Enhancing SME Brand Visibility through Digital Multimedia Production

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ABSTRACT

This paper presents a case study on the production of a corporate promotional video for OTC Training Centre Sdn Bhd, showcasing a practical approach to digital branding through cost-effective multimedia tools and agile development methods. Designed to strengthen brand identity and public engagement, the video highlights OTC's mission, services, and training excellence. The production process followed three phases—pre-production, production, and post-production—utilising accessible resources such as an iPhone for filming and software tools including CapCut, Canva, and Freepik. The Agile methodology facilitated iterative development based on real-time feedback from stakeholders. Published on OTC's YouTube channel, the video achieved over 130 views and 1,800 impressions within three weeks, alongside favourable feedback. This project illustrates how small and medium enterprises (SMEs) can leverage simple digital technologies and adaptive workflows to enhance communication and outreach sustainably. By integrating technology, creative media, and organisational goals, the study contributes to ongoing discussions on bridging science, technology, and the humanities for future-ready, resource-efficient solutions.

1. Introduction

OTC Training Centre Sdn Bhd is one of Malaysia's top corporate training providers, in delivering training to everyone and continuously improving customer service and the quality of its work to earn the respect and trust of its clients. Some of the notable clients include Yamaha, Bank Muamalat, Flex, Honda and Intel. In the current digital era, multimedia plays a crucial role in capturing attention and effectively disseminating information to diverse audiences. Thus, with advertising videos are mostly created to attract customers so that businesses can educate potential audience about their services or products. Videos that usually less than 5 minutes are the kind of videos viewers prefer to watch. With addressing the key points of the businesses in video is more engaging compared to text.

According to Xiao *et al.*, [1], the researcher mentioned people watch videos when moving, resting and so on because they mainly prefer playing the short videos through their mobile phones. Similarly, Stephen *et al.*, [2] emphasized that people tend to understand and inclined to respond more to short videos that are posted in social media platforms like TikTok, Facebook and YouTube. Therefore, OTC to develop a corporate branding video to widen their reach and improve the company's presence on digital platforms.

2. Background of Study

Companies are using different ways to attract their customers to showcase their services. With increasing competition in the training industry, OTC needed a more dynamic and interactive marketing approach. Currently, OTC reveals all important information primarily through its website, which features content related to its services, company background, latest news, events, and more. However, there is a limitation in terms of a video that clearly presents OTC's core values, services, and key offerings. Information on the website are sufficient but not everyone prefers to read. According to Yadav *et al.*, [3] research paper stated that video is way more engaging compared to text because it is more realistic compared to text. Thus, this will lead to a loss of interest among potential customers. This also lack of multimedia content that may hinders the company's online visibility and reduces its ability to attract and engage a broader audience. Developing a concise and engaging three-minute video would effectively address these issues by strengthening OTC's digital 7 presence and communicating its brand identity in a more impactful and accessible manner. Additionally, Buch *et al.*, [4], video format provides a smoother and more understandable sequence compared to text based.

There are a few advantages in producing a promotional video for OTC. The primary benefit that it will capture the attention of viewers by presenting information in a more dynamic and compelling manner. According to a study by Unbounce [6], incorporating video marketing can increase conversion rates by up to 80%, highlighting its effectiveness in influencing customer decisions. An engaging and memorable video will also enhance brand awareness, helping OTC to attract new customers. With the usage of social media and the Internet, this video will be used as an important tool to expand reach and visibility across various digital platforms. In addition, Search Engine Optimization (SEO) can be improved when videos are embedded on the company's website. Videos tend to increase the average time a visitor spends on a webpage, which is a positive signal for search engine rankings. Moreover, promotional videos have the potential to emotionally connect with audiences, by building trust, and distinguish the brand from its competitors. By showcasing real experiences and training visuals, the video can create a more authentic and relatable image of OTC. The challenge was to create impactful video content that could effectively highlight OTC's information such as vision, mission, type of training programs, testimonials, and learning experiences. With addressing the main points of OTC around 3 minutes to make it more engaging and attract more customers in the future. According to Sachdeva [5] stated that video is one of the ways to increase more engagement to the company as customers prefer to play videos when moving, resting and so on.

