



PAPERCranES

Hi, everyone!

We are the creative team responsible for the Toy Fair's Highlights video Clips for the past 6 years and we would really like to help more of the awesome and fun-loving brands involved in the Toy Fair.

What are some of the benefits of having your brand story told through videos?

- ◆ Social Videos generates 1200% more 'shares' than text and images combined. -Brightcove
- ◆ Companies using videos enjoy 41% more web traffic from search engine. -Aberdeen
- ◆ 62% of consumers are more likely to have a negative perception of a brand that publishes a poor quality video. -Brightcove

We are proud to have been awarded **Australia Corporate Video producer of the year** by AIPP. This year we are excited for even greater things, which is why we would like to offer a special package for any businesses who participated in the recent Toy Fair 2018. Please contact us for more details and we look forward to have a fun time working with you.

For more information visit papercranes.com.au/commercial

