

## Invisible Fence

*DVDs; Radio and Television Commercials; Packaging & Collateral*

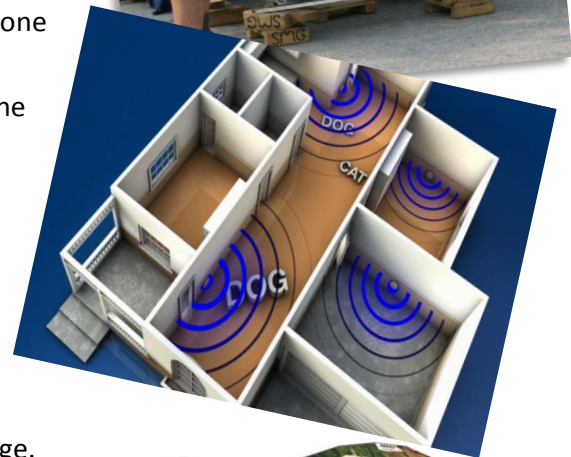
Invisible Fence markets electronic pet containment systems that enable owners to keep their pets safe and secure without the need for a traditional fence.

### Challenge

Invisible Fence needed a promotional DVD and a commercial campaign to market its pet containment system directly to consumers. They also needed a commercial that could be utilized by its distributor network.

### Solution

DoubleJay Creative accepted the challenge of crafting a new suite of marketing tools for Invisible Fence and produced two different DVDs: one for consumers and one for veterinarians. Paired with the design and printing of 18,000 discs were 500 brochures explaining the product. The videos, each 15 minutes in length, were shot in high definition and integrated 3D graphics and green screen keying. Footage from the shoot was repurposed for a dealer tradeshow and also an infomercial. Additionally, DoubleJay Creative used this footage to develop 30- and 60-second television commercials, and dealer tag-able commercials, adaptable for broadcast in different markets. Rounding out the campaign, DoubleJay Creative produced radio commercials for Invisible Fence to further extend its marketing message. Although the original shoot was only five days long, those days of filming formed the nucleus of a multi-faceted video library, available to Invisible Fence for a wide range of future projects.



**Invisible  
Fence** Brand  
by PetSafe.