

FILM THAT SELLS, EXPLAINS AND BUILDS CONFIDENCE

Why brands invest in film

Video is the fastest way to make a product understood and believed. It reduces friction in three high-value moments:

- Sell-in: Buyers grasp the product quickly and feel confident saying yes.
- Conversion: Customers understand benefits and usage without effort.
- Training: Retail teams can explain the product consistently and accurately.

Used well, film becomes a repeatable asset base, not a one-off spend.

Who this is for:



Product and marketing teams preparing a listing conversation or range review



Teams whose product is strong, but whose digital listings are not converting



Brands launching a new product or range that needs to be understood quickly



Brands with complex products or "proof" stories that are hard to communicate in static formats

What you get:

A film toolkit designed around the job it needs to do. Typical outputs (scoped to your needs):

- A hero film (sell-in, brand, demo or launch-led)
- Cut-downs for social and email
- Modular edits for website and e-commerce
- Optional training variants for retail teams

Designed to go further: One toolkit that can support sell-in, website, Amazon, social, in-store screens and internal comms.



How the process works

You get the strategic messaging and the finished creative execution, brought together as one cohesive video.

1

ALIGN (the job + the message)

We agree what the film must achieve: sell-in, sell-out, training, education, or a campaign asset. We include the core promise (benefit), the proof (reasons to believe) and the behaviour we want next.

3

PRODUCE (capture the right evidence)

Filming built around what will persuade: product performance, real usage, credible scenarios, or brand world. Production values that reflect how you want the brand to be perceived.

2

SCRIPT (make it simple and persuasive)

We turn the message into a film structure that works on screen, including a treatment or storyboard approach. We'll write a script that conveys a clear narrative, whether that's using a presenter, a voiceover, text on screen or simply through informative visuals.

4

DELIVER (toolkit and rollout readiness)

We deliver the hero film plus agreed cut-downs, formatted for where it will be used (sell-in, web, social, Amazon, training). We can also advise on rollout order so the film earns its keep.

What film can do that other assets can't



Simplify complex products
Show, don't tell



Build belief
Proof is easier to accept when seen



Sell the "why"
Emotion and aspiration, without hype

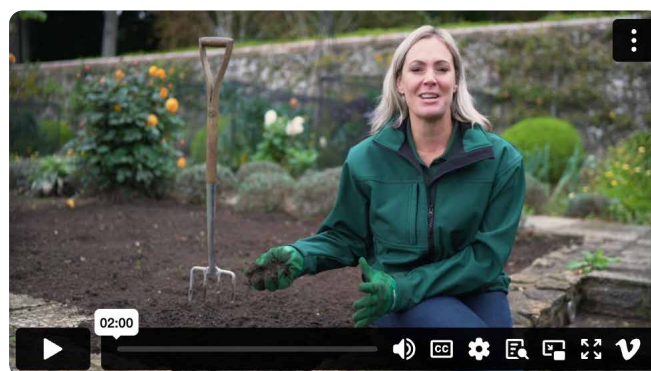


Create consistency
One story, applied across many channels

Proof points



A product sell-in video for Pyrex helped drive sales growth of 400%+ for the Cook & Go range.



Training films were at the heart of Evergreen Garden Care's award-winning retail training academy.

Budget:

Most projects are typically from £3k-£25k+, depending on scope and scale (locations, number of deliverables, talent, animation, and how many versions you need).

Next steps:

If you're considering video for a launch, sell-in, training or e-commerce conversion, we'll help you scope the best approach.

Call: +44 (0)20 80 92 92 79
www.wrightobara.com

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