

Citrin Cooperman Creates First Mobile Tag Advertising Campaign

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Intelligent Video Solutions and Accounting Firm Print Push-to-Video Advertisements, a First for Professional Services Firms

[Intelligent Video Solutions](#) ("IVS"), a company that produces videos and consults on visual solutions to help businesses market their services and people, has announced a first of its kind campaign developed with accounting firm, Citrin Cooperman (CC), to help with their re-branding efforts.



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Citrin Cooperman created a corporate video that would help introduce their new brand and reflect CC's client service philosophy. The accounting firm decided to take the "re-brand" strategy one step further and uniquely market this video through advertising. The result is a series of print advertisements featuring mobile tags. When the unique barcode is scanned by an iPhone or Android, it will launch CC's new corporate video developed by Intelligent Video Solutions. The video has received great traffic in its first week on the web.

To view the video, go to

<http://www.prweb.com/releases/CitrinCooperman/MobileAds/prweb4741954.htm>

Citrin Cooperman initiated a re-branding effort for the first time in 30 years to better reflect the innovative and creative firm culture. In order to do this, they retained IVS to develop a video that would show the results of their client surveys, the philosophy of the firm, and the perspectives of their employees. The video itself is unique within the professional services industry and this mobile tag tool is just one more way that CC shows that they are forward-thinking and creative, especially in the accounting world, to the entrepreneurs they work with.



"The idea of re-branding and communicating through video is and always has been incredibly powerful," says [Linda Orton](#), CEO of Intelligent Video Solutions. "However, by incorporating mobile tags in advertisements, readers are pushed to watch the videos through their phones or computers. Videos can be a stronger tool than a print ad

alone and as such, you are increasing the value of both your print campaign and your corporate videos by creating a bridge between the two mediums. It's also a great way to drive traffic to your videos. It's very exciting to be the first to do this within the professional services sector."

Lastly, the use of video in CC's re-branding efforts enabled their managing partner and co-founder, Joel Cooperman, to communicate his passion more effectively than through a traditional text page. Potential clients can see and hear the passion and excitement about their client research and the work they do.

Founded in 2009, Intelligent Video Solutions creates cutting-edge videos and provides visual strategy consulting. They help firms and companies uniquely market themselves, and create powerful recruitment campaigns. For more information visit [Intelligent Video Solutions](#)

For more on this topic, call:
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