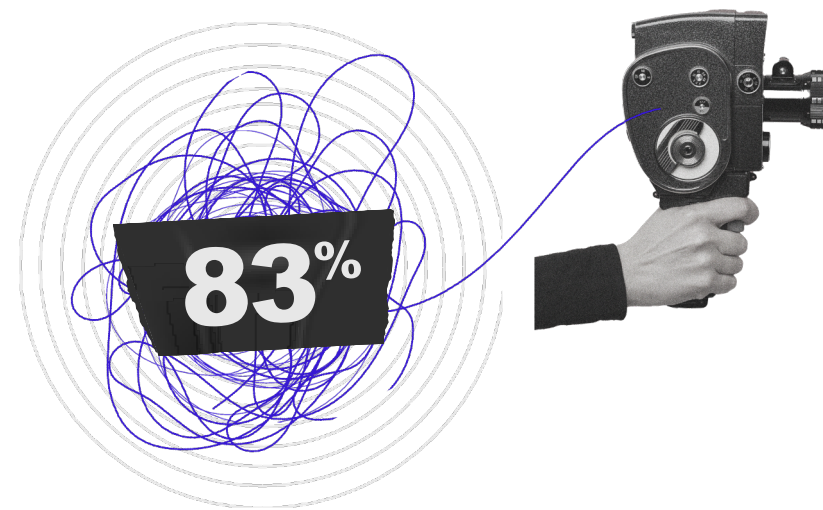


OSMOSIS
Presents

HOW VISUAL STORYTELLING CAN INVIGORATE YOUR TECH BUSINESS' MARKETING AND FUNDRAISING STRATEGY



The unmatched power of video



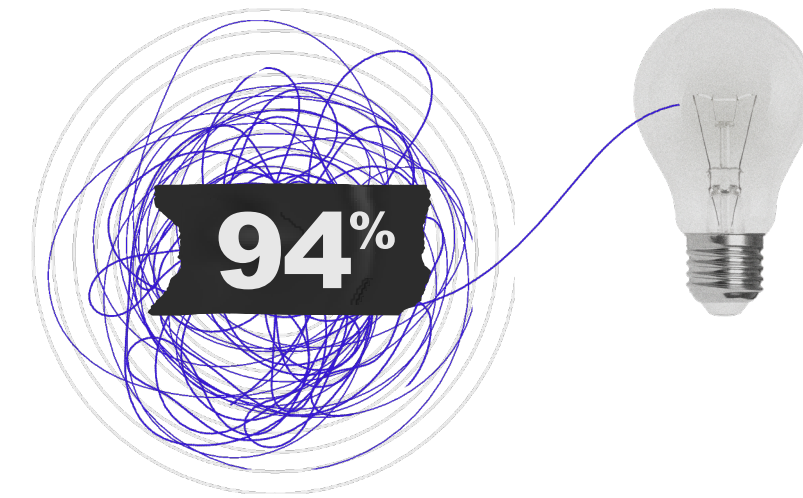
Video is currently the number one form of media used in marketing strategies, surpassing blogs and infographics.¹

And for good reason—in the U.S., video content has a market penetration of more than 83%.²



Video marketing shows no signs of slowing down.

According to recent reports, video content will account for nearly 82% of all internet traffic in 2022.³



Research shows that consumers who watch product videos are 1.8x more likely to make a purchase than those who don't ⁴.

94% of professional marketers polled on the topic agree videos have helped increase user understanding of their product or service.⁵

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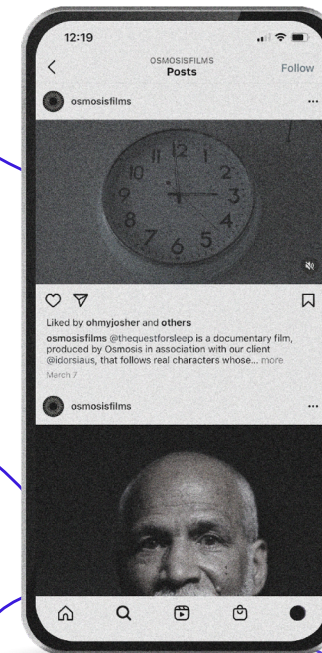
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Video rules the digital landscape

In recent years, **video** has emerged as the most popular way for **audiences to consume content**. Platforms like YouTube, Tiktok, Instagram, and Facebook have been the driving force behind this visual medium takeover. The ‘always-on’ digital landscape lends itself well to different forms of video, with platforms showcasing both short snippets and long-form documentary-style films.



