

# Effective Content Marketing through Video Creation for High-end Products



## About Flipkart

Flipkart is India's most popular e-commerce company. Founded in 2007, Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags.

## Campaign Goal

Unboxing or Review videos of electronic products aimed at helping consumers make buying decisions. Content marketing helps Flipkart not only improve user retention but also reduce their the cost of user-acquisition. The task involved everything from storyboarding, script finalization, pre-shoot preparation, editing and review, voice over, multiple device view-ability, till the final release of the video.

## Highlights

- CyberMedia Studio captures Flipkart's products including mobile phones, air conditioners, refrigerators, televisions among other electronics
- Professional, international quality HD videos between 90-180 seconds
- Our team went over and above our mandate to provide maximum output in minimum time. Our videos enabled the client to generate max quality views and in turn, improved purchase by targeted audiences

## Result

A total of 300 plus, high quality HD videos were delivered as per client's requirement and delight. Effective content marketing helped drive engagement and sales.

*"I am simply blown away by the quality of output. It is excellent."*

