

Why do i need a video?

"Do I need a video?" - This is a question that sensibly we all need to ask. The infinite possibilities of video mediation imply that, for whatever your purpose, a video is most definitely a suitable solution.

A number of common purposes for a video are:

- To capture events or your important or precious moments - conferences, weddings, a child's first steps;
- To deliver a message when words are not enough - a video message for a loved one, a video will;
- For product, company or personal promotion - advertising spots, documentary style promotion, showreels;
- To educate - documentaries, training videos, tutorials or self help.

Everyone likes eye-candy, and at RDKmedia we are no exception! That's why we have developed our company around delivering strong audio-visual messages with energetic elegance.

The real questions you should be asking next are:

- Will I want to relive my special event again?
- Will I, my product or company be left behind without the right kind of promotion?
- Will a video do a better job than a book, brochure or presenter alone?

If you answered yes to any of the above questions, then our team are here to help you. In our experience, each project is unique and our experienced team can suggest which approach best suits your requirements.

Using the latest technologies, we can provide a standard of motion graphics to add a zest to your product and prepare it for delivery over the internet, CD/DVD or Video.