Brands are beginning to realize the **power that online video** holds for reaching broad audiences in a relatively simple and deeply effective way.

Visual storytelling for tech businesses

Video is the medium that will deliver your brand message to audiences—but visual storytelling is the method that compels them to listen.

Visual storytelling helps transform complex brand objectives into a visually striking narrative.

Visual storytelling is more than just video

It encompasses a wide range of visual elements from animation and infographics to websites and podcasts. A branded visual story can take the form of a feature documentary, an interactive webpage, or even a virtual reality experience.

Storytelling should be a central component of every brand's outreach effort, but this is especially true for technology companies. Tech businesses often struggle with promoting a highly complex and sophisticated product or service to general audiences.

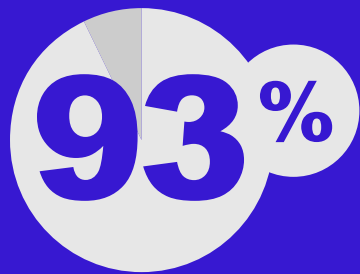
Conversely, tech companies selling B2B might have an easier time explaining their product, but they still need a way to stand out among the competition.

On the next slide, we'll cover a few benefits of introducing visual storytelling into your business' marketing strategy.

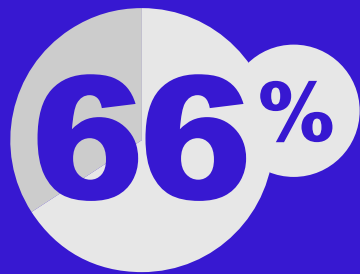
Build your brand

As a tech business, you’ve probably struggled with perfecting brand messaging. You want to express the full breadth of your product or service while simultaneously engaging your audience and positioning your business as a market leader.

