

DSQ Technology

About the Company

DSQ Technology builds easy-to-use, industry-specific solutions that make waste management manageable.

Results

Unified

company message
across multiple
brands

Sleek

dynamic asset that
attracts and excites
prospects

Show your product at its best—fast.

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

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DSQ Technology goes all in on a product video that **shifts brand strategy**



"At a time when it's so difficult to stop the scroll, we showcase our Product Hype video because it **grabs and holds attention** while getting our message across quickly."

Whitney Williams

Marketing Director, DSQ Technology

Overview

DSQ Technology has multiple solutions that used to live in separate silos. The team needed a cohesive, succinct way to tell the DSQ story, bringing all products under one banner when addressing diverse prospects.

Challenge

- Surfacing each brand's unique purpose while delivering a cohesive message
- Failing to engage customers with a static website and uninspired content
- Winning the competition for customer attention

Why Product Hype

- Product Hype's work demonstrated high energy and sophistication
- The team thoroughly understood the desired message and vision
- Strong communication and process efficiency

Results

- A product video with a modern aesthetic
- The ability to demonstrate the "why" and "how" behind a product
- Animated content strikes a chord with viewers

Summary

Weaving together elements from once-siloed products, the Product Hype team delivered a video that tells a comprehensive brand story. Its sleek and sophisticated aesthetic mirrors DSQ Technology's approach, and speaks to diverse prospects.