

Ohm DIGITAL Empowers hansons.com with Video Marketing Material

Creative Agency introduces video Mohments: online interactive marketing vehicles

// Watch how High Definition videos reinvent traditional marketing at * www.mohments.com

DETROIT-based creative agency revolutionizes the web with interactive point of entry videos that speak directly to Internet users. Ohm DIGITAL's video **Mohments** have become a significant element on Hansons.com by restructuring traditional marketing methods to enhance each web user's experience. See how Ohm DIGITAL helped the Michigan-based window replacement and home repair company embrace technological change by juxtaposing significant messages with cutting-edge flash video at hansons.com.

These vivid interactive video cutouts, branded Mohments, are emerging mediums that elevate the web user's experience by merging original Internet elements with video. Upon entry to the site, Hansons' president Brian Elias strolls into the browser window and informs visitors of promotional sweepstakes, services, and installation procedures, among others. The effect is captivating, with flash video cutouts that actually look as if a miniature Brian Elias walks into the browser window and is standing at the bottom of the page – Brian stays at the bottom of the browser window, even when scrolling.

"Our team is always searching for creative ways to elevate our clients' marketing methods and put the product in the spotlight," says Jason Schultz, director and partner of Ohm DIGITAL. "We are merging high-end video with the internet. We make it seamless for our clients."

Hansons Windows & Home Repair pride themselves on nearly 20 years of unrivaled customer service. This proud "Family serving families", currently operating out of Madison Heights, MI, offers replacement windows, siding, roofing, doors, gutters and gutter protection systems.

// More about Ohm DIGITAL video Mohments

In the past, videos were seldom shared on the Internet as a promotional means nor were they known to effectively deliver messages to web users. Today a rapid growing demographic allows Ohm DIGITAL to contribute methods that convey powerful messages in a way that text never could. Such means of communication offer a stylistic and informative approach to deliver powerful marketing elements to any target market.

Go to www.ohmcreativegroup.com for more info.