

ELEVATE YOUR CAMPAIGN WITH NEWTRADE MEDIA VIDEO OPTIONS



NEWTRADE
MEDIA

Creative video content allows you to engage and build trust with independent retailers and wholesalers across multiple platforms, effectively communicating your brand and company messages.

A video with Newtrade Media will add a multimedia dimension to your trade campaign – enabling you to:

- 1 Promote and discuss your business
- 2 Highlight your brand profile
- 3 Create brand awareness
- 4 Introduce retailers and wholesalers to key people within your organisation
- 5 Share education and thought leadership – for example, on key corporate social responsibility initiatives

To find out how you can help elevate your trade campaigns through our creative video content, contact www@newtrade.com

Your video can be branded and hosted on our leading trade websites, bettertrading.com or betterwholesaling.com, as well as on our various social media accounts.

Video interview

Bring your trade campaign to life with our standard video package including:

£1,000

- Two to three minute virtual video interview with one key spokesperson from your business, and a key member of Newtrade Media's editorial team
- Pre-written and approved questionnaire
- Edited and subtitled by Newtrade Media
- Hosted on bettertrading.com and/or betterwholesaling.com
- Shared on bettertrading.com and/or betterwholesaling.com through social media platforms
- Sharing rights to use for your own business needs

Video interview example: bettertrading.com

Video interview example: betterwholesaling.com

bespoke video

Our customised video package will align with your business goals including:

£700

- Your target audience
- Number of people to be included in the video
- Sourcing external video participants – for example, retailers and wholesalers
- Video length and style
- Promotional plan
- Sharing rights
- Number of videos (initial/regular/seasonal)
- Management and editing of video campaign

Bespoke interview example: bettertrading.com

Bespoke interview example: betterwholesaling.com