

**For Immediate Release**

**SGW's Director of Interactive Video Interviewed by practicalcommerce.com**

*—Leo Montes de Oca comments on the growing use of  
simple videos to build revenues on eCommerce sites—*

**Montville, NJ (March 10, 2009)** – In a recent article entitled “Video Boosts Online Sales, Merchants Confirm,” written by Jennifer D. Meacham for practicalcommerce.com, Mr. Montes de Oca confirmed the beginning of what will be a huge growth in video applications for eCommerce sites. ““It’s taken a long time for eCommerce companies to realize its potential, but it’s finally starting to happen,” said Leo Montes de Oca, director of the interactive video department at SGW Integrated Marketing Communications headquartered in Montville, NJ.

According to a new study conducted by PermissionTV for the Center for Media Research with a base of 400 senior-level decision makers, the main conclusion was that online video has become the *top priority for digital marketing* budgets. One of the organizers of the study went so far as to predict that online video will play an increasingly critical role in all interactive campaigns.

“What is causing the online video boom is not only the ability to be cost-effective, but of greater importance is the trend toward making videos more interactive, or as we like to say more ‘user-engaged,” said Montes de Oca. He asserts that in the past, use of video was basically a passive experience where the viewer sat there and just watched the screen. Now, with the additional use of rich media and Flash technology, the viewer will be able to look at a video, click on the product and see a “turn around graphic” allowing the user to see the product from all possible angles. This kind of “virtual reality approach” is just one way that videos can be made to be more interactive and enhanced in the process. Similarly, videos can be “attached” to main videos, PDFs can be clicked on via the video, etc.

Mr. Montes de Oca added that “Time is at a premium right now. Anything that online videos can do to make the buying process shorter such as “examining a product online” is just another way in which we will be able to keep up with this face-paced world.”

***About SGW***

*SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All of our groups either work independently with clients or as part of one agency of record team.*

*For more information, visit [www.sgw.com](http://www.sgw.com).*