

# Reaching Millennials: Caro-Line Engages and Educates a Younger Distributor Audience Through Video

## THE CLIENT

Caro-Line, asi/44020

90% of online shoppers say product videos are helpful in the decision-making process. (Hubspot)

## THE CHALLENGE

Caro-Line wanted to reach a younger demographic who weren't responding to their other marketing efforts, as well as illustrate the versatility and visual aspects of their bandannas.

## THE SOLUTION

They enlisted the ASI® Video team to produce 4 custom videos illustrating the features of their bandannas and the markets in which they can be used. They placed these videos on their website and used our distribution package including ASI Central®, EmailExpress, e-newsletters and social media for maximum reach.

## THE RESULTS

Caro-Line was able to reach a new demographic of customers in the digital space. They received positive feedback on their videos – customers and prospects alike found them useful and engaging.

**“The ASI Creative Labs team made the whole experience of video creation easy and fun! We loved all 4 videos.” - Pam S., Caro-Line**

**The average user spends 80% more time on a website with video.**  
(Wyzowl, 2017)

## ABOUT ASI VIDEO

Backed by the power of ASI Creative Labs, ASI Video takes a unique approach to marketing your brand or product through video. Our end-to-end digital video production services blend creativity and industry insight to create custom videos that make a big impression. We also create a customized distribution strategy to get your video message in front of our highly engaged and targeted audience.

