

A STUDY CASE

VG OFFSHORE INTERNATIONAL

Corporate Video



PURPLE PERFECT

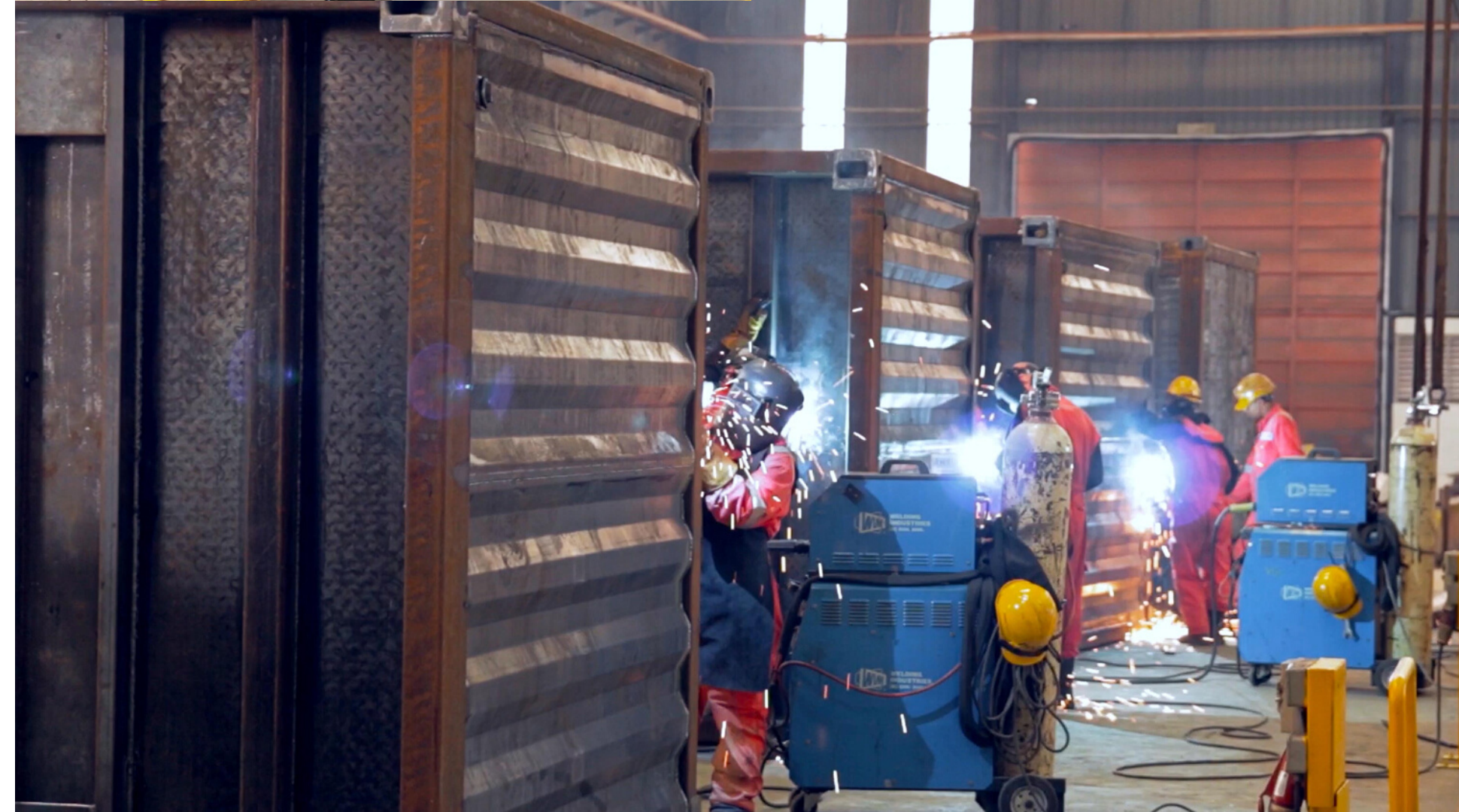
VG OFFSHORE

Study Case

VG Offshore, also known as VGOCI, is a leading offshore container manufacturing company. Its headquarters is in Malaysia but has extended its reach to other Asia Pacific regions and Europe. VG Offshore builds custom-made containers for those in the gas and oil industries. It is present in every step of the process—from designing and the fabrication to the final assembly of materials, and uses their own manufacturing facilities. They are known for delivering the highest quality offshore containers and modules that are recognized internationally and follow DNV 2.7-1 / EN 12079 standard.



Type: Corporate Video
Duration: 5mins





The Challenge & Solutions

VG Offshore aims to shape their 20-year old brand image and create a presentation that could compete with the modernized global market. The kind of market they are targeting is not one of the easiest to cover. However, with a new digital face, the company can be made superior and expand their marketing reach.

What we did

Addressing the need of VG Offshore in thriving in the global market is done through creating a presentation that relays the brand's message clearly.

1) Drafting Brand Message

We focused on the company's reputation as a premium manufacturer and an oil center for containers and position their brand's message accordingly.

2) Building Awareness

Spreading the brand's message is easily done through using platforms such as YouTube and e-mails.

3) Making Impression

With a short yet innovative presentation perfect for meetings, exhibitions, and conferences, the brand is able to create lasting impression in clients.

4) Video Branding

We create a video style that reflect the best of VG Offshore expertise. The idea is to brand their core business and make them attractive. The message that is crafted articulate their customer's needs and interest in order to persuade them to take action, and create a lasting impression.

The Core Product

We created a video presentation that helps VG Offshore attract more attention online. On exhibitions and meetings, it has proven to have shortened their presentation time, too. The framework we used in creating such presentation is built from the brand's own identity and finished with the market's needs in mind. The goals of reaching out to more clients, creating brand awareness, and increasing productivity sales have been achieved.

Moreover, the video has helped in creating a better branding impression as it focuses on VG Offshore's strengths and productivity and positions its products as a long lasting, high-quality premium option for OIL & GAS industry. In general, it shapes the viewer's perspective about the capability of VG Offshore to give quality products and ceaseless commitment to excellence.



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