

## **BUSINESS - Latest Releases!**

### **DIGITAL MEDIA FOR BUSINESS MARKETING**

Digital technology has transformed the way companies use traditional media such as TV, radio, and print while simultaneously introducing Web sites, social media platforms, and mobile apps to the marketing mix. This timely two-part series will show viewers how to put online and mobile media to work expanding and enhancing customer/company relationships as consumers continue to seek out products and services whenever they want them and wherever they are.

### **SOCIAL MEDIA FOR BUSINESS MARKETING**

The use of social media to promote business is one of the fastest-growing areas of marketing today. When used correctly, popular social media platforms offer the ability to connect - easily, affordably, and directly - with customers and prospects to build brand awareness and loyalty, improve customer service, and much more. How, then, should a company go about implementing social media as a part of its marketing mix? This program clearly and concisely explains how to get started with social media; make the most of Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Yelp; and develop and manage a comprehensive social media marketing strategy.

### **ONLINE AND MOBILE BUSINESS MARKETING**

There was a time when companies debated whether having a Web site would be useful in an overall marketing strategy. Today, a business Web site paired with a mobile app and supported by a nuanced online marketing strategy is a necessity in order to serve an increasingly technosavvy customer base. This program gives a detailed overview of how companies can create and maximize an online/mobile presence starting with the basics - goal-setting, search engine optimization, the user experience, and traffic analysis - and finishing with more advanced promotional considerations such as Web site tie-ins (e-newsletters, blogs, social media); mobile apps; online/mobile/offline advertising (Google Ad Words, Facebook Mobile Ads, QR codes); and text message marketing.

#15688/0635 Two programs 30 and 25 minutes 2014 \$129.95 each or Both for \$219.95 \*CC

### **SOCIAL MEDIA AND NEW MARKETING TECHNOLOGIES**

This program offers information and insights on how facilities can develop a social media strategy that enables them to connect with their existing members, attract prospective members, and track these interactions as leads and sales for their business. Looks at several of the most popular social media platforms (e.g., Twitter, LinkedIn®, Facebook®, Foursquare®, Pinterest®, etc.) and points out the opportunities as well as the challenges that exist for leveraging this particular marketing channel. Also discusses how use of social media can be used to increase membership.

*Among the topics covered:*

- \*Trending
- \*Why group ex?
- \*Social media
- \*Lead generation & retention
- \*Digital Technology
- \*Club One Fitness Mobile app: keep members connected from mobile devices
- \*New Club One Fitness website
- \*Facebook: our main social media channel
- \*Youtube: increase SEO, retention, and engagement
- \*Zuberance
- \*Online group purchasing
- \*Other uses of new marketing technology: direct mail using Advercor

#15582/0463 97 minutes 2013 \$89.95 \*SA

### **EXPLORING HUMAN NATURE**

Teach your employees how social rules, unconscious biases, and "group think" heavily influence how we analyze and make decisions. Dr. Philip Zimbardo has spent his career in social psychology - the study of human nature and how we're influenced by others and by social rules internalized in childhood. His research shows how we tend to be completely unaware of these influences, and often choose to act in irrational ways that can cause harm to ourselves or others. Narrated by Dr. Zimbardo, this fascinating program offers insights into the underlying forces driving individual and group behavior. You'll observe unsuspecting human subjects in twenty situations that test the boundaries of individualism and group mentality. Watch them all or choose the scenes that best fit your training goals.

*Watch examples of how we judge others:*

- \* Weighted heavily by first impressions
- \* Based on their personal appearance
- \* Through identification with groups

#15786/1005 57 minutes 2013 \$189.95 \*CC \*SA

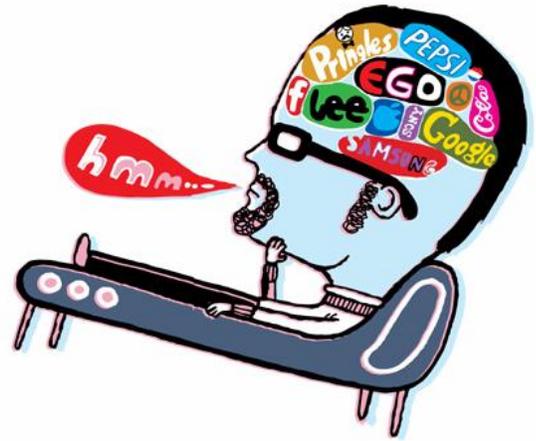
## **Digital Marketing**

Strategies Focused on Increasing The Reach & Visibility of Your Business.



