

## atWork Australia Video Production



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MOO Digital and Video Marketing Agency Melbourne – Success Stories Videos

Good-quality smartphone cameras and ubiquitous social media platforms such as YouTube, Instagram and Facebook have done lots to democratise corporate video marketing and communications — for better and worse.

Businesses who buy too hard into the hype (<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>) of DIY video marketing run the risk of overlooking the bottom-line benefits many brands yield from professional-quality video production.

Businesses who want high-performing professional video marketing content have their work cut out however.

Once they have the budget covered for production and professional-grade equipment, they still need it in the hands of proven video production professionals. In fact, businesses who plan to produce professional video marketing need to answer a long list of questions. For example, how long should the video be? What's the key message? What's the best way to deliver this message to the intended audience?

**... data indicates the number of businesses using video as a marketing tool has jumped from about 65% in 2017 to 87% in 2019 (Wyzowl).**

MOO Marketing and Graphic Design, a digital and video marketing agency Melbourne expert, recently completed a video project for Disability Employment Services (DES) provider atWork Australia. The project is a showcase of how organisations can fulfil marketing and communications goals with a high-quality video production arm in their corner.

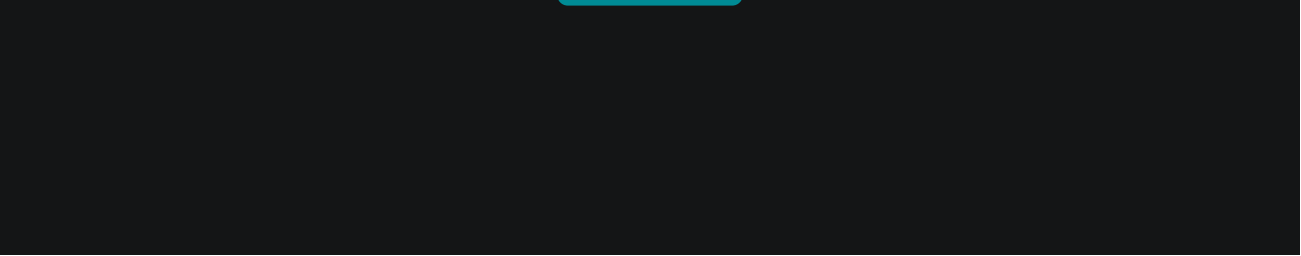
MOO was tasked with creating a series of success-story videos that were published on the atWork Australia website to promote the positive employment outcomes DES job seekers have achieved through the support of atWork Australia. atWork Australia, a regular MOO client, has been helping people with disability, mental health conditions, illness and injury to find lasting employment for more than 15 years.

## What's your video marketing strategy?

**Private Video**

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MOO, who delivers creative photos and videos for marketing campaigns, services jobs like these by supplying a creative team that uses professional-grade equipment and provides art direction, editing and post-production.

MOO's overall service to atWork Australia involved pre-location planning, storyboard development, interviews, on-location filming and additional location shoots, editing and graphics to create a brand film.

The videos, currently on the website (<https://www.atworkaustralia.com.au/jordan-is-driving-towards-his-career-goals/>), are a powerful way for atWork Australia to inspire more Disability Employment Services job seekers and employers to start their road to securing lasting employment.

UK-based explainer video company Wyzowl has released 2019 research that finds video marketing usage is rising rapidly. Its data indicates the number of businesses using video as a marketing tool has jumped from about 65% in 2017 to 87% in 2019.

This means video marketing content needs to be next-level to cut through the noise however.

A professional video production team such as the one MOO provides can help businesses amplify their marketing volume and communications needs with a full or customised video marketing service.

Services utilised in the atWork Australia success-story videos project:

- Digital marketing strategy
- Pre-location planning
- Storyboard development
- Interviews and on-location filming
- Copywriting
- Editing and graphics