

Country marketing

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PRODUCT DEMO VIDEOS PRODUCED FOR EASIDRI

Country Marketing has filmed and produced a series of product demonstration videos for Easidri, the hydrophilic towel that sucks up water.

The towel, available in a number of sizes, is designed for drying animals and transport with the Pet and Equine range and the Automarine range.

Country Marketing filmed short and long-haired dogs swimming and then being dried, short and long-haired horses being washed and dried plus a boat, car and caravan being washed and dried.

Each video was filmed, edited, scripted and produced with a professional voiceover artist and original music added. The final formats were DVDs and web-streamed videos. The videos can be viewed on-line at

<http://countrymarketing.co.uk/easidri/pets.flv>

<http://countrymarketing.co.uk/easidri/marine.flv>

<http://countrymarketing.co.uk/easidri/equine.flv>

<http://countrymarketing.co.uk/easidri/auto.flv>

High quality still images were also taken throughout the filming for use in print materials.

The DVDs are being used at trade shows to help promote the products to specific target markets and the web-streamed videos are linked from the Easidri website at easidri.com to YouTube.

To find out more about how Country Marketing can help you with web design and management, advertising, photography, video filming and production, print design and production, computer visuals, press releases and marketing campaigns, call us on 0845 463 0483 or email enquiries@countrymarketing.co.uk



