

About the Company

NewStore is a unified commerce platform that allows global retail brands to run their stores from mobile devices.

Results

SIMPLIFIED

logistics for on-site video shoots

QUICK TURNAROUND TIMES

get videos into the wild ASAP

Want to learn more?

B2B Customer Stories that Close Deals Faster

Work with us

Simplifying Complex Production Processes Enables NewStore to Create Valuable Video Testimonials



"If you're looking for a solid partner that's going to help you create **high-quality, valuable videos**, look no further. Testimonial Hero has been an awesome partner."



Ryan Lemos

Head of Corporate Communications & Content, NewStore

Overview

In a crowded space where competitors say they do what you do, how can you stand out? For NewStore, the answer was video testimonials. Social proof could help validate the brand's claims, provide differentiation, and highlight value. But pulling off the logistical challenges alone was a tall order.

Challenge

- Complex on-site video logistics
- Camera-shy customers necessitated a professional partner
- Tight project timelines

Why Testimonial Hero

- Handle everything from logistics through post-production edits
- Project management team keeps projects on track and on schedule
- Stellar first drafts allow for faster video production

Results

- A partner who understands their business and supports video production every step of the way
- On-site video shoots conducted in San Francisco, New York, New Jersey, Toronto, and London—among others
- Testimonial videos used on website, prospect decks, BDR email communications, and customer newsletters

Summary

With a well-oiled machine of video production, the NewStore team is ready to strike anytime they find the right customer for a testimonial. With impactful videos featured prominently throughout the buying journey, NewStore is equipped to stand out in a crowded space.