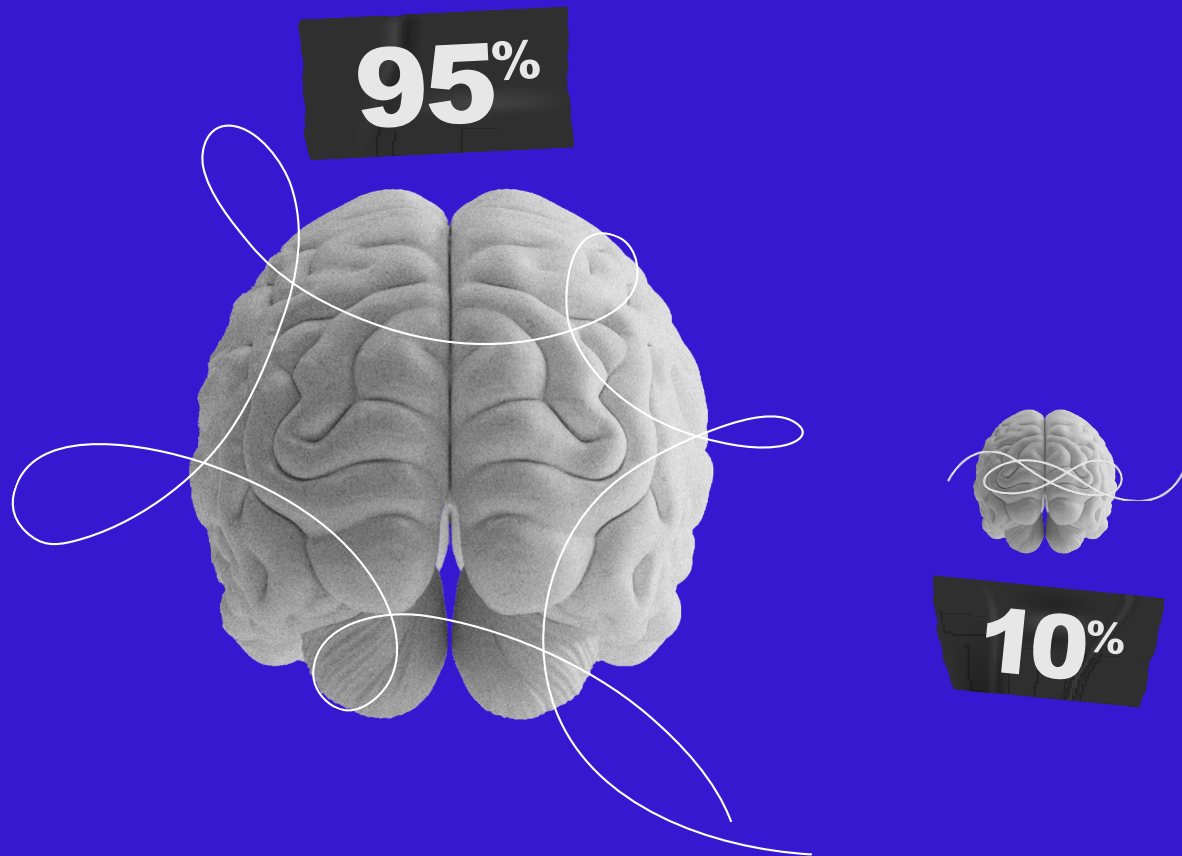
Short-form videos and animations such as product overviews, explainers, testimonials, and case studies are gaining popularity among social media and product review sites. People like to learn about new products in a fun, personable way. Thoughtful visuals and simple, powerful language can convey a concept and forge a connection with an audience in ways words alone cannot.



of marketers said they got high-quality leads with the help of social media videos.



more qualified leads yearly with the help of an explainer video. ⁷



Research indicates that **viewers retain 95% of a message conveyed through video**, compared to 10% when reading a message in text format. ⁶

Voice your vision

Beyond explaining the ‘how’ of your product or service, a **well-designed visual tool** like a film or animation can demonstrate the groundbreaking potential of your product in just minutes, convey the vision of your company, showcase employees, and lay the groundwork for investors to endow your business.



01
02
03
04
05
06
07
08
09
10
11

Reach new audiences

Video and animation are highly flexible assets that can be refashioned to fit your marketing needs. Because of their adaptable nature, larger video and animation projects can be edited and repurposed for events, presentations, social media, and other marketing opportunities.



Popular fundraising site Indiegogo reports that **the average campaign with a video raises 114% more money than those that do not use video.**⁸