3. Methodology

During the development of this project, the Agile methodology was used. Agile methodology is an iterative and flexible approach that allows tasks to be divided into smaller, manageable portions (iterations), enabling continuous improvement and adaptation. This method is beneficial for

especially for video production, because when there is frequent feedback, adjustments can be made so that it will meet the expectations and to deliver a high-quality final product.

3.1 Project Requirements

The requirements for this project were interviewed with Mr James, the director of the company. The table below outlines the questions asked and the corresponding answers that guided the pre-production phase.

Table 1
Findings of the requirements

Question	Answer
What is the purpose of the video?	The video must be informative and visually engaging to introduce OTC's brand and services to a wider audience, without using voice-over.
What kind of content should be included in the video?	The video must highlight the company's core details, achievements, services, activities, and clear contact information.
Describe your target audience	The target audience for this video involves to those participants who seeking or interested to learn more about OTC as a professional training provider and to understand its principles and services.
What type of visuals are expected in the video?	The video should use a mix of stock footage and actual photographs or video clips from OTC training sessions.
What is the preferred style for text and graphics?	The video must align with OTC's branding guidelines (colours, logo usage, tone).
What is the target video length?	The video should not exceed 5 minutes.
What format or resolution should the video be exported in?	The final video should be formatted for YouTube (Full HD: 1920x1080).
Where will the video be posted?	Youtube
What type of background music should be used?	The background music must be upbeat to maintain viewer engagement.

3.2 Analysis and Design

The planning stage involved doing a storyboard and scripting. I identified and prepared which parts needed stock footage versus real footage and matched them with animated text segments.
- A storyboard was created to decide video structure, visual timing, and transition points.
- Storyboard was created using Canva for better visualization.
- Script was created using Microsoft word.
- Fonts and colour schemes were aligned with OTC's brand identity. Main Fonts used in the video is Poppins and ZY Modern while blue and white was the main colour used in the video.
- Scene transitions, background music, and animations were selected based on suitability.

3.3 Development and Implementation

The project was broken down into three key stages: Pre-Production, Production and Post-Production. Each stage corresponds to an Agile cycle, where feedback is collected and applied before moving forward.

3.3.1 Pre-production

The pre-production stage primarily involved collecting all relevant information required to shape and organise the video content. Key activities during this phase included identifying the core components of OTC, such as its vision, mission and services, as well as outlining the initial flow of the video. Particular attention was given to ensuring consistency with the organisation's branding and communication guidelines, in collaboration with the appointed branding officer. Several brainstorming sessions were held with Miss Nor Azirah to refine the video concept and obtain the necessary approval. Following this, both the storyboard and the script were developed to visualise and structure the intended message. The storyboard was created using Canva, which allowed for the clear arrangement of visual elements in a systematic format. It was divided into several clearly labelled sections, as illustrated in Fig. 1 and Fig. 2. The video script was prepared using Microsoft Word, which supported structured formatting, detailed timing breakdowns and facilitated collaboration throughout the planning phase, as shown in Fig. 3.
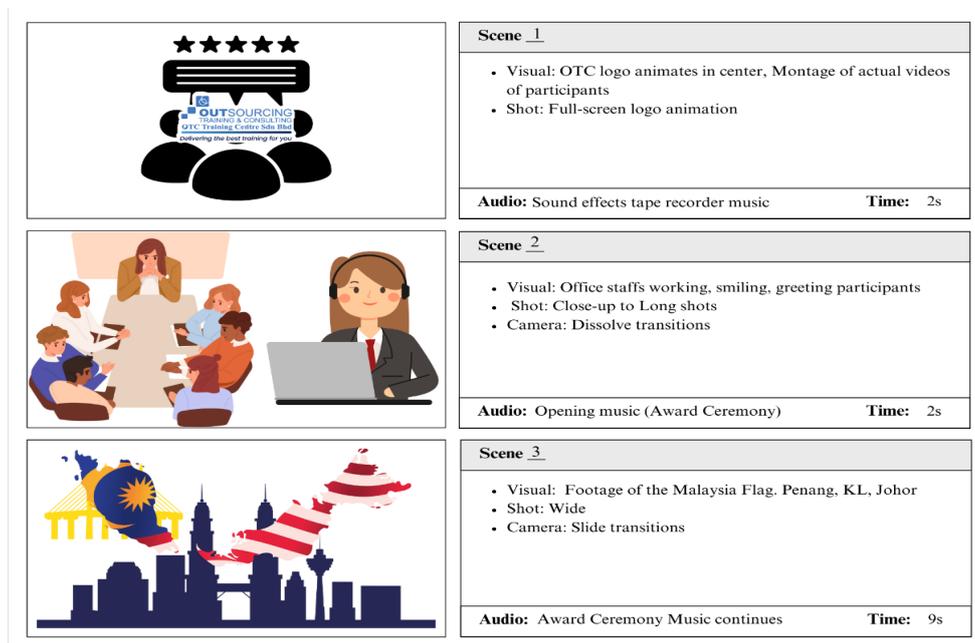

