

Kestum Bilt Releases Informative Article on Docu-Style Video Content

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Atlanta-based commercial video production company, Kestum Bilt offers a new article about the importance of video content in promoting a brand or company. The team has more than a quarter century of experience in commercial video production.

Atlanta GA: Kestum Bilt and Peter Guzzo are pleased to announce they have published a new article on their website title "Why Companies Are Producing Docu-Style Content for Their Brands?". The article describes how documentary films are useful in documenting some aspect of reality. The non-fiction motion pictures instruct and educate to maintain a historical record. Brands today are making use of documentary-style or docu-style content to get their message across.

Kestum Bilt is a unique collective of talented, creative minds offering a collaborative partnership that's grounded in strategic thinking and compelling content. The experts have honed their craft working over 25 years in branded digital/social video content, commercial, and broadcast production. The team of directors, producers, editors and creatives have a shared love of craftsmanship and quality. They believe a relentless attention to detail makes the difference between good and great.

A representative of the company explained to an interviewer, "We are a full service commercial video production firm which produces docu-style content in a documentary video which is directly or tangentially related to the product or service our client is promoting. The age of the singular promotional ad is dead, or transformed. We recommend that every brand owner take the time to listen to their consumer. Consumers expect their brand promotions to be authentic and persuasive rather than pushy."

Docu-content is a powerful way to connect emotionally with the audience and tell the story of the brand. Telling a good story is particularly important in today's marketing efforts. The days of reality TV make it more important to reach the customer through a good story. An indication that the docu-style content has succeeded is when the viewer wants to share the content. Putting together the video content in a cohesive manner is the goal of Kestum Bilt.

For more information, visit <https://www.kestumbilt.com>.

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For more information about Kestum Bilt, contact the company here: Kestum Bilt Peter Guzzo (404) 919-7310
p2@kestumbilt.com Atlanta GA

Kestum Bilt

Website: <https://www.kestumbilt.com>

Email: p2@kestumbilt.com

Phone: (404) 919-7310

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