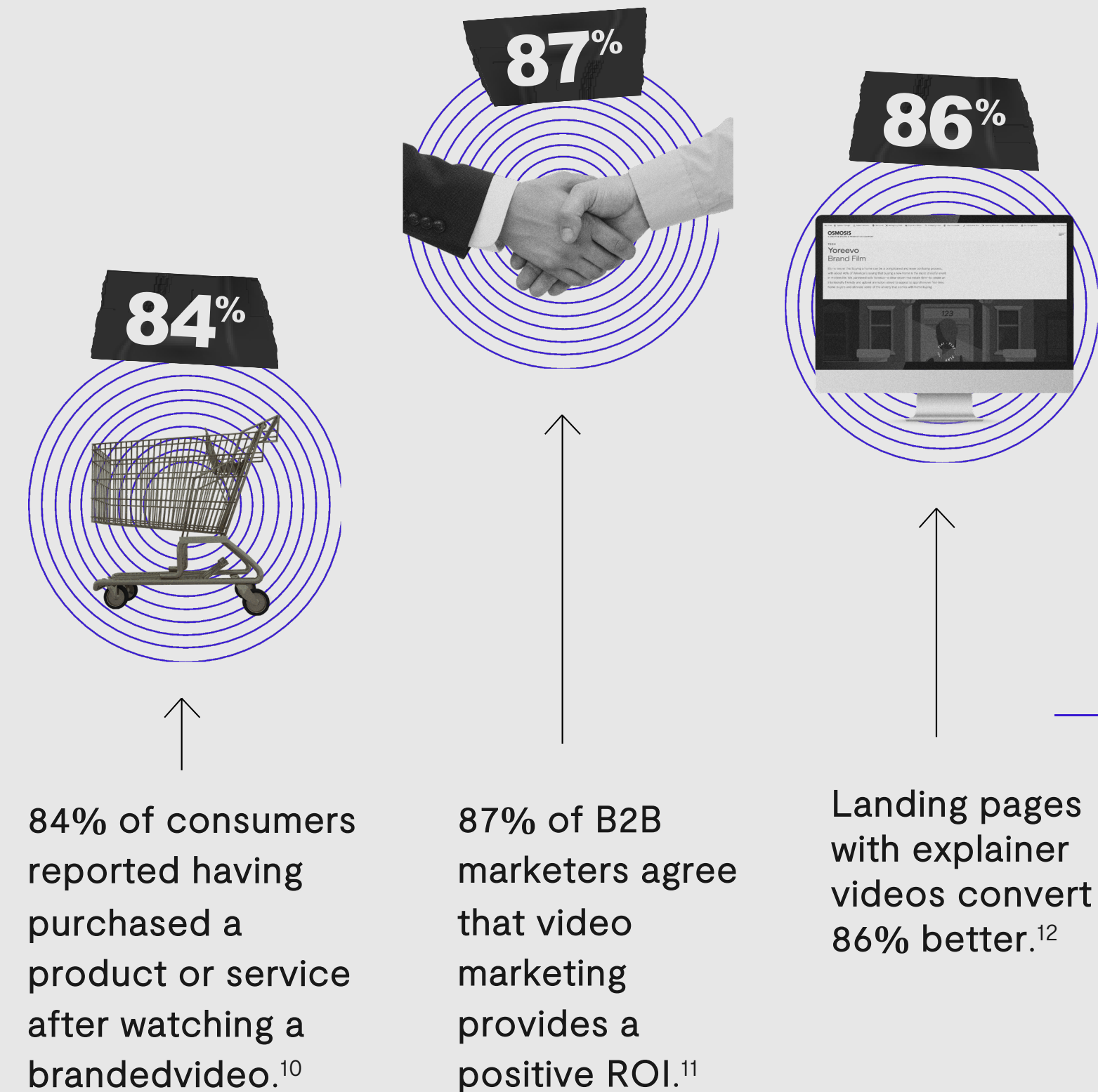
Fundraising events and IPO roadshows are an essential part of a tech company's growth and future success. **Skillfully produced pitch videos can have a huge impact on how potential investors absorb the information you provide and frame your brand image.** Videos increase early backer support, too.

Social media platforms offer tech companies an opportunity to connect to diverse audiences and pique brand interest with visual content. Emerging video-only platform TikTok **boasts an astounding 1 billion monthly users**, and though the site has gained popularity for showcasing user-generated content, it shows **enormous B2B marketing potential** for companies with resources to experiment.

