



Case Study

Ferry Industries Manufacturing Video

CHALLENGE

Ferry Industries, based in Stow, Ohio, is a leading manufacturer of rotational molding machines with devices in more than 40 countries around the globe. They were challenged with finding a company that would be able to provide marketing videos for two very unique product lines, Quintax and RotoSpeed. The deadline was critical, as they were planning to unveil the videos at the National Plastics Expo in just 8 weeks' time. After interviewing several diverse agencies in the Northeastern Ohio area, Lost Tribe Media was selected as the provider of choice.

GOAL

Turn two completely opposite pieces of heavy machinery into technological marvels that could wow everyone from the chief engineer to the CFO!

SOLUTION

It became clear from the very start that a simple video would not bring the needed pizzazz to these monolithic machines. It required everything from a script that excited, to 3D modelling and animation that injected life into these metal marvels. Combined with extreme close-ups and a unique point-of-view perspective, Lost Tribe Media was able to breathe life into what could have been a plain, boring and mundane marketing video.

RESULTS

Ferry Industries ended up with two attractive, engaging, and highly informative product videos that showcase the power and capability of the respective machines which they can use as effective marketing and sales tools.

See the end result for yourself at our YouTube channel - www.youtube.com/LostTribeMedia

“Lost Tribe got the job done and worked with our team when timing was critical! We would recommend Lost Tribe Media to others as their expertise and their commitment was genuine, which allowed us to complete the project on time and on budget.”

- Ann Rowland, International Sales Manager