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Allied Pixel inks deal on first Personalized Video campaign

MEDIA, PA (March 2017) – Allied Pixel has signed an agreement with a well known Philadelphia-area university to produce a Personalized Video campaign. The campaign will launch in April and will target accepted students. Each student will receive a custom-produced video that speaks directly to their college interests including choice of major, sports, activities and residence life. Approximately 2400 videos will be produced for the campaign. It is expected that this will be the first campaign of its kind ever.

A demo of the service is available at www.alliedpixel.com/services/personalized-video/.

About Allied Pixel:

Allied Pixel is a digital studio specializing in video production, web development and live webcasting. We bring a unique blend of creative and technical capabilities to clients across a range of industries. For more information, visit www.alliedpixel.com.

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