

How MediaMobz Helped Clorox

Four Videos, Four Locations, One Seamless Platform

Overview

The need

To shoot 4 separate videos in four very different locations: one in Canada, one in Mexico, one in Australia, and one in Chile. They had three days in which to do it.

The solution

MediaMobz platform and its proven features enables the creation of digital content informed by data and allows companies to bridge the gap between their digital content strategy and ability to execute.

The benefit

Clorox was able to finish shooting their videos in all four countries on schedule, and at half the cost of other solutions. Clorox also made use of MediaMobz robust file sharing feature, to make sure everyone had all the files they needed.

The Clorox Company is a Fortune 500 company known mainly for their bleach and laundry detergent products. They also manufacture such diverse items as food, cosmetics, and pet products, which are promoted and sold across the globe. In addition, they're very active in video marketing, maintaining a successful YouTube channel that hosts their commercials, short films, and other video content that highlights Clorox products in an interesting and informative way.

This case study examines how Clorox was able to produce several different videos across the globe, affordably and on a tight schedule, with the help of the online content creation platform MediaMobz.

The Problem

Clorox needed to interview 12 executives in four very different locations: one in Canada, one in Mexico, one in Australia, and one in Chile. They had three days in which to do it. Clorox has their own production department, but monitoring and managing four different teams across the globe simultaneously is a harrying and chaotic ordeal, and they preferred not to take on that hassle. Outsourcing the project to one or more other production teams would make things simpler, but flying crew and equipment out to four different locations is an expensive proposition. There was also the issue of transferring a number of very bulky computer files related to the project, between the locations and Clorox's headquarters in Oakland, CA. High quality media files take up a huge amount of storage space, and can't simply be e-mailed back and forth, or transferred using standard methods.

So how do you shoot 4 different videos cheaply and simply, in locations all over the map, as well as make sure everyone involved has all the necessary files related to the project?



MediaMobz

"We (The Clorox Company) recently had an urgent need to capture footage of a dozen employees in four different countries around the world. It was a nearly impossible task to pull off, but MediaMobz made it happen, with quality and professional service to boot"

- Grace Lau, PMP, Project Manager, Creative Services, The Clorox Company, Oakland California



The Solution

MediaMobz platform and its proven features enables the creation of digital content informed by data and allows companies to bridge the gap between their digital content strategy and ability to execute. The Clorox Company is familiar with our platform having used it many times before to address their specific needs. In this instance and in the end, the answer was clear: MediaMobz. Our Marketplace hosts a vast network of professional creatives located across the US and around the world. In most countries, companies have their choice of several different available producers who competitively bid for our Client's work. And all creatives are personally vetted by MediaMobz to ensure quality and reliability.

The Result

MediaMobz's Marketplace allowed Clorox to locate content producers in Canada, Mexico, Australia, and Chile in just three days. Using these production teams, Clorox was able to finish shooting their videos in all four countries on schedule, and at half the cost of other solutions. Clorox also made use of MediaMobz's robust file sharing feature, to make sure everyone had all the files they needed. Our File Collaboration feature is designed to transfer large files over poor bandwidth successfully.

"We recently had an urgent need to capture footage of a dozen employees in four different countries (Canada, Argentina, Chile and Australia) around the world. The request came in on a Friday, and within less than a week's time, MediaMobz secured four production crews to capture footage from all employees while following standards provided by Clorox. It (4-country engagement) was a nearly impossible task to pull off, but MediaMobz made it happen, with quality and professional service to boot," commented Grace Lau, PMP, Project Manager, Creative Services, The Clorox Company.

MediaMobz CEO Dave Toole had this to say, "We're grateful for clients like The Clorox Company and their innovative nature to explore how they might transform their communication by leveraging the MediaMobz Creative Content Cloud."

The Conclusion

MediaMobz's Creative Content Cloud helps businesses successfully handle problems like this every day. Our platform seamlessly addresses a wide variety of challenges related to content creation, and we pride ourselves in never failing to deliver appropriate and creative solutions to what would otherwise be insurmountable problems. We cater to a large number of businesses and organizations, each with different needs, and work to resolve their content creation issues as quickly and simply as possible, whatever they may be.