

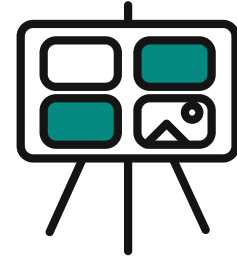


## Research & Scripting

The process starts with thorough research of the subject matter. We will take your direction on the topics and specific language. Our writer will use this information to build your desired message, then provide drafts for review.

## Storyboarding

Once the script is approved, we will brainstorm ideas for animation. The ideas are organized into storyboards, pairing each animation concept with sections of the script. We will provide them, along with fully illustrated style frames for review.

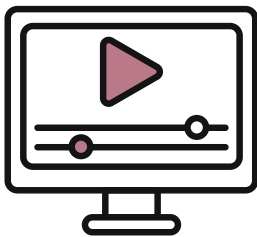


## Voice Over

After the storyboards are completed, we will schedule a session with our voice talent to record the approved script. If requested, we will work with you to find an alternate talent to match your preferred voice.

## Illustration

Our illustrator will build all necessary graphic assets to match the approved storyboards and style frames. We will integrate your branding colors and any provided assets, then provide final storyboards for approval before animation.



## Animation

Once the final storyboards are approved, our animator will build the video with the provided illustrations and voice over. We will conduct internal quality control to make sure the video is up to our standards, then provide a draft for approval.

## Audio & Music

We will add appropriate sound effects and a music track to accompany your video. We can provide options for music if you'd like to pick your own, or we can use a track you've already licensed.



## Delivery

Once the final video has been approved, we will provide links to an embeddable video player from our hosting service SproutVideo. We can also provide files in whatever format you may need.



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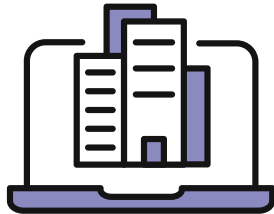
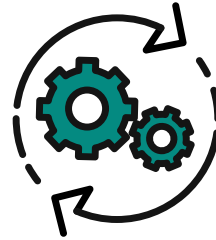
### Conversion Announcement

Let your Online Banking users know a change is coming to their systems soon.

### Integrated Experience

Announce all the new aspects of your system, like a Mobile Banking app or Bill Pay system.

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### Business Online Banking

If you support business users, let them know what business features your new system will offer.

### Mobile Banking

If you are launching a new mobile app, tell your users about your newly available features.

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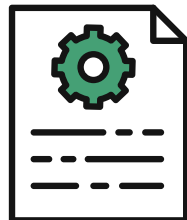
### Enhanced Security

Highlight all the latest security features protecting your new system.

### Conversion Timeframe

Let your users know when your old systems will be shutting down and when your new systems will launch.

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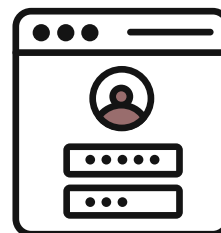
### Pre-Launch Instructions

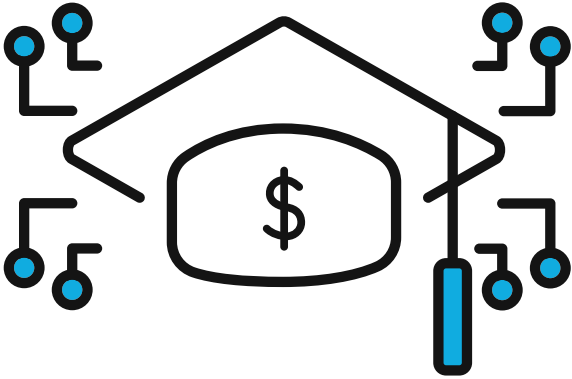
Instruct your users on how to prepare for the coming transition to a new system.

### First Login

As your launch date approaches, walk your users through the steps of logging into your new system for the first time.

8





Digital Banking  
Education



Digital Banking  
Promotion



Custom  
Content



Financial  
Marketing