



MEDIA PACK

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“Get your business in line with
next-generation advertising today”

www.brain-grenade.com

1. The Problem

Businesses on the Isle Of Man haven't fully grasped the enormous power of the Internet as a marketing medium.

The buzz of a viral ad campaign or the quality of a well produced and easily accessible internet video leave traditional advertising in the dark ages and reach a new market of affluent, tech-savvy consumers.

As new media platforms become more advanced with Wi-Fi enabled iPods, 3.5G network connections and an increase in Broadband penetration, it is now more vital than ever businesses stay ahead of the game.

2. Company Profile

Brain Grenade Digital Creative provide marketing solutions and video content for delivery over the Internet and on new media platforms. Our speciality is the viral sting.



Longtale TV.com is our distribution channel of online branded media for The Isle Of Man market. We offer integrated advertising in the spoof Longtale News Show and hosting of viral video content.

3. Services

Longtale TV News

We offer an advertising slot during this monthly online spoof news report about the Isle Of Man.

viral sting

A brief video sketch that is so shocking / clever / funny it succeeds at being distributed peer-to-peer via the internet and other new media platforms... with your brand message attached to it! Perfect for mobile phones.

flash video

The Flash Player is installed on over 99.1% of Internet enabled computers. We can deliver your video project in this format and embed it on your website so your customers can watch high-quality video without having to download extra software.

info film

Got a new product or initiative that needs explaining? We create dynamic animated or live-action sequences that make your message compelling and informative.

ident

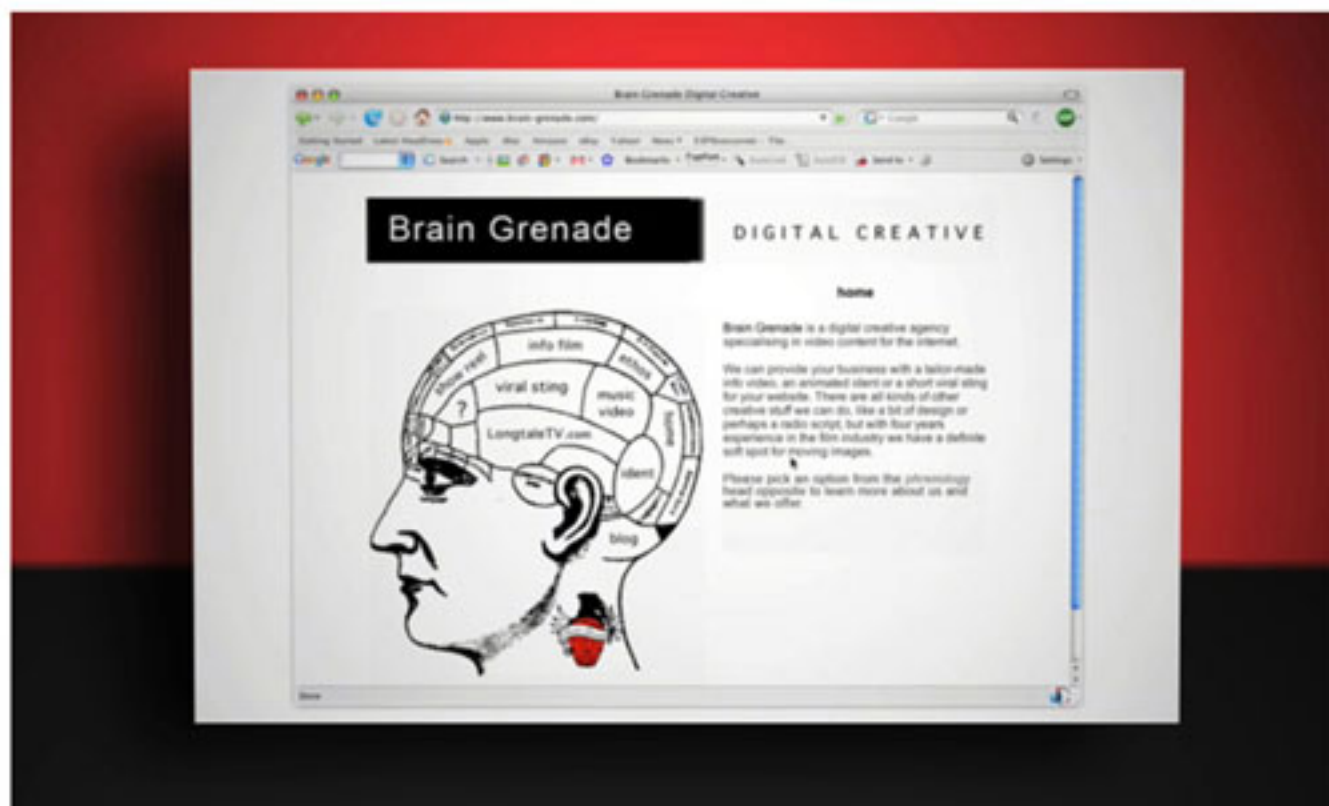
An ident is a very short motion graphic or moving image sequence typically used in broadcast design. It can be integrated into a Power Point presentation, on your homepage or any moving image content you put out.

4. Why Viral?

When you advertise on Longtale TV the audience engages and disseminates your branded content through their personal network of friends and colleagues, actively and voluntarily. The results are endless... A Viral Sting is watched actively not passively, unlike traditional forms of online advertising such as banners or pop-ups. As a result consumers "consideration to buy" is raised dramatically.

5. Contact Us

For more information about our products and services get in touch or check out our promo video on our website to see for yourself: www.brain-grenade.com



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