



TribeAgency creates an informative product training video and CD-ROM for **Avent**, one of the world's leading manufacturers of nursing and baby feeding products



Market Outlook

Collateral not only includes promotional materials, but can also include training materials that support an organizations' product line. For companies that utilize a salesforce, distributor, or retail model, a training video can play a vital role in educating sellers on the full line of products and the associated benefits.



The Avent feeding system is available nationwide at juvenile stores, baby specialty retailers, independent and chain drug stores, supermarkets, Internet retailers and at all Target, Toys R Us, and Babies R Us stores. In order to keep employees at these retail outlets educated on how to use individual products in the baby feeding system, the company decided to update its existing product training video to better reflect the company's current brand image and product selection.

Opportunity

When Avent America Inc. sought to update its product training video, they tapped into the video production expertise of TribeAgency. The order was to create an informative and versatile tool that educates Avent's retailers on how to use the company's best-selling line of nursing and baby feeding products. The final product was available on both VHS and CD-ROM formats, with TribeAgency handling everything from pre-production through editing and final duplication.



AVENT.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

TribeAgency began the project by working with Avent to establish a script, associated storyboards, shot list and lighting diagrams to provide a clear and definitive narrative structure for the entire piece. The script called for a mixture of still shots, tabletop product shots, and hand models illustrating unique product features and operating instructions. While establishing a final shooting script, TribeAgency set about scouting appropriate locations and lining up equipment and talent for production.

During the three days of location and studio shooting, TribeAgency shot a variety of tabletop and handheld motion shots that clearly provided solid visual references for using products in the Avent feeding system. After identifying voiceover talent to provide the narration for the video, TribeAgency gathered together the footage with Avent packaging and logos to head the project into post-production.

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Results

From pre-production through final duplication, TribeAgency provided Avent America with a single-source solution for efficiently producing a product training video that will help the company to keep its retail partners informed on how to take full advantage of its award-winning baby feeding system.



From motion footage to still images and audio tracks, TribeAgency was able to use an in-house editing suite and savvy post-production expertise to assemble the final product from all of its disparate audio and visual elements. An interface and package was designed for the CD version of the video, and after edit revisions, the final video was ready for duplication and distribution on both VHS and CD-ROM formats.



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