

Title:

Entertainment and Media Production for your Business. Why?

Word Count:

662

Summary:

<p>You are a business. You do well. Why do you need to worry about what Entertainment and Media Production companies can do for you? Why would you need to hire some weird artist to make your company's exposure to the public more attractive? Let's get to the bottom line. Revenue! You can actually increase your revenue through the way that you expose yourself in the media. This is not a new idea it's just advertising.

Keywords:

entertainment and media productions, business

Article Body:

<p>You are a business. You do well. Why do you need to worry about what Entertainment and Media Production companies can do for you? Why would you need to hire some weird artist to make your company's exposure to the public more attractive? Let's get to the bottom line. Revenue! You can actually increase your revenue through the way that you expose yourself in the media. This is not a new idea it's just advertising.

<p>Entertainment and Media Production companies can do a lot for your business. They can make you literature more visually appealing and easy to read and understand. They can make your TV and radio commercials for you. They can even make great designs your internal newsletter. How does this affect the bottom line? It draws people in to what you want them to read, see or hear. That generates more sales leads, which in turn generate more revenue.

<p>Good and attractive media helps your company look professional.

Looking professional helps customers trust you. These customers can be individual buyer or business to business customers. People are more likely to buy from you if they trust you. Many times all the customer sees is your literature. In many businesses they don't see your office building, or your factory, all they see is your literature and your product. Make your product look great. Then, make your literature look great too.

<p>Good entertainment media, like ads and TV spots can actually work hard for you. A good ad can raise the top of mind awareness for your company or product. As it does this it also positions your company in their mind. Let's say you own a bank and you ask your entertainment media production department to

come up with a TV spot promoting your bank. If they create a TV spot that looks like it was done in a garage, then your bank will be positioned in the minds of the consumers as an unprofessional banking firm. However, if they do an excellent job and make a TV spot that has the feeling of solidarity, then the consumers will position you as a secure bank. In short, find your position then let your ads, TV spots and literature exemplify that position.

Be careful with entertainment media. Vulgarity, offensiveness and even humor can get you in to trouble. You media should never be vulgar or offensive. You are trying to entice people to trust you not turn them away. Humor can be a great tool but it can also be a stumbling block. When you use humor, make sure that it has a purpose (i.e. sell a product or position you company in the mind of the consumers). If it is funny but unrelated. Don't do it! It won't help.

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Here are a few guidelines about how to use entertainment media.

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 Make it look professional

Don't be uptight. It is okay to have fun as long you don't forget your purpose

Be Fresh but tight. Make all of entertainment media productions clean and appealing

Make it memorable

Make it friendly (this applies to most businesses

Don't put anything in that is vulgar or offensive

Make it fun. Remember that it is called entertainment media production, there should be an element of entertainment.

Make your views feel like you are a long-time friend

Make it speak your company values. Make your media speak volumes about your company by their layout and design not just the type.

Get it done professionally!

Entertainment media production is a powerful tool in helping generate revenue. Let me close with an example. A few years ago BMW took an interesting approach to advertising. They produced a few of short films that featured their cars. These were actual films but every drove BMW cars. They offered these for free to whom ever wanted one and on the DVD was a brochure for their cars. The films were a great way to promote their cars. Be creative when you work with media and it will serve you well.