

## **Case Study - How MEDIAmobz Helped Clorox**

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 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. 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?

### **The Solution**

MEDIAmobz is an online media company that specializes in business communications and content creation and helps companies find creative solutions to problems just like this. We've worked with the Clorox Company before and are familiar with their specific needs. When Clorox called upon us to help them out with this project, MEDIAmobz reviewed the company's YouTube videos and other media in order to familiarize ourselves with the type of content they were looking for and generate possible solutions. In the end, the answer was clear: MEDIAmobz. Our global marketplace is a vast network of content producers and industry professionals all around the world. In most countries, companies have their choice of several different available producers at

competitive bids. And all producers are personally vetted by MEDIAmobz to ensure quality and reliability.

## The Result

Urban Reel, MEDIAmobz's in-house production team, was able to use the Marketplace 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 platform, to make sure everyone had all the files they needed. Their system is designed to transfer large files over poor bandwidth successfully.

**INCLUDE CLOROX QUOTE HERE**

**PERHAPS A QUOTE FROM MEDIA MOBZ AS WELL?**

## Conclusion

MEDIAmobz handles problems like this every day. We're trained to deal with 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.