



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)

Most people remember 10% of what they read and 20% of what they hear. **Adding visuals, the retention jumps to 30%!**

(ELearning, 2022)

90% of emails containing videos are opened, 83% are clicked on. **That's a 12.6% increase over text-only emails!**

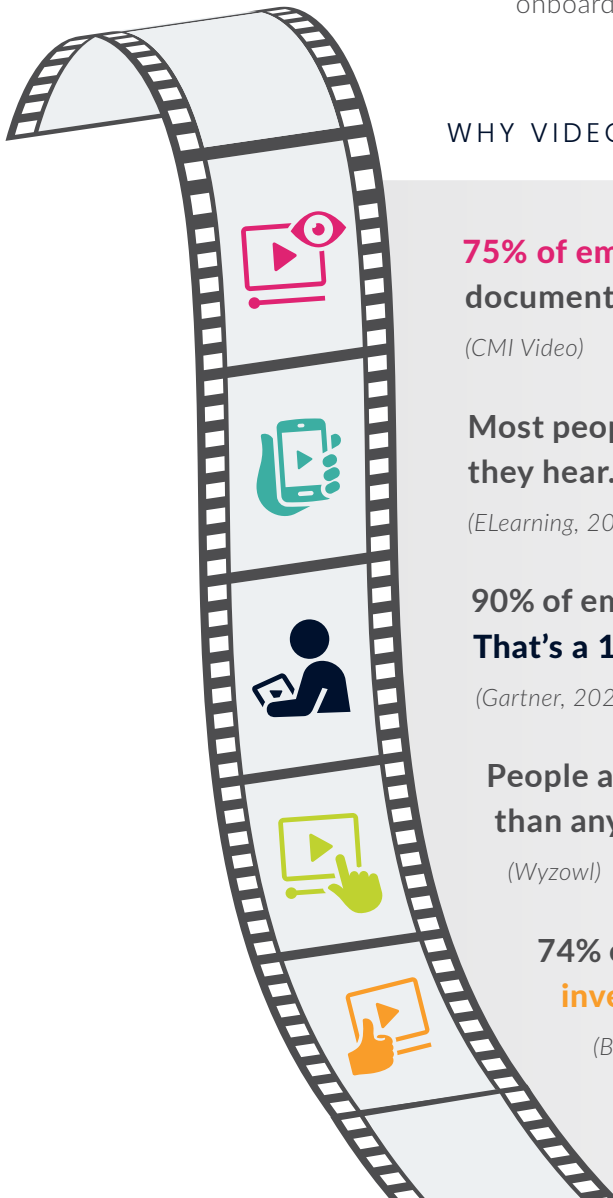
(Gartner, 2022)

People are **2x as likely to share video content** with their friends than any other type of content.

(Wyzowl)

74% of communicators believe **video has a higher return on investment** than static imagery.

(Biteable, 2022)



SPITFIRE'S VIDEO LIBRARY

We have a growing library of informational videos that are great for providing details about specific benefits or benefit topics. These are available for customization with your logo.



Topics include:

- Where to Go for Care?
- How the HDHP (CHDP) and HSA Work Together
- Tips to Manage Your Prescription Drug Costs
- What is an EAP?
- Benefit Terms Explained
- What is Compound Interest?
- What's the difference between a Traditional and Roth 401(k)?
- What's the difference between an HMO, POS, PPO, EPO and HDHP?

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

Complement 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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