

Craft Creative Brings Award-Winning Storytelling to Corporate Video Production Nationwide

After winning the 2026 Golden Gavel Award for Best TV & Streaming Commercial, Craft Creative brings that same storytelling to corporate video work nationwide.

CHARLESTON, SC, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Craft Creative, a Charleston, SC-based video production company that has delivered more than 3,000 videos for over 100 brands across more than 10 years, is bringing its award-winning storytelling approach to [corporate video production](#) for organizations nationwide.



Craft Creative brings strategy-led, award-winning storytelling to corporate video production.

Craft Creative's [corporate video](#) clients include Notion, Expedia, South Carolina Federal Credit Union, Georgetown University, Hallmark, and Dunnion Law.

“

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Eric Elliott

A commercial promotes a specific product, service, or offer and asks a viewer to act quickly, while corporate video takes a broader look at an organization itself, introducing the people behind a brand, explaining a complex product or service, supporting recruiting, educating stakeholders, or building trust with customers. "Corporate video should do more than introduce a company. It should help people understand what the business stands for, why its work matters, and why they should trust the people behind it," said Eric Elliott, Founder of Craft Creative.

Craft Creative's corporate video process starts with the business outcome rather than the camera. Before scripting or filming, the team defines the objective by identifying the target

audience, the business goal, and what the viewer should take away from the video.

Every production is planned for reuse, so a single shoot can support the company website, sales conversations, recruiting, internal communications, social media, and leadership presentations, and longer interviews and brand stories are edited into shorter, platform-specific cuts for digital channels.

From its headquarters in Charleston, South Carolina, Craft Creative produces video for brands nationwide, with an established presence in Charleston, Mount Pleasant, Columbia, Greenville, Charlotte, Atlanta, Nashville, Indianapolis, and Fort Wayne.

About Craft Creative: Craft Creative is VIP Marketing's premium video production subsidiary, based in Charleston, South Carolina, delivering corporate video, commercial, branding, and testimonial video production for law firms and brands nationwide. The company has produced more than 3,000 videos for over 100 brands across more than 10 years. For more information, contact Craft Creative today.

Businesses ready to make video a more consistent part of their marketing can explore Craft Creative's Christmas in July [video growth plan](#), a limited-time, done-for-you program that delivers 24 AI-powered, on-brand videos throughout the year, with Craft Creative handling the strategy, scripting, creative direction, and final delivery.

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