## THE PSYCHOLOGY BEHIND TODAY'S ADVERTISING

Today, consumers are continuously exposed to advertising. Therefore, it's imperative that advertisers understand the psychology behind buying motives when creating advertising and buying media. Discussed are the psychological dispositions of different consumer groups and the rationale behind common creative appeals. Shows research-proven psychological insights used in selecting traditional media as well as Internet advertising, permission email, and social media. Includes print ads, TV commercials, Internet ads and short comments by advertising professionals. This video is fast-pasted in HD to keep student interest. \*Sub-Titled  
#15692/0495 22 minutes 2014 \$159.95 \*CC \*SA



## MARKETING SERIES 4: Product

An exploration of what most marketers would regard as the most important element of the Marketing Mix - PRODUCT.

PART 1 (15 mins): All About The Marketing Mix: Product. An introduction into the essentials of "product".

What is value analysis? How is it done? What is the product life cycle? How can a business extend the life of a product? What is meant by brand extension? Also includes the Boston Matrix as a way of analysing a product portfolio.

PART 2 (8 mins): Case Studies In Value Analysis. Apple iPad compared to the Panasonic Toughpad. Tesco's Everyday Value range.

PART 3 (8 mins): Cash Cows, Stars and Dogs

Coca Cola is the cash cow that has funded new products, including "dogs" such as New Coke and Dasani in UK. Apple's come-back cash cow was the iPod, but that has been superseded by iPhone and iPad. McCain Foods' Oven Chips are the cash cow that has funded many variants. #15491/2047 35 minutes 2013 \$289.95 \*SA

## MARKETING SERIES 5: The Marketing Mix - Product Case Studies

Presents three case studies:

PART 1 (7 mins): Extension Strategies: Skoda: how did Volkswagen reinvent the Skoda brand? Famous Failures! How some brands went "a stretch too far", including Harley Davidson perfume, yoghurt from Cosmopolitan magazine and mountain bikes from gun makers Smith & Wesson.

PART 2 (9 mins): Long Lives, Short Lives, Reincarnations: The Mars bar. What is the secret of its longevity? Cadbury's Fuse went off like a rocket but fizzled out - but Wispa came back from the dead. Lyle's Golden Syrup has hardly changed in 100 years!

PART 3 (6 mins): New Product, Same Brand: Call of Duty is the masterbrand for a range of products - critics accuse Activision of "diluting the brand". Activision says: just look at sales! Special Editions is another way of getting new life out of an old product - but for the Queen's Jubilee 2012 not everyone was amused. #15492/2047 22 minutes 2013 \$289.95 \*SA

## MARKETING SERIES 6: The Marketing Mix - Price

Presents pricing formulas, strategies and pricing case studies:

PART 1 (9 mins): Introduction to Price: Basic pricing formulas explained. Price & Income Elasticity Of Demand. Normal goods and Inferior Goods. The Price Plateau.

PART 2 (11 mins): Pricing Strategies: Cost Plus, Penetration, Predatory, Promotional pricing, plus examples. Also: psychological pricing and differential pricing. What do we mean by "skimming the market"?

PART 3 (15 mins): Pricing Case Studies: The catering trade: how do rising costs affect pricing strategies? Innocent Drinks command a premium price, but have new products undermined their usp? 99p Stores use price as a strategic weapon. Ryanair a classic case of penetration pricing. Diesel uses its brand image to charge top prices. But "price" can have damaging social effects: we look at cheap alcohol sales in supermarkets and energy sector pricing. Is it effectively a monopoly? #15493/2047 35 minutes 2013 \$289.95 \*SA

## MARKETING SERIES 7: The Marketing Mix - Promotion

Why do businesses promote their goods? To sell more, of course - but it's not as simple as that. There are different reasons requiring different solutions: a different "promotional mix".

