

Client: AccuData.com: national list, analytics, database marketing company

Project: Developed strategic theme and all copy for 10 sales videos, plus software demo. Each carried campaign theme, but could also stand alone. Also wrote/edited 30+ web pages for revamped website.

<p>AUDIO</p> <p>Intro Music</p> <p>Picture your best customers. The ones who respond better. Buy more. And really value what you sell. Wouldn't you love to find more like them?</p> <p>VO: Snapshot helps you improve targeting in just minutes. This automated, easy-to-use analytics service profiles your best customers, then generates a list of prospects just like them. There's a Snapshot for consumer markets and one for business to business too.</p> <p>VO: It's so easy to use. Just upload your house file and SnapShot automatically does the rest.</p> <p>VO: Your file is matched against our comprehensive national database, using up to 46 different demographic attributes.</p> <p>Within minutes, you'll download a list of prospects who are essentially clones of your best customers.</p> <p>Your SnapShot report also includes consultation with our team of experts. We'll review it with you and discuss how you can maximize your report's potential.</p> <p>SnapShot is developed by AccuData, a full-service database marketing company that partners with clients to meet their objectives and maximize ROI.</p> <p>Ready to give SnapShot a try right now? Visit SnapShot at AccuData.com and click "Get Started" or call 800.732.3440</p>	<p>VIDEO</p> <p>[Question flies in from rt – <i>ask a spy</i> style] How can I profile my best customers and find prospects just like them?</p> <p>[Cut to: Art card:] The AccuData Advantage: SnapShot</p> <p>[Head/shoulders shot of talent appears on-screen, sliding in from top]</p> <p>[Cut to: fly-in bullets] SnapShot works in MINUTES: - Automated, easy to use - Profiles your best customers: finds prospects like them - Choose Snapshot for Consumer or B2B</p> <p>[Cut to shot showing user-friendly upload prompt or specific place to request Snapshot?]</p> <p>[Cut to bullets] ▪ Matched to comprehensive database ▪ Up to 46 demographic attributes</p> <p>[Cut to shot of customer, his "clones" behind him? Header below:] <i>Prospect "clones" just like your best customers</i></p> <p>[Cut to on-screen talent]</p> <p>[Cut to SnapShot by AccuData (logo)]</p> <p>[Cut to contact info below:] 800-732-3440 www.AccuData.com Fade to black</p>
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