



# BAR40

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## FRACTIONAL SOLUTIONS

# AI-POWERED VIDEO REVOLUTION: 90% COST REDUCTION, SAME-DAY PRODUCTION

## Case Study



## 1. OVERVIEW

A medium-sized business with an extensive product catalog needed to create "explainer videos" showcasing their applications. Previous experiences with video production companies had been disappointing, resulting in lengthy production timelines and high costs—often thousands of dollars per video. This put them at a competitive disadvantage in their digital marketing efforts.

## 2. CHALLENGES

- **Competitive Pressure:** Larger competitors were releasing new product videos monthly
- **Market Visibility:** Despite superior products, the client struggled to gain audience attention
- **Communication Gap:** Needed to effectively explain features and benefits for retail signage and point-of-purchase applications
- **Resource Constraints:** Traditional video production was prohibitively expensive and time-consuming
- **Content Volume:** Extensive catalog required numerous videos for comprehensive coverage

## 3. SOLUTIONS

- Implemented cutting-edge AI video generation featuring ultra-realistic avatars
- Established streamlined production process for rapid video creation
- Developed standardized templates for consistent brand messaging
- Created content strategy for deploying videos across multiple channels
- Trained internal team on AI tool usage for ongoing content creation

## 4. RESULTS

- **Dramatic Cost Reduction:** 90% decrease in video production costs
- **Accelerated Production:** Same-day video creation versus weeks or months
- **Expanded Content Library:** Built comprehensive video resources for website
- **Enhanced Social Media Presence:** Consistent video content across all platforms
- **Increased Customer Engagement:** Higher view rates and interaction with product information

## 5. CONCLUSION

By leveraging AI-powered video technology, the client transformed their digital marketing capabilities while dramatically reducing costs. The implementation resulted in steadily increasing sales for promoted products, significant website traffic growth, and enhanced social media engagement. Within six months, this innovative approach led to substantial new customer acquisition, proving that cutting-edge technology could deliver premium results without premium production costs.



917-853-9691



www.BAR40FS.com



eric@bar40.fs.com