Fig. 1. Storyboard for OTC promotional video – scene 1 to scene 3

	Scene 4
	• Visual: "20 YEARS CELEBRATION" logo with animated fireworks • Shot: Logo center • Camera: Fade Transition
	Audio: Award Ceremony Music continues **Time:** 4s
	Scene 5
	• Visual: Montage of training photos, trainers, crowd, activities • Shot: Long shot, Quick cuts • Camera: Montage animation
	Audio: Award Ceremony Music continues **Time:** 12s
	Scene 6
	• Visual: Photos and Videos of live training sessions, instructors teaching, participants engaging • Shot: Long shot • Camera: Pan (Video), Dissolve , Up Transitions
	Audio: Award Ceremony Music continues **Time:** 9s

Fig. 2. Storyboard for OTC promotional video – scene 4 to scene 6

Duration: Approx. 3 minutes

[Scene 1 – Opening Logo Animation | 0:00–0:02]
Visual: OTC Name animation, Montage of real videos of participants, music begins
Text on screen:
"OTC Training Centre"
Subtext:
"Delivering the best training for you."

[Scene 2 – Introduction - Office Environment & Staff Working | 0:02–0:04]
Visual: Stock video clips of staff at work, welcoming environment
Text on screen:
"Who Are We? "

[Scene 3 – Location | 0:04–0:13]
Visual: Stock video clips of Penang, Kuala Lumpur and Johor
Text on screen:
"With 3 strategic branches across Malaysia, we're closer to you than ever. "

"We are located in Penang, Selangor and Johor Bahru"

[Scene 4 – 20 Years Anniversary | 0:13–0:17]
Visual: Display image "20 YEARS CELEBRATION" logo and animation like fireworks bursting, logo zoom-in or fade-in
Text on Screen:
  • "We're on"
  • "Staying Consistent From 2005"

[Scene 5 – Overview | 0:17–0:29]

Fig. 3. Script for OTC promotional video – scene 1 to scene 5

3.3.2 Production

In this stage, various multimedia elements were incorporated, including photographs, video footage of training sessions, suitable background music and animations. These components were compiled and integrated according to the script. CapCut was utilised to apply animated transitions, text overlays and to perform the initial editing. In addition, Canva and Freepik were used to source high-quality images. This stage focused on the initial creation of content, during which each element was arranged and adjusted to align with the storyboard, as illustrated in Fig. 4.
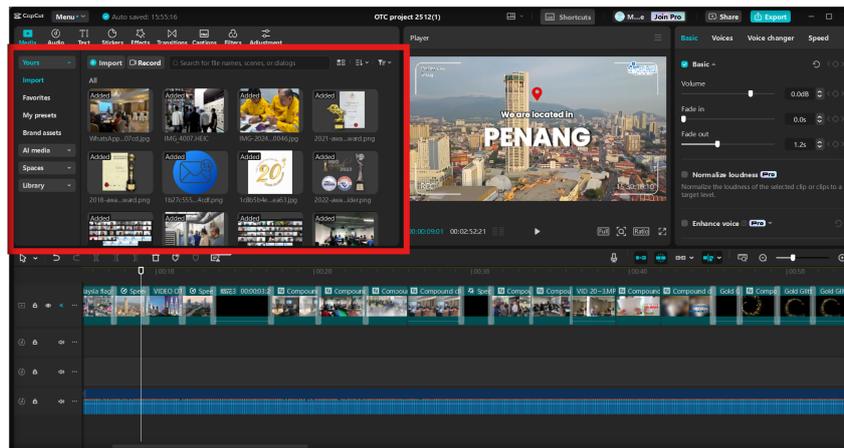

