



Video Interviews with Consumers, Nationwide. Zero Travel Costs.

CUSTOMER INTERVIEWS WIN PITCHES

Snippies brings the wisdom of consumers from multiple markets to pitches and presentations in stunning, full-screen video and crisp audio. These spontaneous, real-world interviews wow clients with unique insights, offer powerful support for ideas and programs, and demonstrate a laser focus on the customer.

BUFFALO, BOSTON, BEIJING – YOU NAME IT

We've painstakingly trained a worldwide network of bright, determined, and scrappy video journalists who wield not only cameras but curious minds. Choose from more than 45 U.S. cities, plus others in Canada, Mexico, South America, Europe, Australia and Asia. Call today; we'll shoot tomorrow.

ANY DEMOGRAPHIC, ANY PLACE

Snippies' video journalists are long-time locals in their communities and know who lurks where. They find their targets on the streets, in offices, at home, anywhere people live, work, and play. Once netted, these customers are thoroughly interviewed until they've confessed all. Too tough a group to track this way? Snippies has relationships with recruiters in numerous markets. Doctors or dog owners, students or stockbrokers, we'll catch 'em, question 'em, and bring home the footage.

SNIPPIES' VIDEO TOOLS FOR NEW BUSINESS PITCHES

- **Pitch Videos.** Back up concepts and strategy with real-world interviews that demonstrate people buy into them. We'll edit a convincing piece.
- **Market Research.** Mine the world for fresh ideas, language and spontaneous consumer reactions. We'll conduct videotape one-on-ones (on-street or sit-downs) in multiple markets and deliver the full or edited comments as desired.
- **Pitch Teaser and Web Leave-Away Add-Ons.** Score points before entering the pitch room. We'll create an attractive HTML email with one-click access to a streaming highlights teaser of the video you'll show at the pitch. Then, as the pitch ends, present a web address to clients where they can see additional customer interviews not shown at the pitch. This URL will likely be forwarded to key decision makers throughout client companies.

TEN REASONS TO USE SNIPPIES

- 1. Improve your batting average.** Snippies has been involved in \$180 million of new business wins during the last 12 months.
- 2. Real people in their real environments.** We bring the camera to where people are rather than dragging them to a conference room. More authentic and more visually informative.
- 3. It's sunny in San Diego.** No matter the weather outside your window, Snippies can shoot today in places where the sun shines.
- 4. Shoot in multiple markets, tomorrow.** Often we can even shoot today.
- 5. Pitch Exclusivity.** Only one agency is likely to present customer opinions from around the country on video. We're faithful and mum.
- 6. Presentations in any format.** Your choice: video tape, computer files to play on a laptop, DVDs, streaming video from the web, and more.
- 7. You want to edit? Fine.** Snippies can provide raw footage or 10 minutes of selects for you to quickly edit a short video.
- 8. We're invisible to the client.** You interviewed and created the video, not us.
- 9. Shockingly low cost.** Interviews across the nation and around the world for less than the usual cost of a single-market shoot.
- 10. The AAAA and the ANA use Snippies.** When these industry organizations need interviews for their conferences, they turn to Snippies. Shouldn't you?