

## Online Video Product Commercials: Lead Generation, Online Sales

In today's online marketing world you need to do more than offer a solution. You need to capture the prospects attention and engage them in your message. CNBC Fast Money's Jon 'DrJ' Najarian and Guy Adami hired Motiva79 to market their online trading application and compete against established, well-know competitors (E\*Trade, Ameritrade, OptionExpress).

### Trade Monster Commercial



Motiva79 developed a cinematic, high energy animated presentation that screams their MONSTER brand identity and positions their online trading software as the hero. Fast-paced video captures of their platform, clear benefit callouts, and a strong, dramatic music track delivers a powerful, memorable experience that differentiates their brand from competitors.

The presentation closes with a clear “purchase now” call to action, which has led to thousands of inquiries and registrations

Our team managed the entire process from end-to-end.

- Communication Strategy
- Creative Concepting
- Flash Programming
- Graphic Production

Our goal is to engage each prospect with a compelling story that motivates them to act by registering online.

Watch the Trade Monster commercial(s) for yourself at [www.trademonster.com](http://www.trademonster.com) and [www.trademonster.com/Difference/Difference.jsp](http://www.trademonster.com/Difference/Difference.jsp).

*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).*