



Proudly presents...



As we all know by now, businesses need to have a significant presence on social media in order to connect with a broader, and particularly younger, consumer base. Car dealers recognize the importance of this new medium as evidenced by the fact that they **all** have their own Facebook pages. But, it's obvious that they are not capitalizing on this market by the lack of "engagements" seen on their FB sites. By not engaging their following, they are missing out on a huge market potential. Helping them unleash that potential is what we do at **e-Motion Pictures**.

In the realm of "socialnomics", content needs to strike a balance between human-interest (entertainment) and product promotion (advertisement) in order to gain acceptance in this "social world". It's our belief that a good product can sell itself through honest testimonies from experienced consumers, and that people shopping for products will naturally be more trusting of a source that is seen to be independent of the manufacturer. This is exemplified by the vast popularity of product reviews as seen on websites such as *Yelp, Trip Advisor, Angie's List* and *Amazon*.

So, we developed a content formula we call **Passive Product Promotion**. It utilizes a dynamic mix of high-end video and still photography to showcase a product, and candid testimonies to promote the product. Specifically designed for car dealers' social media, the "**Me-n-My Car**" formula has ordinary car owners sharing 'their car story' in their own words and in their own cars. Ultimately, it comes across as a product endorsement from someone you can relate to and trust. It's grassroots organic. It's fun, and sometimes funky. It's imperfect, provocative, and most importantly, it's always real. And like us... it has genuine integrity.

The video is just the core of the **Me-n-My Car Media Package**. Other elements of the package include: a set of photos with embedded quotes ready for stand-alone posting, a GIF animation (video preview) ideal for livening-up dealer's websites and emails, and a set of high-resolution photos suitable for a variety of print applications. Optional elements of the package include alternate versions of the core video: a punchy short version, a 30 second spot for local cable and theaters, and a 15 second "pre-roll" version for YouTube ads. We can also provide a corresponding blog entry derived from interview transcripts as well as suggested captions for each photo and video to make posting simple and effective. We offer all this to our clients on a subscription basis so they can count on a steady stream of high quality **e-Motion** content week after week.

At **e-Motion Pictures**, we help our clients realize their e-potential by offering high quality content and useful services at affordable pricing. We can do this day-in and day-out because we are a team of seasoned professionals working smartly and efficiently. Just like our product, we are the **real deal**.

Check us out and see for yourself at... **[www.e-motionpictures.net](http://www.e-motionpictures.net)**