



# Video creation drives 11X number of views

## Business issues

- Position company as thought leader in industry
- Increase credibility with customers
- Educate sales team and entire employee population on complex gene therapy offerings
- Control production schedule and quickly create videos that are technically accurate and on-brand

**+75%**

Digital video creation

**+1,133%**

Monthly video views

➤ **Headquarters** | Burlington, MA ➤ **Staff** | 57,000

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*Videos were underperforming drastically...Spent \$30,000 on 1 animation...out for 2 years, and it still only has 300 views. With Wochit with 1 video, it had over 1,700 views in the first month it's been out.*

**Scientific Segment Marketing Manager**

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## The company

This global life science behemoth works to solve some of the world's most challenging biological questions. The company serves scientists and engineers and boasts a portfolio of some 300,000 products which are used in the research, development, and production of biotechnology and pharmaceutical drug therapies.

## Challenge

The marketing communications groups in this giant, multinational life science company faced a dilemma. They recognized that video was an effective way to educate customers (and employees) about the company's complex products and services, but the options that were available to them were making it difficult to take advantage of the medium.

The in-house video team was technically proficient, knowledgeable about the company's many complex products, however, their production schedule was such that it was very difficult to get a finished product in a timely fashion. Outside agencies were expensive and time consuming because they lacked technical industry knowledge.

## Solution

Leverage Wochit to allow non-technical creators to produce their own, high-impact educational videos and development of specific templates, ensuring all videos were properly branded. With two weeks of training they

were able to create their own videos in a fraction of the time of the in-house studio and a fraction of the cost of agencies. And, Wochit's customer success team was at hand to help; *"Their customer success team is some of the most professional, well-qualified and incredibly awesome people to work with I've ever come into contact with..."*

The life science industry is highly regulated, and the customer base is sophisticated, so most videos are technical and educational in nature. The work produced established this company as an expert and thought leader in the fields in which it works. Contrasted with video produced in the past the team is 75% more productive while while producing 1,133% more video views.



## Annualized results

- » Increased productivity at least 75%
- » Increased engagement more than 1,133%
- » Time-sensitive video created while controlling the time line
- » Reduced sales team's requests for subject matter expert help 15-20% while increasing revenue 16% above analyst's expectations

*Sales is more comfortable and more educated to deal with gene therapy customers now. Revenue keeps going up, and requests for information and support have decreased 15- 20%.*

**Scientific Segment Marketing Manager**