



THE MOST EFFECTIVE
WORD OF MOUTH MARKETING
FOLLOWS 5 PRINCIPLES.



SOCIAL

LISTENING, PARTICIPATING,
RESPONDING & ENGAGING



MEASURABLE

DEFINE, MONITOR & EVALUATE



REPEATABLE

OVER & OVER AGAIN!

Download all 5 word of mouth principles and watch
the video at: productions.room214.com/womma



Room 214 Productions worked with WOMMA to create a video scribe that captured the essence and future of the word of mouth marketing industry.

A video scribe is an elevated, engaging new form of visual storytelling. It capitalizes on the fun of a multi-sensory experience, by independently using audio, video and third-party interaction, so just when you think it's time to fast-forward, boom! You're hit with a sound effect or a gesture from the illustrator.

To be precise, video scribing is the mash-up of an artist's illustration style with stop-motion photography, animation, videography and sound engineering. The use of each of these techniques fluctuates depending on the goals of the project and your taste. But hey — that's what makes it exciting and different. Everyone gets a product unique to their needs.

Sometimes the best way to explain something is to show examples, so check out our latest work at Productions.Room214.com.

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