

## SurePayroll On Your iPhone Online Commercial



Motiva79 guides companies on how to develop thirty-second TV spots for the online world. And at a fraction of cost a \$15,000 - \$30,000 video production and online broadcast can reach your targeted audience to deliver strong, measurable ROI showing the return value on each dollar spent.

Motiva79's online video programs are integrated within our client's existing website and extend reach across our FREE video syndication network and pay-per-view video

advertising networks. Our online media strategy focuses on building value through engaging prospects searching for information with rich video experience that not only content that builds awareness, but leads directly to trial and purchase opportunities.

### SurePayroll 1-Click iPhone Creative

To generate a buzz behind SurePayroll's new 1-Click iPhone Payroll Solution we produced a thirty-second online video commercial and promoted it through an online media and search optimization strategy. The program continues to grow ROI everyday.



Our team manages the entire project from communication strategy, media planning, creative concepting, video production, programming, online distribution, and tracking/ROI measurement.

View the commercial online at [www.surepayroll.com/guidedtour/iphone.asp](http://www.surepayroll.com/guidedtour/iphone.asp) or at YouTube, Google Video, Yahoo Video, MSN Video, MetaCafe or one of the other online locations.

*Motiva79 is an interactive direct marketing agency headquartered in San Diego, CA. We help build direct response marketing for a handful of large, B-to-B and B-to-C companies in industries as diverse as technology/SAAS, financial, biotech and medical devices. For more information, visit: [www.motiva79.com](http://www.motiva79.com).*