

How a National Retail Brand Cut Video Costs by 73% Using AI



OVERVIEW

About Adventure Force

Adventure Force is a leading North American importer of high-quality children's and action sports products, supplying major North American retailers including Walmart, with retail-ready outdoor toys built to scale.



CHALLENGE

Traditional Video Production was Cost-Prohibitive and Slow

- High Costs:** Videos promoting individual products averaged \$10,000 per production.
- Long Timelines:** Traditional filming and editing took weeks to finalize.
- Inflexible Assets:** Updating content for new retail seasons was difficult.
- Resource Heavy:** Required significant logistics for physical shoots.

SOLUTION

AI Video Production by TheBestMedia.com

Smart AI Video Production

The team used **advanced AI video technology** to turn static product images into high-energy, retail-ready promotional videos. This eliminated the need for expensive film crews while **delivering premium visuals** that meet national retail brand standards.

Efficiency Through Innovation

- **Asset Transformation:** Produced a full-motion promotional video using only two product images, one fully opened and one folded.
- **Speed to Market:** Cut production time by 90%, enabling rapid launch across all digital platforms.
- **Seamless Realism:** Delivered visuals so polished they are indistinguishable from traditionally filmed footage.

2 IMAGES USED TO CREATE VIDEO



RESULTS

Disrupting Traditional Video Production with AI Efficiency

73% Decrease in Production Budget

90% Decrease in Production Time

0% Compromise on Visual Quality

- ✓ Reduced the \$10,000 per-video barrier to a fraction of the cost.
- ✓ Projects that once took weeks now take days, enabling faster retail launches.
- ✓ High-quality visuals suitable for Walmart and other major North American retailers.
- ✓ Generated professional content from just two product photographs.

WATCH THE VIDEO

<https://www.youtube.com/watch?v=tbyq6a6yBuc>