PART 1: Introduction to promotion/advertising. In this part we look mostly at advertising, in all its forms including TV, radio, billboards, cinema and press - and also the internet, which now threatens the existence of some of the old media. What does the internet offer compared to older media? 15 minutes

PART 2 Other parts of the promotional mix. (apart from advertising, covered in Part 1): including direct marketing (mail, email & social media), public relations, sponsorship and point of sale. Above the line and below the line: what do these terms mean? Do they apply these days? Marketing Ethics: large companies are very hot on "responsible marketing", but how much is real, how much PR whitewash? 15 minutes. #15714/2047 30 minutes 2013 \$279.95 \*SA

## CUSTOMERS WITH DISABILITIES: Delivering Excellent Service

If you have customers with disabilities then this training program is a must see for every employee. When we watched the program we learned a lot and we think your customers will too. This course is designed to help you teach all of your associates how they can properly provide superior service to customers with disabilities.

*The program is divided into five chapters:*

Chapter 1: Blind or Low Vision

Chapter 2: Cognitive Disabilities, including people with emotional challenges, and other disabilities, such as autism, Tourette Syndrome, and head injuries

Chapter 3: Deaf or Hard of Hearing

Chapter 4: Mobility, including customers who use wheelchairs as well as walkers, canes, and other mobility devices

Chapter 5: People of Short Stature/Vertically Challenged

In this training program, you will learn about the four major interactions you'll have with customers with disabilities: Greeting; Product Assistance; Sales Transaction; and, Addressing Other Needs. The goal of this program is simple - it will help every associate deliver the best customer service to people with disabilities.

*\*\*\* The package includes:*

\*CUSTOMERS WITH DISABILITIES: Delivering Excellent Service DVD (34 Minutes)

\*Leader's Guide (Including Full Transcript)

\*QUIZ (Combining True/False & Multiple Choice Questions)

\*Questions for Discussion

\*Terms & Expressions Handout

\*PowerPoint

DISCOUNTS: Education 20% Non-Profit and Government 10%

#15827/0550 34 minutes 2013 Complete Package \$1,139.95 \*CC \*SA



## CUSTOMER SERVICE COUNTS \*TELLY Award Winner!

Loyal, happy customers and clients are the foundation of your success. The best customer service is how they get that way! Your business or organization wouldn't exist without your customers. But sometimes this all-important fact gets lost in the demands of daily activities. This award-winning video is the solution. Great for new hires or energizing your current team, it uses humor to show employees that being good at customer service (and taking pride in their work) is not only a job requirement but can be personally satisfying as well. \*A detailed description of this program is available on our website.

#15516/1005 18 minutes 2013 \$219.95 \*CC \*SA

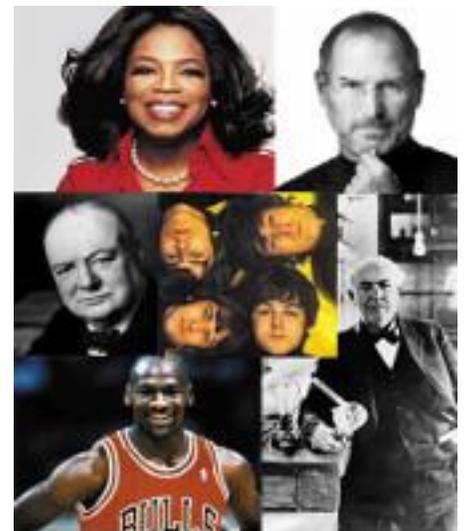
## CUSTOMER SERVICE: The Telephone Connection

Excellent telephone customer service doesn't just happen. It requires dedication, skill - and enthusiasm. This new release portrays traditional and nontraditional customer service roles, ranging from a mail order company to a medical setting, from a corporate admin to a warehouse supervisor. These different scenes show that everyone in the organization has customers - even if they are your "internal customer" coworkers. Our narrator hosts also touch on the finer points, such as upselling and cross-selling (when an additional product or service would better satisfy customer needs). And they explain how to handle angry or dissatisfied customers in a way that both solves the problem and ultimately strengthens the relationship.

Telephone customer service takes skill and finesse. This video conveys the communication skills and positive attitude necessary to provide service - and project that warmth in your voice, call after call!

