

ADLAND & VIDEO CONFERENCING COP A ROASTING IN HILARIOUS SPOOF VIDEO VIA TRINITYP3 AND EMOTIVE



LOVE 'EM OR HATE 'EM (AND MOST PEOPLE APPEAR TO BE IN THE LATER), IT APPEARS THE VIDEO CONFERENCE CALL IS HERE TO STAY.

And, without a doubt, the Zoom, Teams or Google Meet do have their advantages when it comes to things like time, travel and even cost.

However, a couple of prominent Aussie adlanders reckon we can do a whole lot better when it comes to video conferencing, particularly when it involves new business pitches.

TrinityP3 CEO Darren Woolley and Emotive CEO Simon Joyce have unveiled a spoof video, called "Video Conferencing for Dummies – The Ad Agency edition", roasting the whole video pitch call.

Woolley teamed with Emotive's writers and comedienne Greta Lee Jackson (who fronts the video) to roast the pitfalls of Zoom calls and, at the same time, offer some chestnuts of advice too. Check out the fun below:



Commenting on his side project, Woolley said: "There is one area where video conferencing



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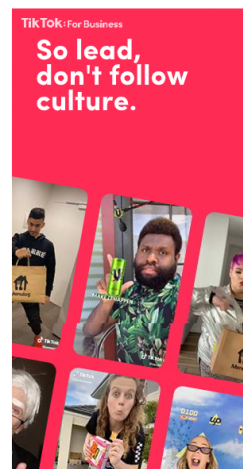
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is seen as a hindrance rather than a help – new business pitches, particularly in advertising. Why? The main complaint is that agencies struggle to read the room.

“But the truth is that, since the start of the pandemic, few agencies have mastered video conference presentation, including everyone from the big holding companies to the small independents. I was sharing this with [Emotive's] Simon Joyce and we both found it amazing that companies who spend thousands of working days and millions of dollars producing hours and hours of video for their clients, appear to spend no time or money producing a video conference. Especially a video conference where the outcome could result in winning a new client and increasing agency revenue.

“We hatched a plan to turn the insights and lessons we had learned managing pitches into an instructional video for advertising agencies. Then again, this could be useful for anyone that uses video conferencing for business. So here it is: ‘Video Conferencing for Dummies – The Ad Agency edition’,” Woolley said.

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DARREN WOOLLEY

EMOTIVE

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ZOOM

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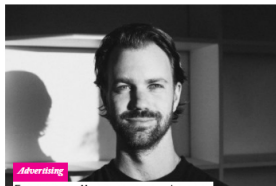
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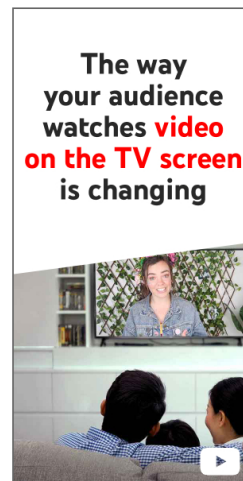
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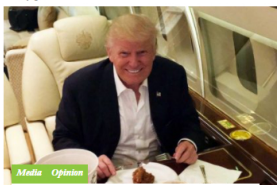


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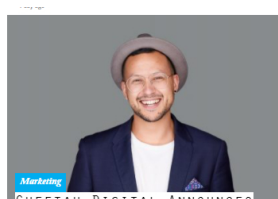


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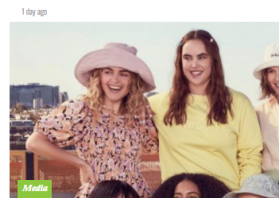
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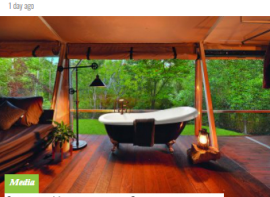
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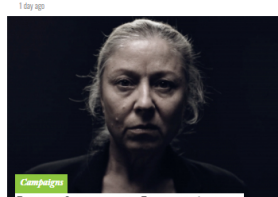
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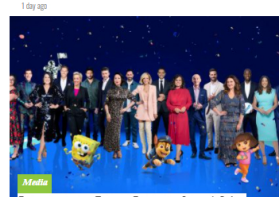
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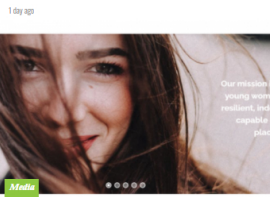
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GOOD WEEKEND CELEBRATES THE WORLD REOPENING WITH SPECIAL '52 WEEKENDS AWAY' EDITION



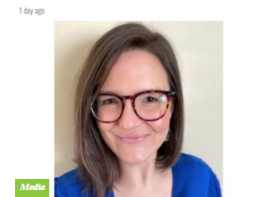
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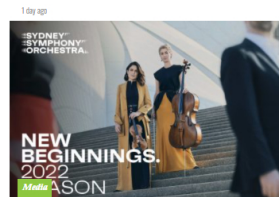
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