

Clarity Video

Brand aligned video content designed to engage your audience

About Clarity Video

At Clarity Video, we produce corporate marketing video content designed to deliver real results for businesses. I started the business in 2002 while working in marketing and brand management, after recognising a gap in the market for a video producer who truly understood the needs of marketing professionals.

My background gives me a strong understanding of client objectives and the role video plays within wider marketing strategies. Alongside this, my experience across theatre, radio, television, film, and publishing has shaped my approach to storytelling, ensuring every piece of content is both engaging and purposeful.

Challenges & Growth

One of my main challenges has been clearly identifying and reaching my target market. Like many small businesses, refining the offer and ensuring it resonates with the right audience has been a key focus.

The main ambition for Clarity Video is to grow our customer base.

Next steps

Over the next six months, I'll be focusing on developing Clarity Video into a full video marketing agency. We've introduced a new, comprehensive service that covers content strategy, production, distribution, and reporting for marketing campaigns.

It's an exciting next step, and I'm looking forward to growing the business and supporting more clients with impactful video content.

Support from Enterprise Oxfordshire Business

Through Enterprise Oxfordshire, I accessed a range of in-person and online workshops, along with one-to-one mentoring from industry professionals. This support helped me better structure my business, refine my service offering, and understand how to attract the right clients.

The mentoring was particularly valuable, giving me clear direction on how to position my services and bring them effectively to market. It has given me greater confidence and clarity in how I present and grow the business.

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Enterprise Oxfordshire offers an amazing level of support for new and well-established businesses.

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