\*A detailed description of this program is available on our website

#15518/1005 17 minutes 2013 \$198.95 \*CC \*SA



## FALL SEVEN TIMES, STAND UP EIGHT

This motivational meeting opening uses quotes, pictures and video clips featuring world renowned personalities including Winston Churchill, Steve Jobs, Oprah Winfrey, the Beatles and Michael Jordan to dramatically demonstrate how through perseverance and resiliency success can be achieved. Eileen McDargh's inspirational book "The Resilient Spirit" is FREE with each DVD. An award-winning business author, consultant to national and international organizations, and popular keynote speaker, Eileen wrote this book because "Each of us has the strength to overcome odds. We just need to be reminded at times." #15593/0133 2013 \$294.95 \*SA

## ACCOUNTING FUNDAMENTALS

Accounting is the backbone of business and how a company's financial success or failure is measured. This series - a blend of essential facts, real-world examples, and insightful commentary by accountancy professionals and business owners and managers - provides an indispensable overview of the fundamentals of accounting. Ideal for business students and budding entrepreneurs alike.

**ACCOUNTING BASICS AND DEFINITIONS: Accounting Fundamentals**

**MATCHING CONCEPT AND ACCOUNTING CYCLE: Accounting Fundamentals**

**MANAGING INVENTORY: Accounting Fundamentals**

**MANAGING ASSETS AND PAYROLL: Accounting Fundamentals**

\*Detailed descriptions of each program are available. #15810/0405 Four 30-minute programs 2014 \$429.95 \*CC



## BLOODBORNE PATHOGENS: Workplace Awareness

\*Featuring Dr. Andrew Zolopa of the Stanford University School of Medicine.

While not transmitted through casual contact, bloodborne pathogens present a risk in just about any workplace. That's why it's important to train all employees, not only those in positions where exposure hazards are a routine part of their jobs.

This video explains methods for controlling occupational exposure and disposing of potentially contaminated materials. And it offers specific emergency procedures to follow if an exposure incident unfortunately occurs.

#15517/1005 17 minutes 2013 \$169.95 \*CC \*SA (Also available in a CLINICAL VERSION)

## PERSONAL PROTECTIVE EQUIPMENT: Your Final Defense

Everyone expects their workplace to be safe and risk free. But there are hazards that sometimes can't be controlled. That's when you need to use Personal Protective Equipment or PPE. The personal part is important because PPE is specifically selected by employers to be worn by workers to protect them from the hazards of the job. Whether it is eyes, head, feet or hands, this program will educate your employees on the importance of PPE and how to select, use and maintain this important equipment.

\*Employer and Employee Responsibilities

\*Eye Protection \*Head Protection

\*Foot Protection \*Hand and Skin Protection

\*This DVD can also be purchased with the following materials:

Blueprints for Safety® Administrative Guide; 5 Employee Handbooks; and, PowerPoint Presentation.

#15828/0490 12 minutes 2013 \$489.95 \*CC \*SA



## CLOTHES AT WORK: Decoding Office Dress Codes

Like it or not, on the job, appearance matters! But what's the right look for YOUR workplace? Or your NEXT one? Learn about the four levels of business dress, tips on accessories and grooming, and how to build an affordable wardrobe. \*Sub-titles

#15312/1120 17 minutes 2013 \$119.95 Grades 7 to A \*CC \*SA

## WHEN PRESENTATION COUNTS: Grooming, Dressing and Body Language

Like it or not, studies show that our appearance, body language and other mannerisms are incredibly important to how someone perceives us. In this video, you will receive tips on grooming and basic styles of dress. You will also discover how verbal and non verbal communication, body language, and posture can impair or enhance your overall image. So whether you're seeking your first job, starting a new job, or just trying to get ahead on the job, remember...you don't get a second chance to make a good first impression. \*Includes Instructor's Guide. #15264/1280 32 minutes 2013 \$129.95 Grades 7 to A \*SA

## WHO WOULD YOU HIRE and WHO WOULD YOU FIRE?

This new two-volume, interactive DVD series lets your students decide who should be hired and who should be fired. The menu allows easy access to each interview.

