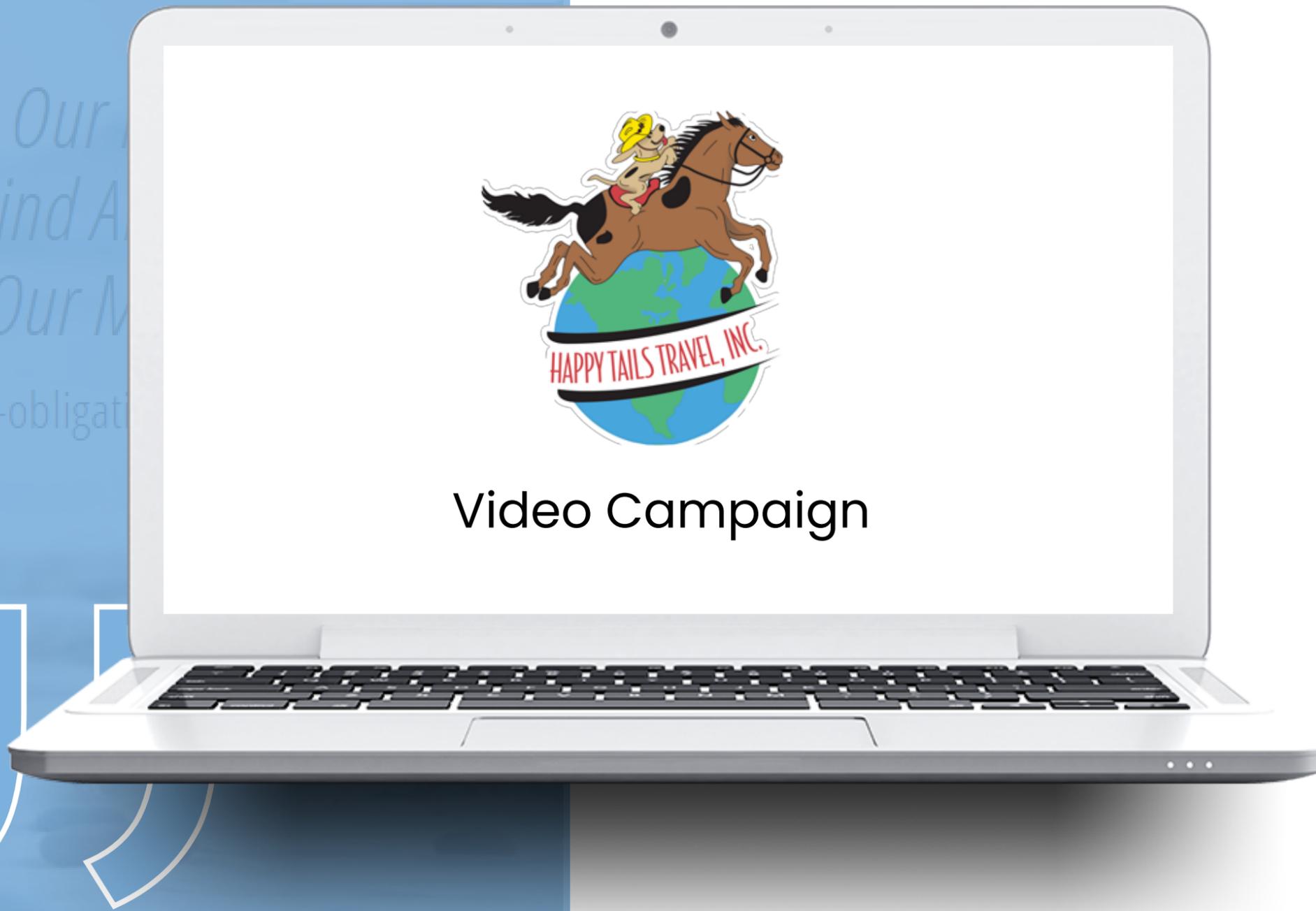


**An Anonymous Brand  
Gained Recognition  
Amongst Peers & Society  
With Video Advertising**



**Video Campaign**

# Business & Background

Happy Tails Travel, a USA-based pet relocation and shipping company, provides safe and comfortable shipping of pets from different places by working with vendors, airlines, veterinarians, and pet families to ensure a smooth move.

In the market since 1995!

- + Educate the target audience about pet scams and how to avoid them.
- + Propagate business as a reliable option amongst the target group.

## Project Goal

Fill out our no-hassle, no-obligation [Pet Travel Form](#)



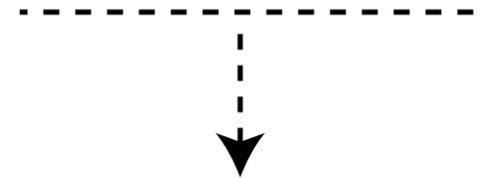
# Tasks & Challenges

- + Client lacked the vision of how he really wanted to cover and propagate the subject
- + Limited awareness of the subject
- + Novel & complex subject

- + Created a video solution including 360-degree video creation activities:
  - Script Writing
  - Graphic Creation
  - Storyboard
  - Voice Over
  - Final Delivery
- + Created multiple high-quality videos, adequate for every platform.
- + Ran YouTube ads to reach a greater mass



# Client's Feedback



“Very responsive. Quick to create products and make revisions. Even when they asked for more time to get a voice-over, they still met the original deadline. They closely matched other content we had, which they were not responsible for creating. Will very likely use them again for future videos.”



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**Contact Us!**