



# MARKET 2 MARKET

Select Patient Care Product Videos: Keeping it simple

MARKET 2 MARKET

**20**  
YEARS

[www.market2market.com.au](http://www.market2market.com.au)

# WE'RE HERE TO HELP

## SOCIAL MEDIA AND DIGITAL CONTENT

Established over 20 years ago, Market to Market Communications has assisted some of Australia's leading brands, community groups, government-owned entities, councils and government departments with creative campaigns, event marketing, filming and photography services.

Our talented network of people extends from the Tweed to the Torres Strait. We work collaboratively with local crews with the aim of capturing quality content in short timeframes.

On the following pages you'll find examples of our work. We also welcome you to visit our website [www.market2market.com.au](http://www.market2market.com.au) and click on 'the screen collective'.

This area of our site is password protected, and the password to access this is **m2m**.

Please contact me if there's anything we can provide assistance with.

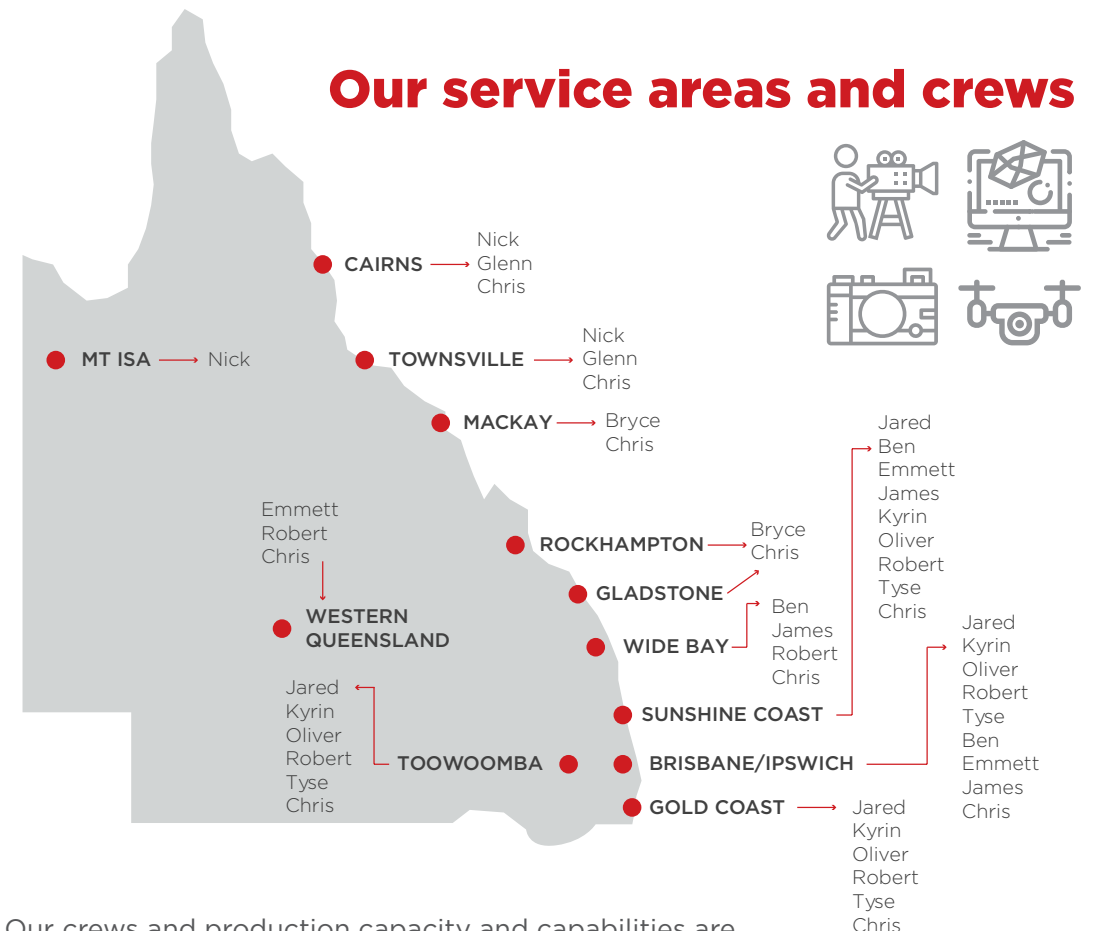


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Market to Market believes in the economic benefits of working with local film and photography crews to assist and support local economies and reduce travel and production costs. Our team is here to assist across Queensland.



Our crews and production capacity and capabilities are always under review and continuously updated.

# SELECT PATIENT CARE

## Product Videos

In early 2020 Market to Market started working with Select Patient Care to help develop a series of small demonstration-style videos designed to assist nursing staff and administrators about how to better use their products.

The objective was to reduce product breakages and returns, and to give clients a better understanding of their equipment's capabilities. As a regional manufacturer with clients Australia-wide, simply dropping by to demonstrate a product to a potential customer is not always a viable option.

Market to Market then looked at the volume of videos required and quickly determined that we needed to develop a template that was robust and easy to use. This allowed us to film around 20 short videos in a half-day session.

The key was to film three to four key points, without voice-over but with captions.

### **Outcomes**

Following an enquiry from a potential client some distance away, Select Patient Care was able to send a video to the client who later went on to purchase a significant number of units. This sale more than covered the costs of all videos filmed and produced over the last six months.



# SELECT PATIENT CARE

## Product Videos



Effortless height adjustment

Click on the red arrow to view the video on our website.



# Contact us

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