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I-CReST 2025:085-050 – Enhancing SME Brand Visibility through Digital Multimedia Production

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ABSTRACT

This paper presents a case study on the production of a corporate promotional video for OTC Training Centre Sdn Bhd, showcasing a practical approach to digital branding through cost-effective multimedia tools and agile development methods. Designed to strengthen brand identity and public engagement, the video highlights OTC's mission, services, and training excellence. The production process followed three phases—pre-production, production, and post-production—utilising accessible resources such as an iPhone for filming and software tools including CapCut, Canva, and Freepik. The Agile methodology facilitated iterative development based on real-time feedback from stakeholders. Published on OTC's YouTube channel, the video achieved over 130 views and 1,800 impressions within three weeks, alongside favourable feedback. This project illustrates how small and medium enterprises (SMEs) can leverage simple digital technologies and adaptive workflows to enhance communication and outreach sustainably. By integrating technology, creative media, and organisational goals, the study contributes to ongoing discussions on bridging science, technology, and the humanities for future-ready, resource-efficient solutions.

Keywords: Digital communication; Corporate branding; Agile methodology; Multimedia production; Sustainable outreach; Interdisciplinary synergy