Fig. 4. Importing visual assets into CapCut during video editing

3.3.3 Post-production

This stage involves the refinement and enhancement of the video content. Additional multimedia elements, such as sound effects, motion graphics and transitions, were added to improve clarity, visual appeal and the delivery of the intended message. Editing was performed to ensure a professional finish, and the video was reviewed to maintain consistency in tone and style. Brand alignment was reinforced through visual styling, ensuring that all elements accurately reflected OTC's corporate identity. Once the draft version was completed, the video was presented to Miss Azirah and Mr James for review. Feedback was gathered, and modifications were made accordingly. This process was repeated several times until Mr James's expectations were fully satisfied. Upon receiving final approval, the video was exported in MP4 format and prepared for distribution on OTC's official YouTube page, as shown in Fig. 5.
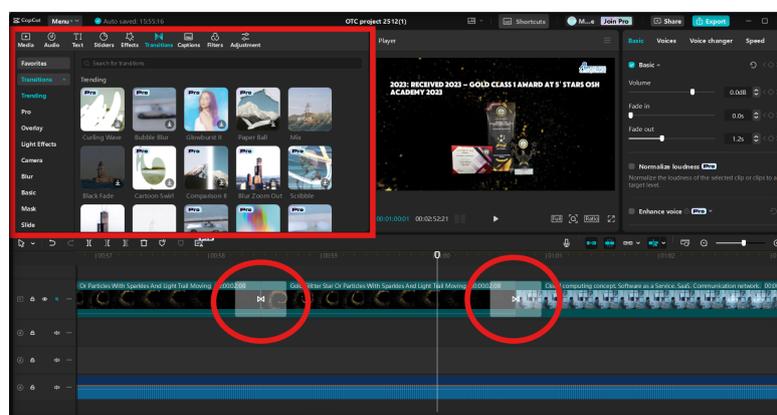

Fig. 5. Applying scene transitions between video clips in CapCut

4. Findings

4.1 Testing/Evaluation

After incorporating the feedback, the video was finalized and posted in OTC YouTube page. As in **Fig. 6**, the data presented were taken the day the video was posted – 24 March 2025 till 14 April 2025.
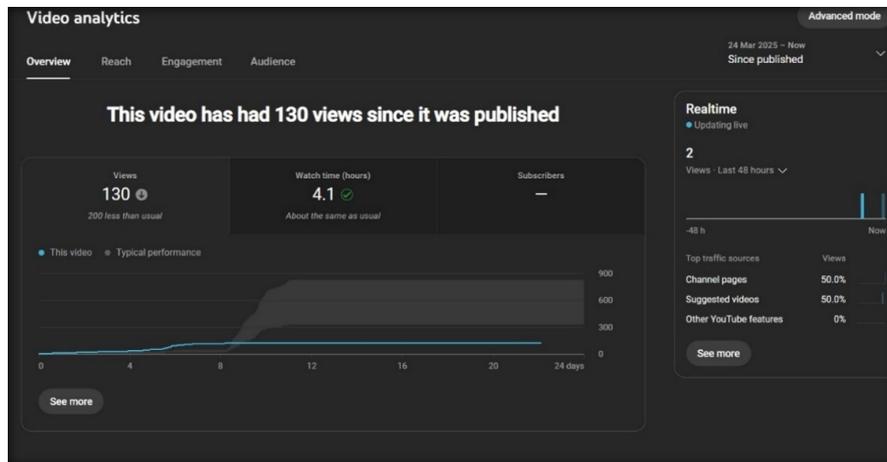

