

# Digital Collateral.

Creating entertaining, informative videos for an industry innovator.



<https://is.gd/uWQAXu>



**Company | Liphatech**

**Challenge**

As The Soft Bait Innovators™, Liphatech is committed to educating pest management professionals (PMPs) on the latest technology and best practices for dealing with rodent infestations. As such, they faced the continuing challenge of bringing dry information to life.

**Solution**

With help from LePoidevin Marketing, Liphatech had already begun to establish a reputation for combining information and entertainment. To continue this, we recommended replacing some of their print collateral with a series of informational videos on topics of interest to PMPs to illustrate Liphatech’s extensive expertise.

**Results**

Released over the course of a year, the videos were promoted through an email campaign. With custom animation and an authoritative but friendly narrator, the videos were a natural next step in bringing the entertaining and informative aspects of Liphatech’s brand together, while allowing them to track engagement.



**Advancing your position.**

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