



Everyone has a story to tell. It's time to tell yours!

Spectrum Video Productions is based in Newtown, CT and provides services to individuals & families, nonprofits, and local businesses. We pride ourselves on getting to the heart of your story! Following are examples of our work in each of the three types of video productions we can provide.

INDIVIDUALS & FAMILIES

A tribute video is a unique way to honor someone, and to have it last a lifetime. How many times have you played back in your mind a compliment that someone gave you? Imagine giving the gift of a thoughtful video that someone can watch again and again! In addition to special celebrations like wedding anniversaries or a retiring employee, a tribute video can honor someone on special days like Veteran's Day, Mother's Day, and Father's Day!



Joel and Dani's families wanted to give them something special on their 10th wedding anniversary. So we spent a lot of time with each member of these Newtown families to ensure that they were able to put their feelings into words. The video was presented to Joel and Dani at a special family gathering, and they now have a keepsake that they'll treasure forever.

NONPROFIT ORGANIZATIONS

Nonprofit work is more than important. It's essential. And it relies on donor and volunteer support to move forward. Video can captivate your supporters while conveying transparency and trust in your message. Empower your staff, clients and volunteers by giving them a chance to tell their stories!

Our nonprofit clients include Danbury Housing Partnership, Interlude, TBICO, ARC, Regional YMCA, Lifestyle Medicine Center, and more.



Danbury-based Bridge to Independence and Career Opportunities (TBICO) wanted to take its community awareness and fundraising to the next level. So we worked with their staff, Board members, and other volunteers to create a video that demonstrated the passion that each stakeholder brings to help their clients succeed in the workforce. Since the release of this video, TBICO's supporters have voiced a new level of appreciation for its positive impact on individuals and the community.

LOCAL BUSINESS

There are many ways to promote your business using video:

- Promote a product
- Highlight your location and services
- Internal communications to boost morale
- DIY videos to show your expertise and attract business
- Videotape a guest speaker
- Collect tradeshow or conference opinions



Bob Becker Communications of Bethel, CT was tasked by Honeywell to create a video that illustrates the human element of its emergency response system. Spectrum Video was hired to act as second camera and capture close-up facial expressions and subtle body language as actors responded to an emergency drill. The video was shown at a worldwide conference as a way to communicate how this state-of-the-art system can save lives.



A Sales Representative for a local Liberty Mutual Insurance office in Bethel, CT needed a way to communicate a new cost-saving partnership to parents of students enrolled with All-Star Driver driving school.

We worked closely with this client to finesse the message and fine-tune a script. The end product was a 90-second video that gave the sales representative a venue to speak directly to parents. And we worked in stills and video overlay to enhance the message. The video was well received by the driving school, and Liberty Mutual's corporate management. We are now exploring ways to incorporate video across more of Liberty Mutual's marketing channels.

CONTACT

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