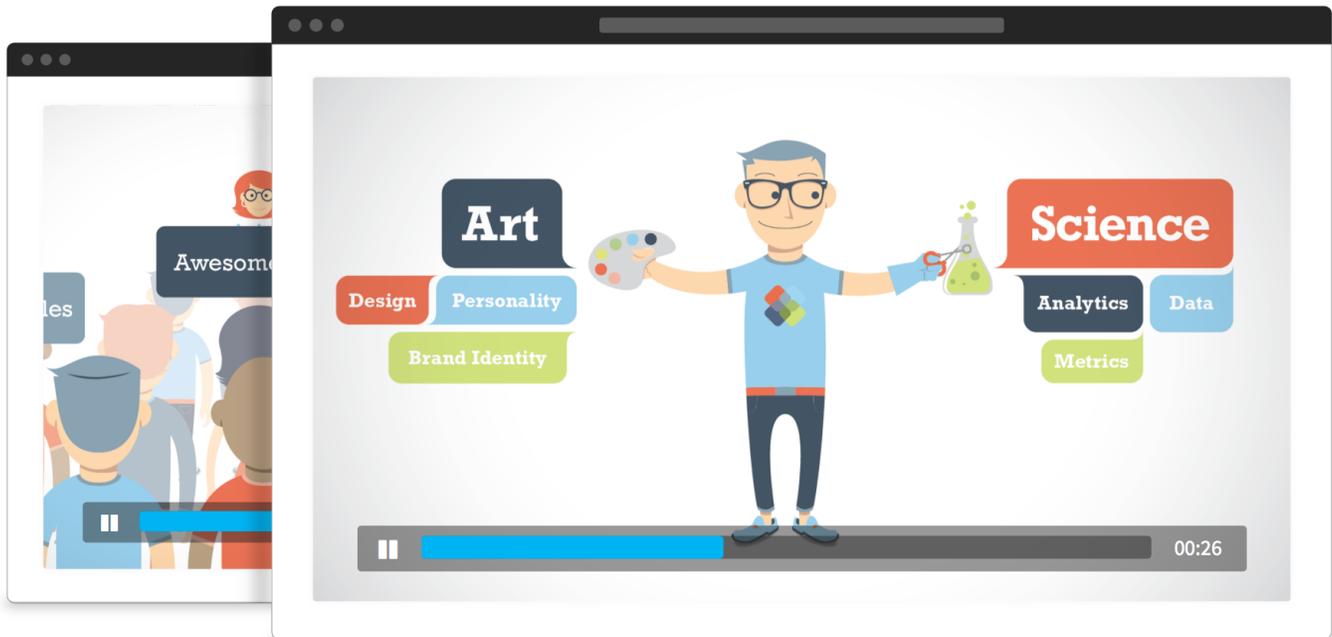


CREATE DIGITAL MARKETS THEIR MARKETING SAVVY WITH ANIMATION

Digital marketing agency Create Digital needed a simple, compelling way to explain how they help brands use social media to engage customers and drive measurable results. One award-winning animation later, Create Digital showcases their creative chops and business acumen—and they do it in one minute flat.



BACKSTORY

Create Digital is a full service digital marketing firm based out of Richmond, Virginia. Create Digital began because they saw a need in the marketplace for social marketing that connects the dots between brands and people and clearly shows how social media activity impacts business results. They’ve partnered with companies like Capital One, Conde Nast, Carnegie Hall, Dominion Power, Hamilton Beach, Ralph Lauren, and Verizon FiOS.

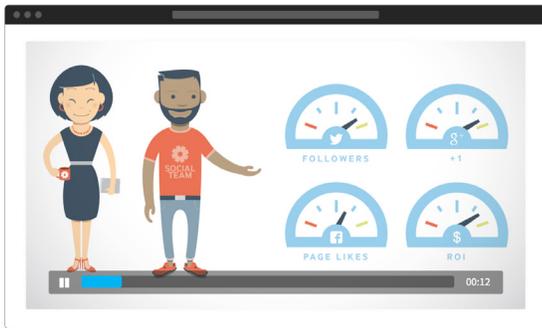
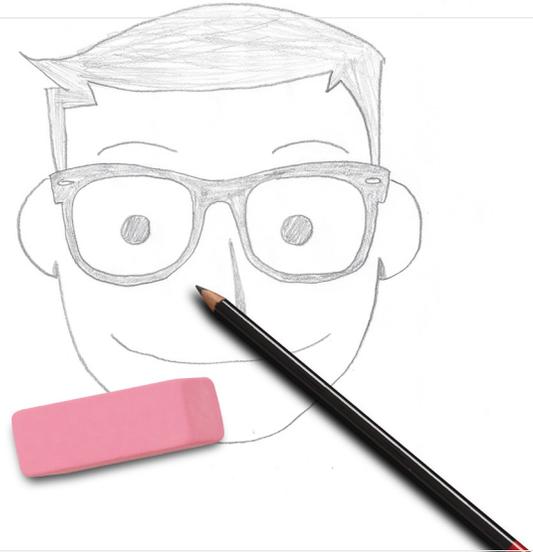
OPPORTUNITY

Navigating social media is complex and nuanced, and there are a lot of players in the digital marketing arena. “Our work can be hard to explain to people who aren’t as active in the digital space. We needed a quick, visual way to explain challenges businesses face when implementing social media plans, plus convey the value of our approach to social. It was critical to show complex concepts in a simple and engaging way,” said Kendall Morris, Founder and Chief Executive Officer of Create Digital.

PARTNERSHIP

After our discovery session with Create Digital, we recommended an animation—a high-impact, attention-grabbing medium perfectly suited for storytelling and social sharing. Following our discovery work, the Unboxed and Create Digital teams worked together closely through scripting, storyboarding, and final production.

“Unboxed is a joy to work with,” Morris shared. “The team was very collaborative and responded to feedback in a timely manner. Unboxed exceeded our expectations and did so under a very tight deadline. They’re a great team of creative problem solvers focused on true business objectives.”



SOLUTION

Create Digital’s animation is compelling, visually appealing, and concise. “The animation uses humor, fast-paced images, and a visual design that suited our brand perfectly.” And, in a world where every second matters, they tell their story in a minute.

RESULTS

The animation has been a hit. “We’ve received very positive feedback from clients, other agencies, and job candidates. We’ve heard the animation helped them better understand the complexities of our work and what makes Create Digital unique among our competitors,” Morris shared.

The animation is also an award winner. At AIGA Richmond’s GRADE7 design competition, the animation took home Best in Category—Large Business, Web and Interactive and Best in Show. GRADE7 judge Mitch Goldstein commented, “Very well crafted and executed animation that worked within a limited amount of time to convey a strong message. It was both delightful to watch and highly communicative, while staying whimsical and fun. Work like this can be flat and devoid of soul, but feeling the humanity in this piece went a long way to our decision [for Best in Show].”

