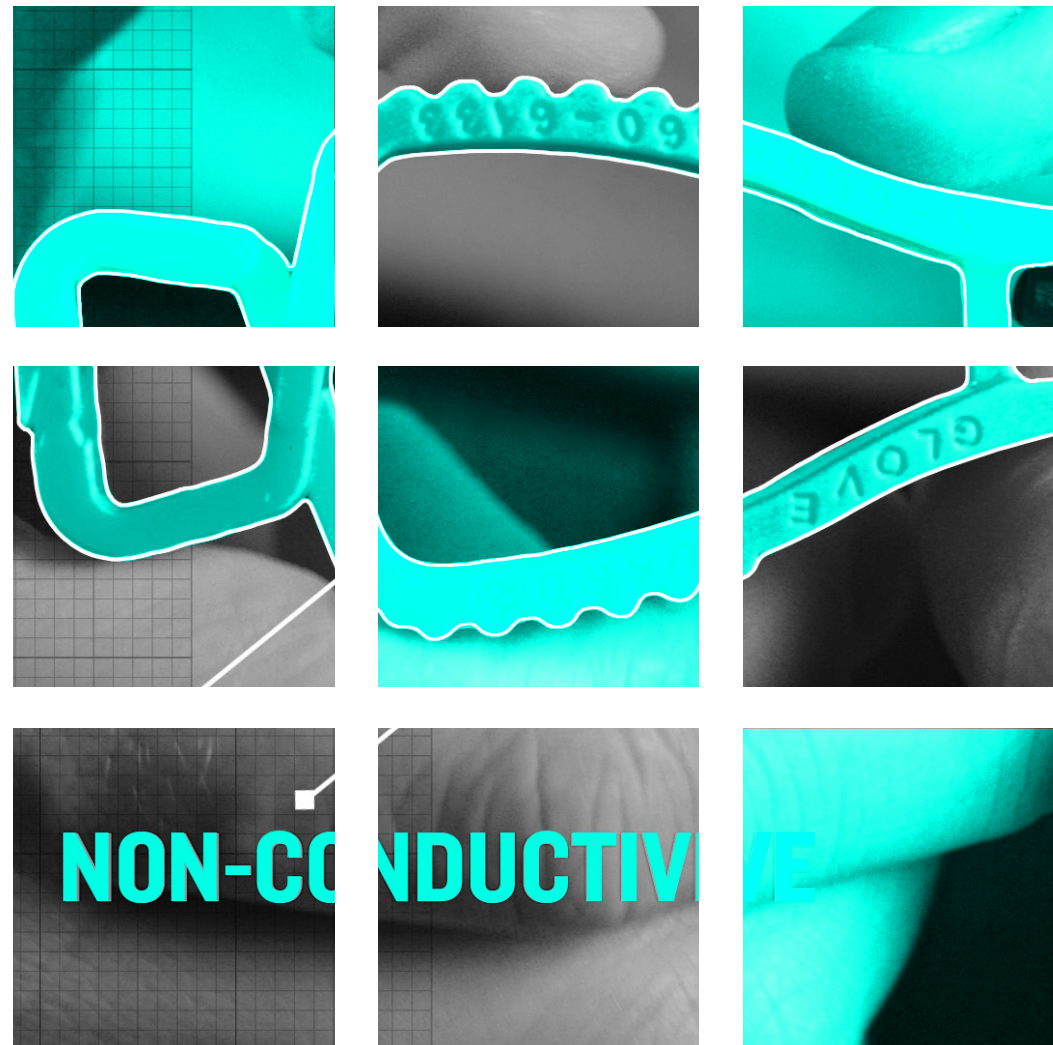
Once the initial creative deliverables were approved, we turned to talent. We knew we wanted to keep the viewer's attention on the products so we decided to present the information through a professional voice over instead of an on-screen talking head. This enabled us to keep the product on screen one hundred percent of the time, seeing its features and benefits while simultaneously hearing about them as well. After a quick casting call, we found both on-screen and voice over talent that aligned perfectly with Glove Guard's brand and target audience. Last, we booked a suitable studio to achieve a controlled environment and then it was simply lights, camera, ... you know the rest.

This creative breakdown and straightforward execution ensured Glove Guard's footage flowed seamlessly from video production to post-production for editing, motion graphics, music, and coloring. As a result, we delivered a series of clear, consistent product videos on time, within budget, and beyond expectations.



# MANAGE & LEVERAGE

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The completed product videos were a hit and continue to allow Glove Guard to highlight its products in a way it previously could not achieve through existing marketing materials.

Upon completion of the product video series, we organized all project assets for easy access, revision, and repurposing in the future with the idea that new products will come online and need the same style of video content.

The completed videos are currently being used as an avenue for people to learn more about Glove Guard's products online and via email. The content is showcased throughout their YouTube page, emails blasts, website, trade show follow-ups, vendor websites, and social media pages.

Check out the product demo video series, [here](#).