**Volume 1: WHO WOULD YOU HIRE?** Lisa is the Human Resources Director at a popular resort and is searching for a new Events Sales Specialist who will be responsible for marketing the resort's services and facilities. Lisa has chosen six young people to interview and the students watching the interviews get to decide who is the best candidate for the job. #14931

**Volume 2: WHO WOULD YOU FIRE?** Jason is the owner of Airplay Sports & Espresso, a coffee shop. He has two locations, but is planning on closing both to open in East Heights, the new place to be in the city. Unfortunately, one shop doesn't need two staffs. Some employees have left voluntarily, but Jason still needs to let one person go. He is going to interview six employees and your students get to decide who should be fired! #15912

#15915/0483 Two programs 2014 \$129.95 each or Both for \$199.95 \*Includes Guides Grades 7 to A \*CC \*SA

## THE ECONOMIC MELTDOWN: How America's Fiscal Fallout Triggered a Global Crisis

A set of five 60 minute programs that describe how America's fiscal fallout triggered a global crisis.

### INSIDE THE MELTDOWN

An investigation of how the economy went so bad, so fast, and what Federal Reserve Chairman Ben Bernanke and Treasury Secretary Henry Paulson didn't see, couldn't stop, and weren't able to fix.

**TEN TRILLION AND COUNTING** - Tracks the politics behind America's mountain of debt. Is this crisis far bigger than our current financial mess?

**BREAKING THE BANK** - Goes inside the saga of Ken Lewis and Bank of America; from the start, the Merrill deal was troubled ... then the government took over.

**THE WARNING** - In the midst of the 1990s bull market, one lone regulator warned about the dangers of derivatives - and overnight became the enemy of some of the most powerful people in Washington.

**CLIFFHANGER** - As the nation faces yet another round of fiscal crises, this program investigates the inside history of how Washington has failed to solve the country's problems of debt and deficit.

#15573/1725 Five 60-minute videos on 2 DVDs total 300 minutes 2013 \$129.95 \*CC



### THE RETIREMENT GAMBLE

Ten trillion dollars in Americans' retirement savings are invested in large and small accounts managed by banks, brokerages, mutual funds, and insurance companies. But whether your IRA or 401K will assure a safe retirement is largely a gamble. Building off reporting from the groundbreaking special Money, Power and Wall Street, FRONTLINE raises troubling questions about how America's financial institutions protect our savings. The Retirement Gamble reveals how fees, self-dealing, and kickbacks bring great profits to Wall Street while imperiling the prospects of a secure future for individuals. The film questions who has the consumer's best interests in mind, and whether there is a better way to manage our retirements.

#15591/1725 60 minutes 2013 \$129.95 \*CC

### SOCIAL MEDIA AT WORK

Social media is everywhere - including our workplaces. While it can serve useful business purposes, it can also open the door to hackers, circulate rumors and abusive comments, create public relations nightmares, and be a real drag on productivity. In fact, many employees spend up to two hours every workday on non-business related websites - often not realizing how their multiple side-trips can consume their time and lead to other problems, as well. And it's not just during the workday. After-hours posts can also have an impact if they violate policies or cause friction between coworkers.

\*\*\*So how do you avoid the dangers of potential harassment claims, exposure to computer viruses and malware, and release of confidential data? And how do you convince employees that spending too much company time on social media is just not OK?

This new video will help. Dramatic scenes filmed on location in a variety of industries show:

- \*A receptionist's computer is hacked after she opens a suspicious email attachment.
- \*A waiter posts a photo from behind-the-scenes that could harm a restaurant's reputation.
- \*An office worker snipes at a coworker through social media, making everyone take sides.
- \*Text messages are used to pursue unwelcome romantic interest in a colleague.
- \*Trade secrets are released before a new product launch and quickly captured by a competitor.
- \*Social networking and online video games create more work - and resentment - for coworkers.