Fig. 6. Overview of the Video Analytics from 24 March to 14 April

Based on Fig. 7, after publishing the video on OTC's official YouTube channel, I monitored the video's performance using YouTube Analytics. From 24 March to 14 April 2025, the video accumulated 130 views and 4.1 hours of total watch time.
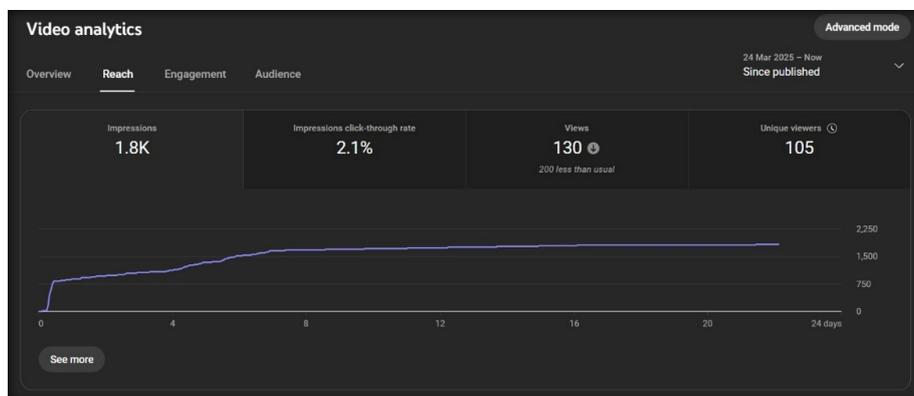

Fig. 7. Reach of the video analytics from 24 March to 14 April

Based on the Fig. 8, the video is generated 1.8K impressions, meaning it's being served to many viewers and it's a start to visibility. However, there is a 2.1% CTR (click through rate) suggests there's room to improve the conversion of those impressions into views.
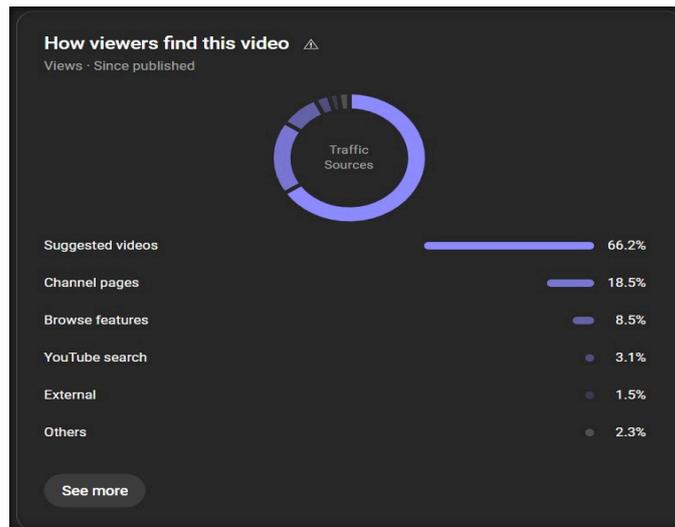
Fig. 8. Overall traffic sources of the video analytics from 24 March to 14 April

Traffic source	Views ↓ ⚠		Watch time (hours)		Average view duration	Impressions	Impressions click-through rate
Total	**129**		**4.0**		**1:52**	**1,832**	**2.1%**
Suggested videos	86	66.7%	3.5	86.4%	2:26	1,527	0.6%
Channel pages	23	17.8%	0.2	5.4%	0:34	80	17.5%
Browse features	11	8.5%	0.1	3.5%	0:46	171	6.4%
YouTube search	4	3.1%	0.0	1.1%	0:41	53	7.6%
External	2	1.6%	0.0	1.2%	1:25	–	–
Notifications	2	1.6%	0.1	2.4%	2:53	–	–
Other YouTube features	1	0.8%	0.0	0.0%	0:01	–	–
Direct or unknown	0	0.0%	0.0	0.0%	–	–	–
Playlists	–	–	–	–	–	1	0%

Fig. 9. Detailed traffic sources of the video analytics from 24 March to 14 April

