

Make Shorter, More Engaging Content



Company: Guardian Life

Problem

- lots of long, talking head content on website
- low completion rates
- not equipped to produce stylized short-form video optimized for digital in high volume

Source

- long-form video
- voiceovers

Outcome (REMIX)

- Turned longer, heavily produced content into 50+ emotional, short-form videos
- several went viral getting 100K+ views

