



Do you find it challenging to cut through the noise and capture your employees' attention? Spitfire Communications can help you incorporate videos into your communications strategy!

- ✓ **VISUALLY APPEALING**
A great way to generate interest and get people talking
- ✓ **INCREASE YOUR REACH**
Videos can be accessed anytime and anywhere
- ✓ **ENGAGE YOUR EMPLOYEES**
Provide relatable content that is easy to understand and fun to watch
- ✓ **SPOTLIGHT**
Highlight a relevant topic or underutilized benefit
- ✓ **EDUCATE**
Promote your brand and company to visual learners, especially helpful for onboarding new hires or to communicate complicated topics

WHY VIDEO?



75% of employees are more likely to watch a video than to read documents, emails or web articles. (CMI Video, 2018)

Mobile video consumption **rises 100% every year.** (HubSpot, 2020)

In 2019, video was the **#1 form of media** used in content strategy, overtaking blogs and infographics. (HubSpot, 2020)

Video in an email leads to **200-300% increase in click-through rates.** (HubSpot, 2020)

When people watch a video, they **recall about 95% of the message** versus only 10% with simple text or sound. (Wordstream, 2017)

HOW CAN SPITFIRE HELP?

From video vignettes and topic-focused short videos to Open Enrollment benefits-at-a-glance videos and more – we have the experience and expertise in all aspects of video production:

- Script Writing
- Storyboarding Development
- Professional Music & Voiceover Talent
- Stock Photography/Video
- Custom Graphic Elements
- Motion Graphics
- Transitions
- Production and Editing
- Digital file delivery (formatted for specific use such as web, digital screens, tv, etc.)



SAVE MONEY

Maximize your communications budget with creative options



BE RELATABLE

Give managers, CEOs and high-profile decision makers visibility to employees



GO GREEN

Compliment your communications with a paperless, digital touchpoint



SHOWCASE YOUR BRAND

A remarkable recruiting asset that shows your company culture in action



If you'd like to learn more, please contact:

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