As shown in Fig. 8 and Fig. 9, more information was detained. Most of the traffic came from Suggested Videos (66.5%), indicating that YouTube recommended the content to other viewers. Between 24 March and 14 April 2025, the video accumulated 4.0 hours of total watch time and average view duration from this source was strong at 1 minutes and 52 seconds, showing effective engagement.
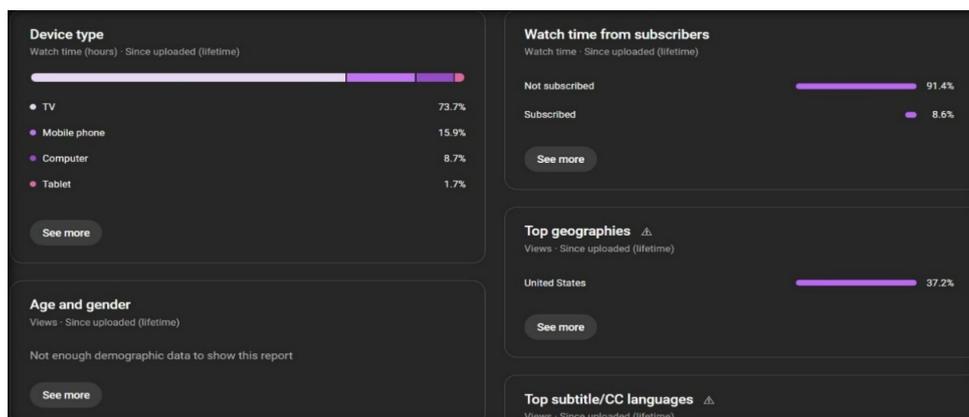

Fig. 10. Device type & watch time & top geographies of the video analytics from 24 March to 14 April

According to Fig. 10, 73.7% of the total watch time came from TV devices, suggesting the video had high visual appeal suitable for large screens. Additionally, 91.4% of viewers were not subscribers,

which presents an opportunity for OTC to improve call-to-action strategies in future content. The data also revealed a significant international audience, with 37.2% of viewers from the United States.

These analytics confirmed that the video successfully captured attention and supported OTC's branding goals. The analytics provided clear insight into viewer behaviour, engagement sources, and content performance, validating the project's success beyond internal feedback.

4.2 Weaknesses and Recommendation

Several challenges arose during the project. Video quality was affected by the use of a mobile phone, causing shaky and less sharp footage. Although Adobe Premiere Pro was the preferred editing tool, hardware limitations forced a switch to CapCut, which, despite being more basic, was compatible. To access full features, a subscription to CapCut Pro was needed, revealing the limitations of free editing tools.

The video's low click-through rate (2.1% from 1.8K impressions) suggests weak viewer engagement, likely due to an unappealing thumbnail or title.

To improve future projects, OTC should consider investing in higher-quality equipment, such as beginner-friendly cameras (e.g., Canon EOS M50 Mark II or Sony ZV-1) and external microphones (e.g., Rode VideoMic GO II or BOYA BY-M1). Creative storytelling methods, like animations or character-driven content, can also enhance engagement.

Upgrading editing hardware would support advanced tools like Adobe Premiere Pro, while training staff or interns in video editing can improve output. If continuing with CapCut, the Pro version is recommended for its enhanced features. Finally, creating attractive thumbnails and sharing short clips on social media could boost CTR and visibility.

5. Conclusion

In conclusion, the corporate branding video was not merely a creative output; it served as a strategic instrument aimed at enhancing OTC's digital presence and strengthening brand recognition within an increasingly competitive environment. By transforming the organisation's core values into compelling visual storytelling, the video successfully captured the attention of a broader audience, generating increased interest and awareness across various digital platforms. Its professional presentation and accessible format made complex information about OTC's mission, services and training strengths more engaging and easier to comprehend.

The adoption of the Agile methodology played a crucial role in the project's success. This flexible and feedback-oriented approach ensured that each iteration was refined to align with stakeholder expectations and audience preferences. Instead of delivering a generic message, the video was meticulously designed to connect meaningfully with viewers, showcasing OTC's commitment to quality, adaptability and innovation.

A distinguishing feature of the video lies in its ability to both inform and inspire. The inclusion of authentic training footage and real testimonials added credibility and emotional resonance, helping to build trust with the audience. Prospective clients and training participants are able to clearly understand OTC's value proposition without navigating through dense textual information. In under three minutes, the video offers a genuine experience that positions OTC as a dependable and progressive training provider.

Looking ahead, this branding video represents more than a promotional effort; it stands as a long-term investment in OTC's growth. It will continue to serve as a persuasive communication asset, contributing to client acquisition, converting interest into meaningful engagement, and reinforcing

OTC's role as a leader in professional training. For organisations seeking to distinguish themselves in a digitally driven landscape, this project demonstrates the powerful and transformative potential of effective multimedia communication.

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