

FOUNTAIN DIGITAL LABS

Client

Digital marketing agency specialising in videography and educational products.

Work

Tone of voice.
Promotions.
Branded partnerships.
Product descriptions.
Website concept.
UI/UX in-app copy.

Challenge

To develop tone of voice for mobile videography and vlogging apps and their promotion. Part of standalone startup team.

Process

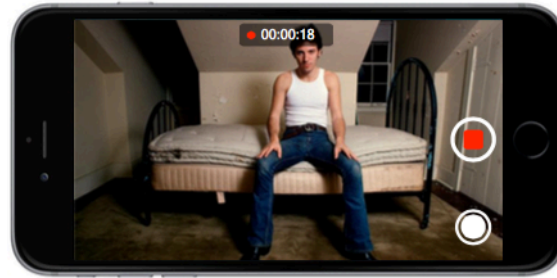
Voiced concerns about clarity of both internal and external communications, quizzed directors, built TOV and rolled it out across brand touchpoints.

Outcome

Internal direction.
Consistent and impactful external promotion.
Clear company strategy.

Case study

richwrites.co.uk/BLOG/fountain-digital-labs/



SHORTKUTT

YOUR ONE-STOP SHOP FOR CREATING PROFESSIONAL VIDEO ON MOBILE

Quick creation / Quick turnaround / Time-saving / Save time / Spend less time / Spend a fraction of the time

Get better results quicker with automated 'one-click' functions, a simple user interface and a hyper-efficient creative workflow. Kick your video into shape in no time – then start experimenting with instant effects. No need for months of frustration learning pro software and trying to imitate what you've seen elsewhere / the experts do!

EFFECTS INSPIRED BY TOP YOUTUBERS!

Remarkable results / Impressive results / Exceptional results

Shortkutt turns your phone into a powerful production studio, enabling improved professionalism in moments. Nail the basics with clear sound, expert lighting and accurate framing. Raise the impact with popular tricks and effects inspired by the pros: colour filters, J and L cuts, pre-set transitions and royalty-free music. Our library has endless combinations to help you develop your own style.

Work wherever / Fully mobile

The all-in-one nature of Shortkutt means that your phone can do it all – there's no need to buy expensive and bulky pro-editing equipment. And with out-of-the-box functionality you're ready to start creating straight away. Make changes on the go, and publish as soon as you're done.

"Less time editing means I'm making ten times as many videos!" – Emma, fitness instructor

"The one-click effects are brilliant – I used to spend so much time trying to recreate pro effects" – Jimmy, film critic

"I found the prospect of learning editing so daunting – now I don't need to worry" – Samina, fashion blogger

"The ease of creating means I can work on developing my own unique style" – Eamonn, guitarist

Promotions: key product benefits

OBJECTIVE	SHORT-CUT TO IMPRESSIVE VIDEO RESULTS
TOOL	MOBILE APP(S)
AUDIENCE	ANYONE WHO WANTS TO GENERATE DECENT VIDEO RESULTS WITHOUT THE NEED FOR LEARNING/EDITING AFTER THAT WE GET INTO NICHE BASED ON USE-CASES. SOME EXAMPLES MIGHT BE: VLOGGERS, FAMILY & FRIEND OCCASIONS, DIY ENTHUSIASTS, FITNESS FREAKS, PERSONAL/SMALL BUSINESS PROMOTION, OUTDOOR HOBBYISTS, AMATEUR PORNOGRAPHY...
MEDIUM	ARE WE INTENDING TO ENCOURAGE: DIRECT SHARING (TEXT, EMAIL, SOCIAL MESSAGING NETWORKS, IN-APP)? INDIRECT SHARING VIA PUBLISHING (YOUTUBE, VIMEO)? OR BOTH?
DEVELOPMENT	SUGGEST: 1) BUILD THE 'LOWEST COMMON DENOMINATOR FUNCTIONALITY APP' 2) DECIDE WHICH AUDIENCE NICHE TO PERSUE (NB. AGREED HOW) 3) ENGAGE WITH PEOPLE FROM THESE NICHE FOR INSIGHT 4) TRIAL FUNCTIONALITY – POTENTIALLY WITH ENGAGED NICHE MEMBERS, GET FEEDBACK 5) BUILD BUSINESS MODEL AROUND FINDINGS

Internal & external strategy & direction



R I C H
W R I T E S