

# B&W TRAILER HITCHES | VIDEO ATOMIZATION

#TowingAdventures #BWStories

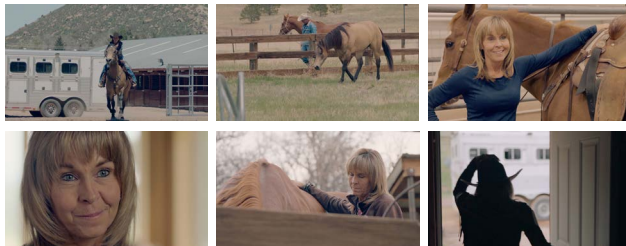


B&W TRAILER HITCHES PUT A SIGNIFICANT INVESTMENT INTO A BRANDED LIFESTYLE VIDEO. THEY TURNED TO SCENIC ROAD TO LEVERAGE THE VIDEO FOOTAGE TO MAXIMIZE REACH.

**THE RESULTS:**  
THEIR MOST SUCCESSFUL VIDEO CAMPAIGN EVER.

## THE STORY

B&W STORIES IS A STORYTELLING AND BRANDED ENTERTAINMENT INITIATIVE THAT AIMS TO PUT THE FOCUS ON THE PEOPLE WHO LIVE THE ESSENCE OF THEIR BRAND. BECAUSE THE WESTERN AND RODEO MARKETS ARE CRITICAL TO THEIR BOTTOM LINE, WE CREATED A BRAND FILM ABOUT A BARREL RACER.



## APPROACH



### CONTENT AUDIT

Review all footage for visual assets.



### MICROVIDEOS

Deliver outtake videos, teasers, timelapses, aerial shots.



### IMAGES

Selects from 4K video.



### SOCIAL

Platform recommendations for Facebook & Instagram

#TowingAdventure #BWStories  
#showuswhatyoutow



VISUAL ASSETS

53



REACTIONS, COMMENTS, & SHARES

20,468



NEW FOLLOWERS

2,648



VIDEO VIEWS

1,000,000+



FACEBOOK VIDEO VIEWS

+5,286%