

Getting to Know Bartelt



Expressing brand personality to instill confidence



Company | Bartelt

The Goal

In addition to its leading pouching and cartoning machinery, Bartelt prides itself on a strong company personality and culture. This is a major asset to its customers, many of whom enjoy an ongoing collaborative relationship instead of simply a traditional business/customer exchange. However, Bartelt did not have a way to communicate this benefit to prospective customers.

The Execution

LePoidevin worked with Bartelt to develop a corporate video to communicate its values. Nine employees in various positions and departments were interviewed on camera to explain the company's mission and put faces to the brand. Several questions were prepared for the interviews with the intention of capturing genuine and positive insight into both the work environment and benefits to customers. Interviews were shot using a proven two-camera approach for multiple angle options, with a gimbal and drone providing polished B-roll footage.

The Results

The 4-minute video was posted on Bartelt's website and YouTube page, and 30-second clips were posted on social media to further utilize the content and drive traffic to the full video. In just a few months, the YouTube video had hundreds of views and Bartelt had a strong new sales resource to utilize in lead generation.