

Digital Photo, Audio & Video Services

We can help you develop audio and video assets that can be used for a wide range of purposes, from high-quality photo shoots to streaming videos on your web site or third-party sites like YouTube which can generate a lot of search traffic to cable and broadcast television advertising to PR and promotional spots to digital radio and beyond.

It all starts with a target audience and a message. We help you bring that message to life by creating storyboards, scripts and media planning, and can provide test market feedback by means of select email campaigns, focus groups, of min-sites. From podcasts to branded audio bytes to corporate and training videos to mobile web & video applications to streaming radio and integrated sponsorships, AdEasel can help you get the most out of the interactive marketing opportunities for audio and video integration.

Broadcasting your audio and video messages is easier than ever before, and there are so many options to focus on specific target markets, to the point where your ad will run in conjunction with one specific television show at one specific date and a specific time. You can target specific regions and markets, and segments of those markets based on demographics. We will help you sort through all the options and determine the best opportunities for media planning and buying, help you track your ad results, leverage new multimedia opportunities, and aggressively adapt strategies for maximum ROI.

- Message, Strategy, Scripts, Storyboards & Pre-Production Planning
- Digital Photography – Product, Company, Image or Story
- Digital Audio Photography for Online or Radio Broadcast
- Digital Video Production for Web, Streaming, Broadcast, Cable, Mobile

Digital Resources, Tools & Assets

AdEasel invests in new technologies for audio and video, including high-end software, hardware and media resources that allow us to design, develop and produce award winning web, interactive, audio and video solutions for a wide range of clients. Furthermore, we have the education, training and expertise to get the most out of the resources and technologies we use on a daily basis. Our team has years of experience working with cutting-edge software and hardware, from the original Photoshop, Premier & Handycam to the latest versions of Flash & Adobe Creative Suite applications and high-definition capabilities.

We also have connections to some of the leading photographers and audio/video experts in the Midwest to further extend our scope of service and interactive capabilities to full scale studio production. We can also help you leverage your in-house tools & resources, and provide direction & assistance to integrate photo, audio and video processes into your normal business activities. While the latest and greatest may be overpriced, low & mid-level technologies are much more affordable for small & mid-sized businesses. We can help identify the software, hardware & related resources that will be the most valuable & cost effective for your business.

High definition is the new buzz, but we like to think of it as ALL definition. We approach each project to get the maximum value, and many times that means creating everything in high definition, and then downscaling and customizing for specific applications, such as mobile devices.

- Digital & HD Photo, Audio & Video Equipment
- High-End Photo, Audio & Video Software & Training
- Post-Production Editing, Animation & Effects
- Lighting & Studio Resources