Twelve12 Wins IAC 2019’s Best Online Video in Real Estate Category

OC creative agency flexes its video production might for online real estate education company SOLD.com, walking away with yet another IAC Award.

IRVINE, Calif. (PRWEB) April 11, 2019 -- Boutique branding agency Twelve12 announced that it has been selected for 2019’s Internet Advertising Competition (IAC) Awards, winning best online video in the category of real estate for a commercial written and produced for real estate startup SOLD.com. This year’s award will be the third video by Twelve12 to be recognized by the IAC, in addition to numerous Telly and Muse Awards for both video production and web design.

The winning video uses humor, action, and even stunt glass to introduce audiences to SOLD.com, a start-up real estate tech company that uses AI info to pair home sellers with their best home selling option. Ike Elimsa, director of Twelve12, outlined their approach for the short. “It had to be impactful and fun, while also conveying a lot of information in a short time to introduce an unfamiliar product and business in a digital space.” The short does just that: informing while entertaining.

Commitment to Excellence.
In recent years, Twelve12 have doubled down on their commitment to fine video production, with the construction of its very own on-site studio, complete with white cyc, (cyclorama). This enables the Twelve12 production team to produce studio-quality content for clients on short notice, and at a lower cost. It’s all part of a greater commitment to quality film making, and a desire to bring the same caliber of work that defines Hollywood studios within closer reach of Orange County businesses.

In the near future, Twelve12 hopes to add even more technology and capabilities to help clients. Ike further explained the commitment: “We don’t make world-class products to win awards. We do it to pass on the best value to each client that walks through our doors.”

About Twelve12
Specializing in strategic planning, branding and marketing, Twelve12 was founded in Orange County with the mission to help small to mid-size companies grow. Twelve12 regularly assists companies develop across a wide spectrum of traditional and non-traditional marketing venues, producing a range of video content, digital and traditional marketing, and award-winning websites, always ensuring brands have a unified, unforgettable voice.

Learn more

About the Internet Advertising Competition (IAC):
The Internet Advertising Competition (IAC) Awards were developed by the Web Marketing Association to honor excellence in online advertising, recognize the individuals and organizations responsible for creating work, and showcasing the award-winning internet advertising. Started in 1999, the IAC Awards are the first and only industry-based advertising award competition dedicated exclusively to online advertising.

Learn more.
Contact Information
Ike Elimsa
Twelve12
http://www.twelve12.com
949-945-0516

Online Web 2.0 Version
You can read the online version of this press release here.