

Multimedia That Actually Persuades

Our Patent-Pending Process Delivers Voice And Images Faster, More Reliably And At A Fraction Of The Cost



Turnaround Of Minutes

VoicePower Audio™ is especially useful for fast-breaking circumstances, such as when a company needs to explain something immediately or react to a new development. VoicePower Audio™ clients have — when necessary — received completed audio files ready for Web posting within 30 minutes of an interview's completion.

Effortless For Clients

Our process makes it as effortless as possible for the client, with telephone interviews often lasting barely 10 minutes. The audio is then edited and encoded in whatever formats are desired. We will often integrate the resultant audio into stories we have created or repurposed for the project, but the audio can stand on its own.

High-quality content is information persuasively *and credibly* delivered to the ideal audience. The Content Firm focuses on the credibility part, because it is often the weakest link in corporate content.

That's why we created our Patent-Pending VoicePower Audio™ service. Few communication techniques are as effective as multimedia in conveying credibility and trustworthiness. Rightly or wrongly, customers constantly make judgments based on how a spokesperson says something, rather than on the actual words spoken. Our definition of good audio, for example, is a piece of sound that not only provides information but also goes far beyond what is conveyed by simply reading a transcript.

Have you ever had an e-mail exchange where one point was not being communicated? Even with multiple exchanges, the par-

ticipants often seem to talk past each other. But when you get on the telephone with the other person, understanding often happens instantly. What's the difference? Inflection, vocal nuance and other audio cues communicate the missing data.

The Content Firm's VoicePower Audio™ service makes this approach simple. Using our broadcast journalists who are specialists in the subject matter, we interview a company executive, a significant customer or whoever is most persuasive at explaining the desired message.

Done properly, multimedia — and especially audio — can reach beyond the page and add emotion, energy, confidence and context to the experience. If you're looking for an effective way to break through the clutter of online information and reach your audience, multimedia is a very powerful tool.