

CX Hydroponics

Overview

The brief was to produce a number of videos for CX Hydroponics, positioning the owner as the expert in his industry.

Problem

At the time they did not have a broad profile online and wanted to reach a wider audience.

Solution

We achieved this by producing an “Ask Mike” series of videos, where Mike was able to answer questions that buyers of his product had sent in.

Result

This resulted in thousands of views of these videos on Youtube, comparison tests being done with the CX product being voted best and also videos being added to third party websites.

