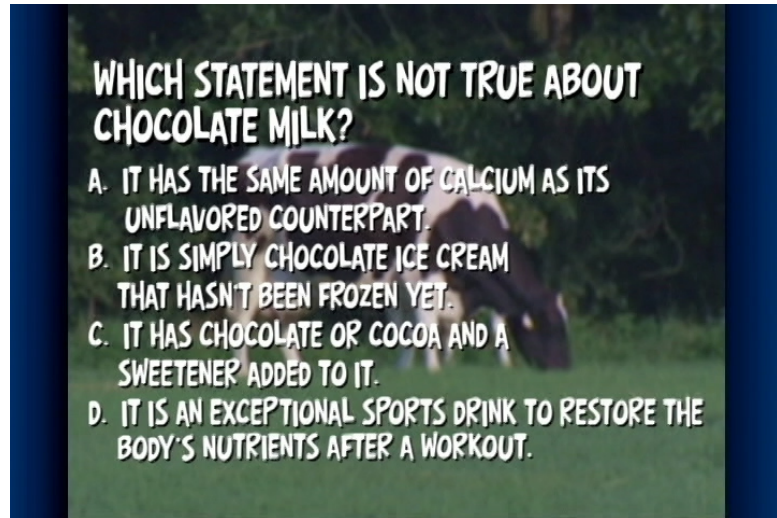




Legendairy Company, Innovative Marketing Solutions.

When Southwest Dairy Farmers wanted to expand their regionally recognized brand, they made the right call. The team at Kerrykel Productions analyzed all of their current marketing efforts and saw where we could integrate video that would make the most sense for the client.

The Solution: After close inspection we realized that the firm's largest consumer was under the age of 18. We then captured original videos of cows, and various other daily dairy functions. After that our screenwriting team wrote questions for an interactive media exhibition to be displayed at their museum and website. This allows for the potential customer to interact directly with their brand.



The Results: Thanks to strong marketing and distribution the video reached a huge target it was projected that the video was completed around 176k times. This data can be factored in to how it exactly shifted sales data. Early projections showed a 13% increase in sales with an overall ROI of 376%! That is an insane amount of a return.

