

# iQ LAUNCHES

## E-COMMERCIAL AT B2B THAMES VALLEY

A new business communications solution for businesses looking to enhance the appeal of their website or tap into the marketing power of email has been launched at B2B Thames Valley by Bracknell-based iQ Media.

The e-commercial comprises interactive video content that can be distributed via a text email or embedded on a company website. Alternatively it can be duplicated to a DVD and used as a direct mail piece.

The e-commercial is the latest innovation from iQ, the corporate communications specialists who deliver across all media platforms, from video and new media production to conference and awards dinner staging.

“The e-commercial is exciting because it adds real marketing presence in a simple package,” explained managing director Tony Bellamy. “We take care of all the production elements in-house including the script, arranging the shoot and finalising the editing – everything in fact to produce a really professional end product.”

As an email tool the e-commercial features as a link within the email text and is downloaded from iQ’s own server. That way it doesn’t clog up the recipient’s inbox or take up any computer space.

On a company website it can serve as a substitute for the standard text and photo-based ‘About Us’ page, presenting personnel talking about their business in a personable way face-to-camera. “There’s the option, too, of showing web visitors around premises or branches to give a complete portrait of the business,” added Tony. “It’s a readymade



solution to the charge of impersonality that many people complain of when visiting websites.”

E-commercials have a direct mail use too and are being deployed by estate agents marketing houses and estates at the upper end of the property scale. Homes and grounds are ‘walked through’ for up to five minutes, duplicated to DVD and mailed to prospective buyers worldwide.

“For these prospects the e-commercial provides an experience that’s as good as being there without being there,” said Tony, “It saves them time and travel and helps them decide their viewing choices.”

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