



# BENCHMARK MEDIA ASSESSMENT™

For: **THE XXX YACHT CO.** Date: **MARCH 2010**

Specific video assessed: **SAMPLE ASSESSMENT**

## Benchmark Media Assessment™ – what does it do?

Our Benchmark Media Assessment™ provides an executive summary assessment of one of your leading videos, including constructive observations on the overall effectiveness and an overview of how we would approach such film projects to leverage your Return On Investment.

## Summary of our assessment

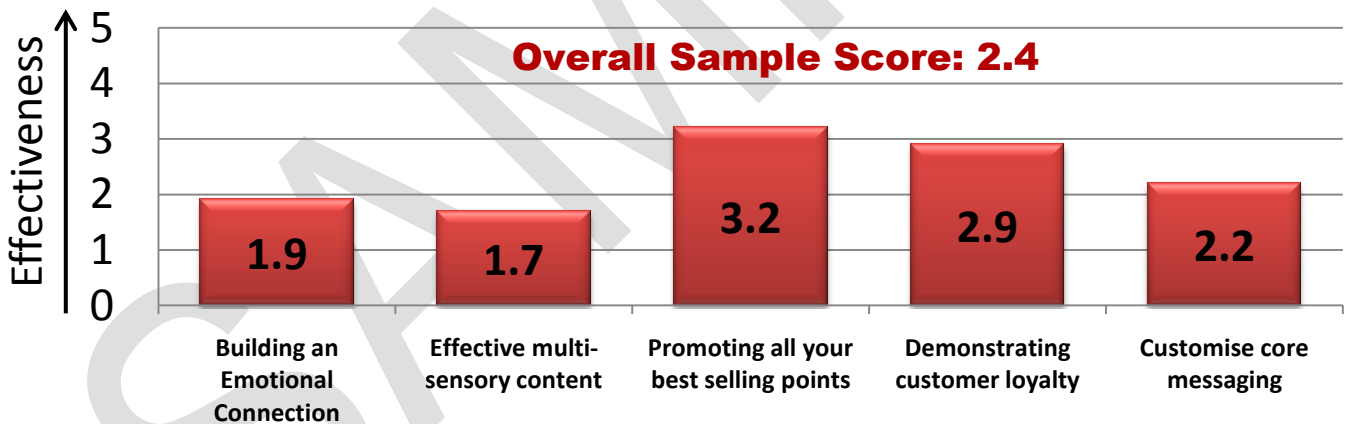
The XXX Yacht Co. has an enviable reputation as one of the leading brands in luxury yachting. We noted 5 videos on your current website. Assessing one of these in detail, with reference to independent customer reviews and other brands in your market, indicates opportunities are being missed to differentiate your product from your competition, potentially resulting in **lower orders, repeat custom and ongoing referrals.**

## Effectiveness of your video

Our main concern with the video assessed is that it presents itself as an average travel-show insert – it is unremarkable. The result is a film that **fails to deliver a full sense of the experience that your discriminating luxury customer can expect from choosing you.** Failure to fully connect with customers' needs and requirements when viewing a video means they are **less likely to engage with your brand in a way that builds loyalty and a desire to own.**

As the film is over-length compared with current online viewing trends and lacks editorial focus it **fails to distinguish you from your direct competitors.** Overall, we feel the film **misses several key opportunities to position The XXX Yacht Co. as the premier brand** and with a commitment to excellent customer service.

## Benchmark Effectiveness Rating – how we rated your video



## Benchmark approach to leverage the return on your investment

We approach every film with a set of strategic objectives, so in this case we would:

- Deliver a series of short films that communicate the spirit of The XXX Yacht Co's brand, its heritage and commitment to service, in a way that **initiates an emotional connection with your customers** and communicates the true *essence* of your luxury brand.
- Differentiate The XXX Yacht Co. as **a distinctive brand committed to customer excellence.**
- Employ sub-conscious messaging to develop **empathy with your target customers' needs and values.**
- Carry out our full Briefing and Benchmarking Assessment to capitalise on why your **existing customer advocates choose you:** the bespoke service, the product quality, the brand loyalty of the staff.

**We welcome the opportunity to discuss how Benchmark can leverage your ROI on future films.**

**Please feel free to contact us 020 3397 1510 or via email to [myvideo@benchmarkcreativemedia.com](mailto:myvideo@benchmarkcreativemedia.com)**