

A STUDY CASE

Sapura Industrial Berhad

Corporate Video



PURPLE PERFECT

Sapura Industrial

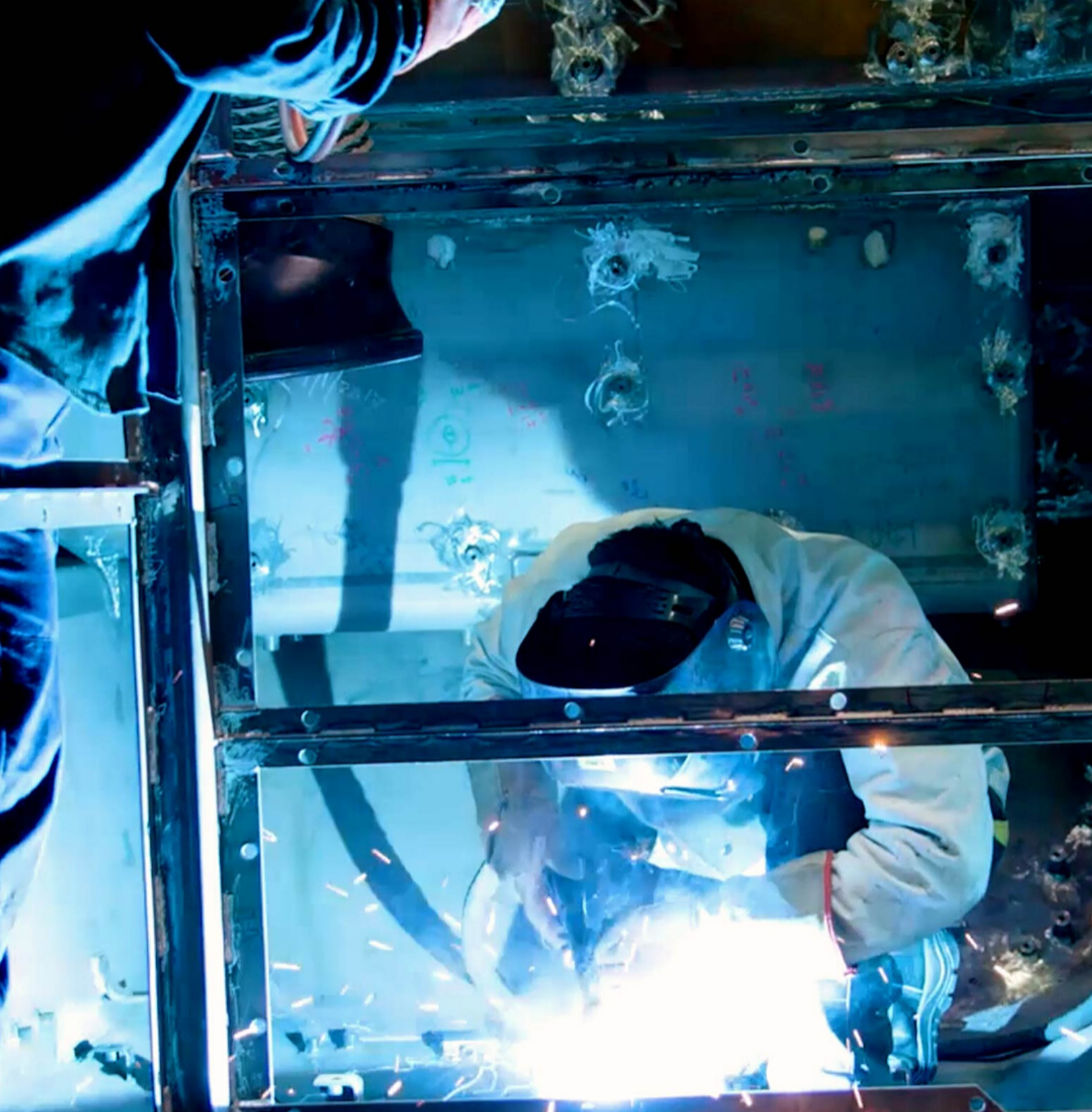
Study Case

Sapura Industrial Berhad is an automotive components manufacturing company which offers transmission and brake components, value-added machine engines, chassis modules, stabilizer bars, etc. The company has been in the industry for 36 years and has catered to the needs of the automotive, electrical, and electronics industries. It aims to create technological platforms that promote technical competence.



Type: Corporate Video
Duration: 7mins





CORPORATE VIDEO PRODUCTION

Summary

Many business owners tend to be overwhelmed with numerous digitized marketing options. However, having clear goals will help in building and branding an intuitive platform. Sapura has this well-structured goal—to have a business presentation with balanced context and useful information about how they develop and manufacture their technologies.

However, the company struggles with creating awareness, using prospecting strategy for their brand, and showcasing their full capability. They used to utilize brochures in displaying and presenting their corporate profile. However, clients want something more innovative. They want to have a clear view of the company's manufacturing capability, technology, and R&D. We decided that a video is the best solution to pitch their company. Thus, we created useful content that thoroughly demonstrates their strengths and capabilities.



What we did

Approaching clients in the automotive, electrical, and electronics industries is made easier through the use of a professional platform that's easy to navigate.

1) Research and Analysis

We learn about the company's goals and study its vision and core values. Then, we identify the issues they face—showcasing their full capability and creating awareness.

2) Strategy Building

We plan a story for the brand that reflects its drive for creating quality, innovative, and reliable technology. We then emphasize their strengths which include mass production, fully tested facilities, R&D customized machinery and design to meet client's needs.

3) Production

We focus on the company's productivity, commitment, and strong teamwork. We use multiple camera production to speed up the process, achieve the deadline, and clearly showcase Sapura's 4 manufacturing plants.

4) Video Branding

We use a recording style and story branding method to approach clients and raise their interest, persuade them to take action, and create a lasting impression.

5) Sapura's Client

Supported by strong core values and guided competitive innovations, Sapura has gained global reputation and has served several international clients.

The Core Product

We produced a business presentation that directly communicates to visitors and new clients. It is structured to demonstrate Sapura's success in the R&D and development of custom machines and includes their manufacturing technologies and product lines. It also aims to increase audience awareness of the company and its brand value. This presentation has been used during meetings with clients from Tokyo and Germany and has proven to be an effective marketing solution in winning over clients.

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