



Woden brings a **brand story** to life with Product Hype

About the Company

Woden helps customers discover the strategic story within their brand, ultimately driving growth and strengthening relationships.



"The Product Hype team flawlessly blended **high-level production** with **authenticity**, delivering something that looks terrific and feels exactly like something we would've produced if we had the ability. At the end of the day, that's the highest compliment anyone can give."

Ed Lynes

Managing Partner, Woden

Results

More

educated customers
and meaningful
conversations

Boosted

go-to-market efforts
across multiple
channels

Overview

Woden has helped 300+ brands find and tell their brand story, align their internal teams, and jumpstart growth. However, telling their own story and explaining their complex, innovative offering with urgency proved to be a difficult challenge — until they tried Product Hype.

Challenge

- Simplifying a complex offering in a crowded market
- A lack of internal resources to develop a clear, concise, top-of-funnel video narrative
- Risking inaction and becoming irrelevant

Why Product Hype

- Maintained Woden's unique voice while adding compelling visual language
- Quick and collaborative process
- Previous success working with sister brand Testimonial Hero

Results

- Enhanced sales readiness of prospects
- Improved go-to-market efforts across multiple channels
- Increased urgency to try new business strategies

Summary

Product Hype created a strategic brand video that became a powerful, foundational asset for Woden's go-to-market strategy. The team uses the video across LinkedIn, their website, and in retargeting campaigns, and it has educated prospects while stressing the need for action. Now, the Woden team can engage more effectively and have more meaningful conversations that add value.

**Show your product
at its best—fast.**

Cut through the noise
with product videos
your audience actually
wants to watch.

Book intro call