

Promos Are Us



July 31, 2020

The video that won for best Company Promo during the recent 2020 Hanley Awards was a web commercial we did for a local businessman to introduce his teaching series for individuals looking for a fast track to a career for themselves.

Jeffrey Chilton has developed a technique and the methods that can be applied by anyone to gain the skills, knowledge and expertise to become proficient in the window washing field and compete for business at a professional level. He has given his permission to allow me to post his video on our site as an example of the work we can produce.

Invertatex, Best Company Promo, 2020 Hanley Awards

The other award we received was for Best Studio Promo. Similar to the Company Promo award, the Studio Promo was a commercial we did in-house to promote one of our many quality services.

In this instance, it was for our Life Stories service where we help individuals leave a personal legacy or history behind by recording them telling the story of their lives. Highly emotional and hugely important, it is something of a passion for us. It is a passion I hope comes across in the video.

Tell Your Story, Best Studio Promo, 2020 Hanley Awards

Michael Ondrasik and Home Video Studio specialize in the preservation of family memories through the digitalization of film, videotape, audio recordings, photos, negatives, and slides. For more information, call 352-735-8550 or visit our [website](#).

AWARDS SEASON



July 19, 2020

As some of you might be aware, July marks the time of the annual Home Video Studio “Getaway” conference. This would have been the 20th time all HVS owners around the globe travelled to meet, greet, and yes, compete for valuable prizes and

bragging rights. Well, the odd events of 2020 kind of put the kibosh on our festivities. We will not be meeting or greeting in the face of the pandemic. But we will always be a competitive bunch.

While our “getaway” has been cancelled, our awards ceremony will continue on... virtually. The many talented studios who comprise the Home Video Studio family have submitted their projects, of which they are rightfully proud, for consideration in close to 20 different categories. Plus there are a few honorific awards that are passed out every year as well.

We will safely attending from home via a streaming event where nominations will be announced (Friday, July 24) followed by the announcement of the winners in each category (Saturday, July 25). We may even put on formal wear for the occasion... at least from the waist up.

Looking back over the years, we have certainly been blessed in the awards department:

2015: Rookie of the Year; Best Rookie Video

2016: Hanley Marketing Award

2017: Best Company Promo; Dr. Strangelove Award; Best Memorial Video; Best Backlot Video; Social Media Award

2018: Best Studio Promo; Best Editing; Best Memorial Video; Social Media Award; Studio Owner of the Year

2019: Best Photo Keepsake; Best Documentary; Dr. Strangelove Award

We'll be hearing of the award announcements for 2020 on Saturday and will post the results. Until then, here's a quick look back at some of our successes.

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