

Case Study

SAM sales animation



The Brief

Wrights were asked to create a short sales animation for an event to tell the SAM story. Kathy Birch, SAM's brainchild and managing director couldn't attend the event herself so she wanted an informal and refreshing way to get the SAM message across. We were given an extremely tight deadline; four weeks to produce an animated video from scratch.

The Solution

We created a captivating and light-hearted 2-minute animation which reflected the SAM brand. The timescales were very tight, but we prepared a detailed project plan for both us and the client. This showed when approvals were needed and other key milestones, allowing the production to progress without any unforeseen problems. We wrote the script in the SAM tone of voice and from this created a storyboard. Once approved we hand-drew all the assets, animated the story to the voice-over and completed post-production, all on-time and according to the plan.

The Results

The style and pace of the animation meant that it really stood out from the other presentations. By simplifying the message and telling the story in a bold and clear way, the feedback was excellent. Many attendees commented how different and refreshing the animation was, in contrast to the usual PowerPoint approach.

Of the 90 school business managers who attended, a third immediately visited SAM's stand and filled in a data capture card, committing to a demo of the software. Within the three weeks left before the summer holidays started, SAM completed 7 demos and took orders from 4 new customers. In the new school term they have more demos booked and potential orders to process.

Project
Staff Absence Management (SAM) sales animation

Client
Staff Absence Management (SAM)

Project Manager
Rob Coldwell,
Creative Director

Timescale
Tight - four weeks

Date
May/June 2016

What the client said

"I had no doubts that Wrights would provide me with the outcome needed for the event, but they exceeded my expectations. I was surprised how quickly they understood my needs and their project management and communication was outstanding. The whole project was swift and efficient. Exceptional service and a great success. The sales generation from the animation has more than covered the costs already."

Kathryn Birch, Managing Director of SAM.

