



Bishop's Orchards (*Product Launch Video*)

The Challenge/Solution:

With seven generations of farmers, Bishop's Orchards is committed to keeping it "fresh." From produce on the shelves to messaging, this hard-working, family-operated farm market embraces all aspects of new media to deliver the best products and the best impression.

With a new sparkling cider hitting the shelves this summer, the team at Bishop's asked Miranda Creative to create a social media splash with a fun and engaging video using rendered imagery. The result "slices" through the clutter.