\*\*\* Technology cannot be avoided - few of us could get our jobs done without it. But it needs to be used wisely and appropriately. Take advantage of this new release to make an impression on employees: "Do your own stuff on your own time and THINK before you post." #16010/1005 14 minutes 2015 \$239.95 \*CC \*SA



[www.kineticvideo.com](http://www.kineticvideo.com)

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com

## **BULLYING IN THE WORKPLACE**

**\*REMI WINNER 2014 WorldFest!**

This package includes two programs - one for employees and one for managers - BULLYING AND RESPECT IN THE WORKPLACE and MANAGING THE WORKPLACE BULLY. Both programs are Closed Captioned and include two 30-page booklets which reinforce the definitions and topics covered in the videos, and include Quizzes and Certificates of Completion.

### **BULLYING AND RESPECT IN THE WORKPLACE (for Employees)**

Have respect and good manners begun to slip in your workplace? Is rude behavior becoming the norm? Bullies often act just under the radar, denying their hostile intent or shrugging off their behaviors as humorous or insignificant. Yet, the constant tension they create - and the way their harmful activities tend to build over time - not only damages the individual targets of their behavior but also the workgroup as a whole.

That's why you need to bring bullying out into the open. So you can deal with it directly and put an end to it. These brand new releases are intended to do just that.

As for any bullies who may be watching: this video clearly shows that mistreating a fellow employee makes you look bad in the eyes of others and will not be tolerated in your workplace.

### **MANAGING THE WORKPLACE BULLY (for Managers)**

What do you do if you're the supervisor or manager of a problem employee? What if you are the target of bullying behavior, yourself? Or if you are accused of acting like a bully? As a manager, it's up to you to be a role model. You need to insist on being treated respectfully yourself, and you need to provide a safe and respectful atmosphere for your people. This brand new release tackles these issues head on, providing practical solutions that help you put an end to bullying behavior in your subordinate - and find new ways to deal with your own frustrations so that you don't end up looking like the bad guy.

#15735/1005 Two programs 2013 \$239.95 each or Both for \$429.95 \*CC \*SA



## **SEXUAL HARASSMENT: Training for a Harassment-Free Workplace**

What makes this program unique is a sequence of original stories that convey important training points as seen through the eyes of the participants. Instead of explanations from on-screen narrators, first-hand reporting keeps the action moving and makes it personal to help viewers internalize the content and retain lasting impressions that stay with them long after the training is over.

**\*\*\*Filmed on location, realistic characters interact in seven dramatic stories:**

\*Inappropriate talk in the bullpen makes it difficult for an office worker to concentrate on his job.

\*Images meant to be private are posted on social media to get revenge after a break-up.

\*Lunch hour at a medical center is disrupted by rude comments from an outside vendor.

\*A new employee is pressured to go out with a supervisor as part of her "training" in a manufacturing plant.

\*City government employees grapple with religious bias and resentment over coworkers who "don't come from here".

"Sales reps at a convention center mistreat and exclude a colleague because he "doesn't fit in".

\*A restaurant kitchen is the setting for borderline behavior that makes one coworker uncomfortable even though her peers are clearly enjoying themselves.

**\*\*\*The consequences and potential harm caused by hostile environment and quid pro quo harassment are clearly explained. And viewers also learn about protected characteristics, third-party harassment, retaliation, and other forms of abusive behavior. And while sexual and other forms of illegal harassment are covered, our focus is on respect and consideration for others. The scenarios are meant to prevent unwelcome behavior BEFORE it escalates out of control. The goals with this new program are to improve behavior overall, encourage communication, and help create workplaces that are respectful, productive - and harassment-free!**

**EMPLOYEE VERSION** - Helps employees recognize what kind of behavior is not appropriate in the workplace and how each individual can contribute to an atmosphere that is better for everyone.

**MANAGER VERSION** - Shows managers how to prevent harassment in their workgroup and the need to respond promptly and appropriately if a problem does occur.

**\*\*\*Purchase includes a 34-page BOOKLET reinforces the scenes, terms, and concepts covered in the video. Get examples of workplace harassment, and learn about effective anti-harassment policies. Includes pre- and post-test. .**

An extensive 64-page TRAINER'S MANUAL is available for purchase separately designed to be used along with the training video to help facilitators present a professional harassment training session.

#16012/1005 18 minutes 2015 \$449.95 each or Both Versions for \$799.95 \*CC \*SA

**kineticvideo.com Visit our Website!!! E-mail [info@kineticvideo.com](mailto:info@kineticvideo.com)**

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