

Videos of Events Wow Clients.

Shoot Anywhere without Travel Costs.

LOCAL VIDEO JOURNALISTS IN EVERY CITY.

Snippies has meticulously constructed a network of talented video journalists in more than 40 US cities, plus others in Canada, Europe, Australia, and Japan. These tried-and-true journalists capture sparkling video, crisp audio, and insightful interviews.



WE UNDERSTAND EVENTS.

We've shot hundreds of events and understand that what really matters is the participant experience and take-away message. Of course we get lively footage of event activities, but we also uncover what participants learned and what they'll remember.



MULTI-CITY EVENT SHOTS. TOMORROW.

Snippies' network of local video journalists means unparalleled opportunities for video event coverage at a quarter of the cost of sending a crew. Miami or Minneapolis, San Diego or San Antonio - you name it - call today for event coverage tomorrow.



COMPELLING PRESENTATIONS.

Snippies delivers videos that fill a wide screen or leap from a web page. We can edit then encode your video into files to play on laptops or stream from websites. Or we can simply shoot and then deliver the unedited footage. It's your choice.



DOCUMENT YOUR EVENT. TELL ITS STORY.

Snippies' event pieces not only wow clients by letting them see and hear the quality of your work, but they provide valuable market intelligence, make dramatic additions to new business presentations and serve as tools for training new employees.



EIGHT EVENTS, ONE NIGHT.

"When Diet Pepsi asked us to cover their Oscar Night promotions, I was stuck. Milwaukee, Philly, LA ... eight cities in all. I dreaded searching for someone reliable in each area. Fortunately, a colleague suggested Snippies. One call and I had crews lined up everywhere. Our client was thrilled to get great video from each event. Thank you, Snippies!"



— Matt Abourezk
Talkingbox Digital Media Group
www.talkingboxdmg.com

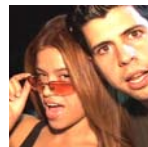


HOW EVENT MARKETERS USE SNIPPIES

Event Documentation. Show your event's success to clients and new business prospects, especially from the viewpoint of attendees. Our video account of a **Thermacare** sampling campaign by **Arc Marketing** covered everything from training through product trial.

No-Travel Coverage of Tours. Got a road show? Snippies' local video journalists in each city will cover it without travel costs or logistic hassles. We documented the success of **Cadillac's** multi-city CTS launch with a fast-paced video focused on consumers' upbeat reactions.

Overnight Presentation and Web Edits. Need an event video edited that night, encoded, and streamed the next morning? For **American Idol** sponsor **Clairel** we captured the craziness of auditions in seven cities. Snippies' videos were posted the next morning to **Clairel's** website and were seen by tens of thousands of potential customers.



HOW MEETING PLANNERS USE SNIPPIES

Pre-meeting Video Invitations. Let the world know why participants are looking forward to a meeting, or send a video invitation from sponsors or hosts. The **ANA** pre-event email for its annual meeting included a video greeting from their board chairman; the response was impressive.

Custom Video Content for Meetings. What do people on the street nationwide think of an event topic? How about industry leaders around the world? For **Adweek's** "What Teens Want" conference, each session was set up by a video with real teens' opinions, captured by Snippies from nationwide interviews.

Conference Packages. Gather opinions and document events, edit these overnight, and show them to participants the next morning. Edit opinions and event impressions into an HTML email for sending post-event to participants and non-attendees. Craft the video to promote future meetings. Snippies did this and more for a **DDB Worldwide** management meeting.



CURRENT CLIENTS INCLUDE:

- ADWEEK
- ARC MARKETING
- ASSOCIATION OF AMERICAN ADVERTISING AGENCIES
- ASSOCIATION OF NATIONAL ADVERTISERS
- THE BOSTON BEER COMPANY
- DDB WORLDWIDE
- EVENT PRO STRATEGIES
- EVENT MARKETER MAGAZINE
- JAVELIN
- MC2
- MRA
- MICROSOFT
- PUBLICIS DIALOG
- PROCTER & GAMBLE
- PRO MOTION
- SNAP MARKETING
- UNIVERSAL STUDIOS
- YAHOO!



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Inspired shoots. Insightful interviews. No travel costs.