Digital Strategy: Campaign Video

A potential digital strategy I would suggest to my client, Ritrovo, is to create a video that really reflects who they are as a company. When I am tooling around on a companies website I like to see a video of some kind that is relating to their company or product. I think viewing an interactive visual is key when promoting something. The video would be placed on their website as well as their blog. I was thinking the video should be around 3 minutes or less because any longer and the audience might lose interest. My idea is that the video would be comprised of little snippets of their journeys through Italy, their interactions with the local farmers and artisans and a bit on how their products are made. People want to see the behind the scenes stuff and their company has great stories behind it. This would give the audience real footage of where the products they are buying is coming from as well as educating them slightly on the Italian culture. Also, this video is a great way for the owners of Ritrovo, Ilyse and Ron, to make a direct connection or bond with their consumers. The public can see them out in their element collecting the fine ingredients that make their quality products. This is also a great strategy to market to new consumers because it would tell the Ritrovo story in a short 3-minute segment. With the right video footage, audio and style this digital strategy could really enhance the awareness of their company. People could easily email the video link from the Ritrovo website to their friends and family to introduce them to this awesome distributor.