

A STUDY CASE

Zubedy Sdn. Bhd.

Corporate Presentation
Video



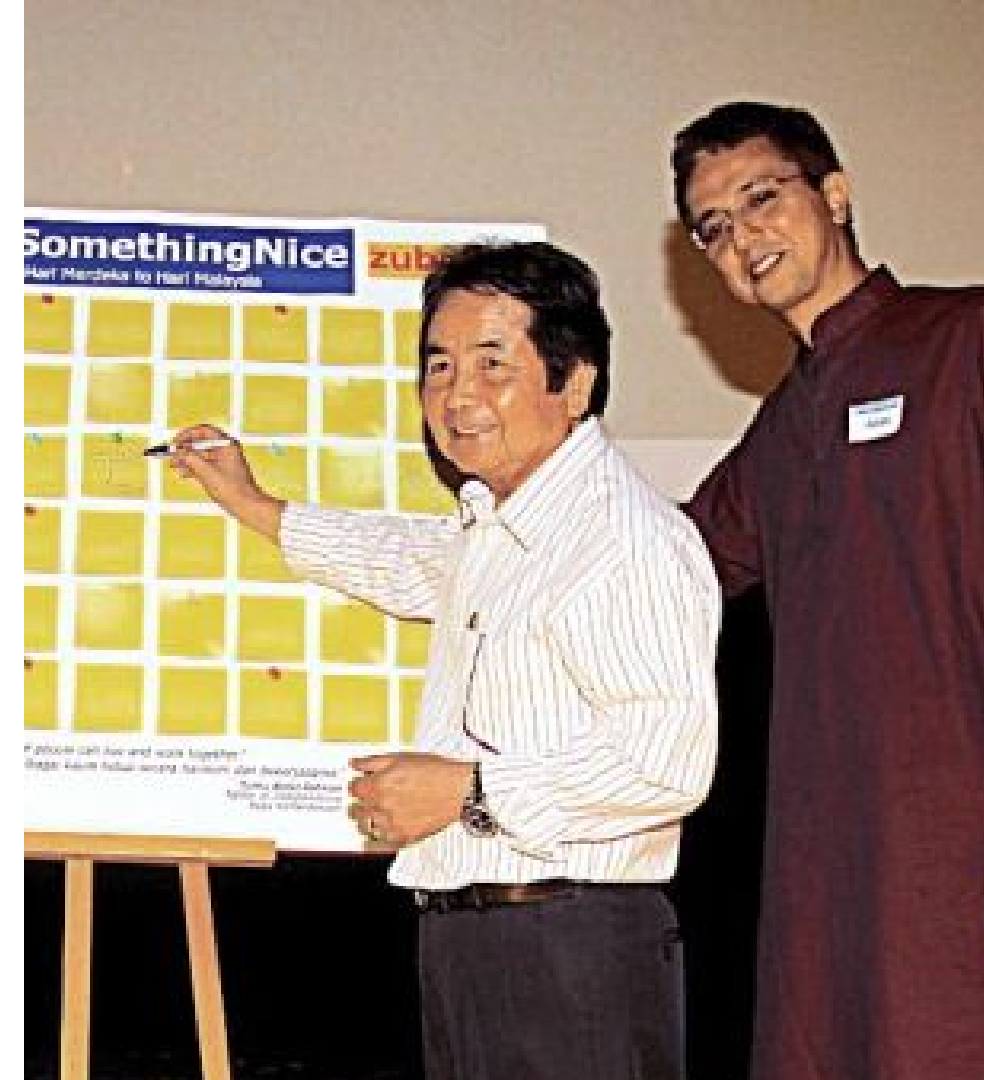
PURPLE PERFECT

Zubedy

Study Case

Zubedy started as an advertising and marketing hotspot in May 1994 and has grown into soft skills and personal development training and consulting agency.

The company is composed of 20 multinational facilitators from different financial institutions, government organization, small to medium enterprises (SMEs), and IT firms. It has gained much acclaim for the accessibility and effectiveness of their training programs, especially the Making A Difference (MAD). They have also published several books and conduct public seminars.



Type: Corporate Presentation Video
Duration: 5mins

WE SEE OURSELVES
AS
CHANGE AGENTS
& **EDUCATORS**



CORPORATE PRESENTATION VIDEO
PRODUCTION

Summary

Zubedy's market includes individuals and organizations that aim to add more value to their skill set, productivity, and sales. Facilitating learning for this kind of audience is not easy, especially when the company does not only share skills, expertise, and knowledge, but also assists in the application of these learning.

To create an inspired presentation that's geared towards building interest and delivering highly effective message, an innovative presentation solution is needed. Hence, we created a video that simplifies training message and lessen the duration of the presentation, so facilitators can have more time in assessing learning and\ application of knowledge.



What we did

To showcase top class training modules and programs and increase Zubedy sales productivity, we employed an effective method in delivering a message—video presentation.

1) Simplifying Presentation

Transform complex ideas into a simpler visual form in order to relay the message more effectively.

2) Saving Time

Focus on what's essential and finish presentation under 10 minutes to save more time and spend it on the assessment of learning.

3) Increase Engagement

Use a video in order to create a visual presentation of information that can raise interest and gain higher engagement.

4) Reforming Communication

Convert visitors to clients by conveying the right message through a clear and innovative marketing solution

The Core Product

We provided Zubedy with a highly effective presentation solution that does not only help facilitators save time and increase their productivity rate, but also increases attendees' interest and engagement in the given training programs. Our video served as a breakthrough in delivering message and has changed the way the company does business.



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