



Marketing agency Adwise deploys its own video studio for customers

Adwise is a full-service digital marketing agency that always thinks strategically. With a team of more than 130 professionals, they help to achieve marketing objectives. This can be related to brand awareness, market positioning, or even campaign-oriented goals. They have consumers all around the Netherlands and, in recent years, throughout Europe. "We refer to ourselves as digital, yet in today's world, this is undoubtedly the norm. With digital-first becoming the norm, video is becoming more and more significant. Simply consider podcasting, it is now video first. Even Spotify, the pioneer of online audio streaming, has adopted video," says Operations Manager Jeroen Roosendaal.



In-house videostudio

The decision to employ an internal video studio was driven by founder Gijs Westerbeek.. Jeroen's journalistic background and marketing experience with the impact of video and TV led to the desire to have a video studio in the office. The realization, however, proved to be a little more difficult. Jeroen describes it himself: "As technology freaks, we are familiar with what equipment you need and how you can achieve good results. However, to have everything work together seamlessly and to be able to operate it, more is needed. Gijs heard an ad on BNR radio. The promise of a simple-to-operate, all-in-one studio appealed immediately. So you can see that radio is still effective," smiles former radio maker Jeroen. " It was evident right away during our first visit to the demo studios in Utrecht that the company uses high-quality hardware and components suitable for professional use. The GetyourStudio software does make the difference. Everything can be operated by everyone from one interface. This makes the studio versatile, accessible, and interesting for our business case: making videos ourselves and offering the video studio to our customers and relations."



Customer case

Adwise



GetyourStudio
all-in-one video studios

Computerweg 22
3542DR Utrecht
NEDERLAND

+31 850 438430 | info@getyourstudio.com

Video is King

Jeroen Roozendaal agrees with the trend that we see at GetyourStudio. Video content is becoming King, but the frequency is just as important. "If you think you're there with making fun content every now and then, you're wrong," said Jeroen. "Long-term commitment and staying relevant requires frequency. We also do this ourselves with our own so-called Pulse Updates. These are short videos in which we update target groups about all sorts of things. Of course, we also have other formats for deepening. For example, the deep-dive format of a talk show setting content with experts at the table can be very interesting. But you can also use such a talk show setting to connect with your stakeholders. For example, we will soon have a Business Club here with 30 members. They will get a tour, and we will record a talk show at the end. The great thing is that all those formats and settings can be realized in our GetyourStudio setup. However, we have also invested a lot in professional studio equipment. Think of the cloth frames that are easy to change and lighting that can be adapted to any corporate styling, making our video studio multi-functional."



Efficiency

Within Adwise, people work with self-managing teams. Each team has its specialization or domain. There are teams for strategy, branding, advertising, organic SEO and social media, data and development. The video studio is a resource that any Adwise self-managing team can use. The ease of use undoubtedly helps. "We are itching to increase the possibilities by adding other hardware or post-processing video. We must be on the lookout for that. Staying close to the GetyourStudio proposition of convenience and approachability is important. Only then are you able to quickly capture a video while maintaining a reasonable cost each video."



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