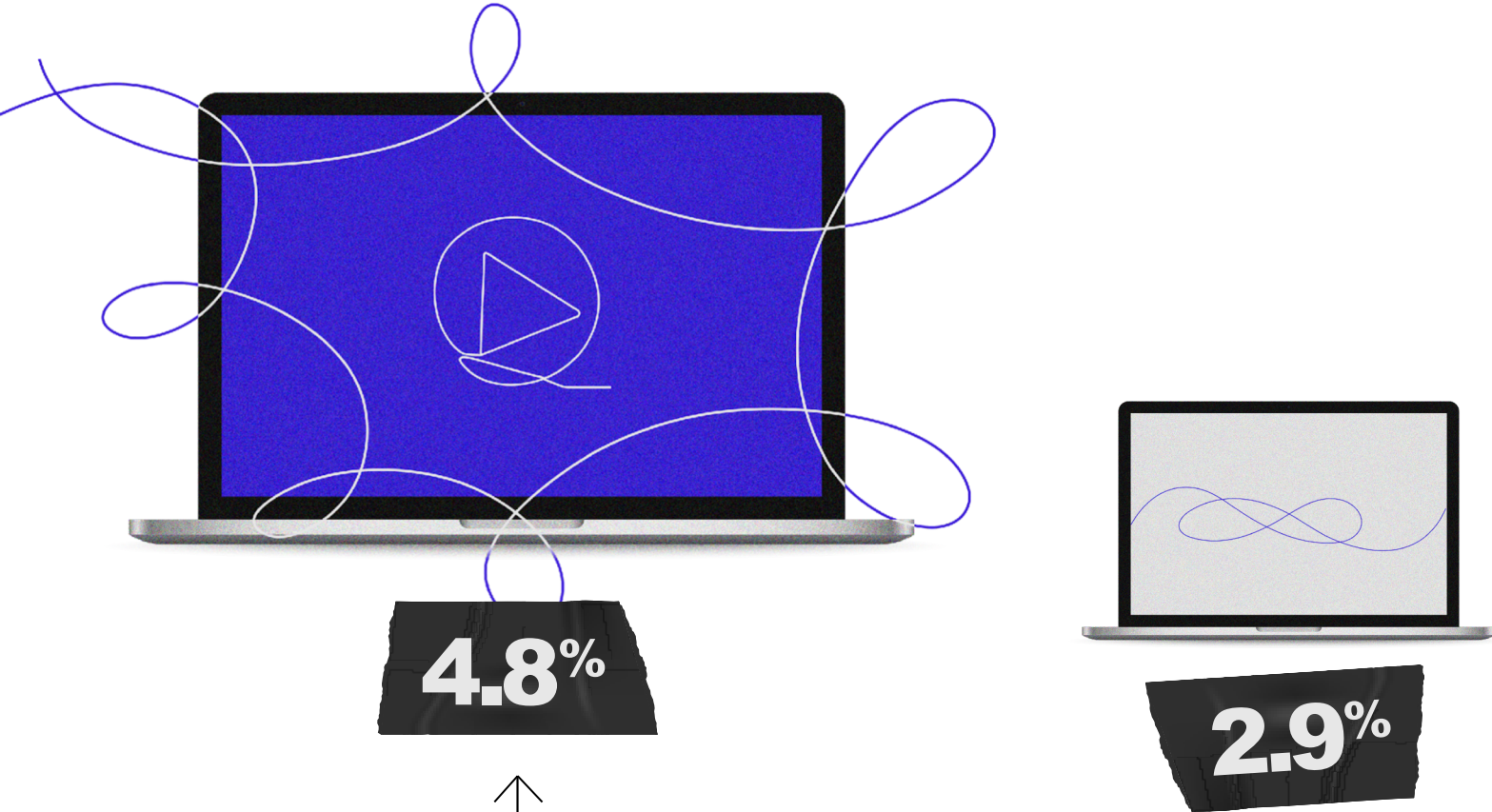
01
02
03
04
05
06
07
08
09
10
11

Drive business outcomes

Film helps brands draw in new customers and close sales. Whether you are a legacy brand looking to attract media attention and drive diverse leads or a start-up wanting to break through the media noise, **videos are your best bet for meeting business objectives.** Here's what the numbers have to say:



Visualization is everything



The average conversion rate on the website with a video is 4.8% compared to 2.9% for the website without it.¹³



66%

According to Kickstarter, a popular crowdfunding site, **66% of campaigns with explainer videos are fully funded.**¹⁴

¹³ Movsisyan. (2021). 33 Explainer Video Statistics That You Need To Know.

¹⁴ Simi. (2019, April 17). How To Create a Killer Investor Pitch Video.

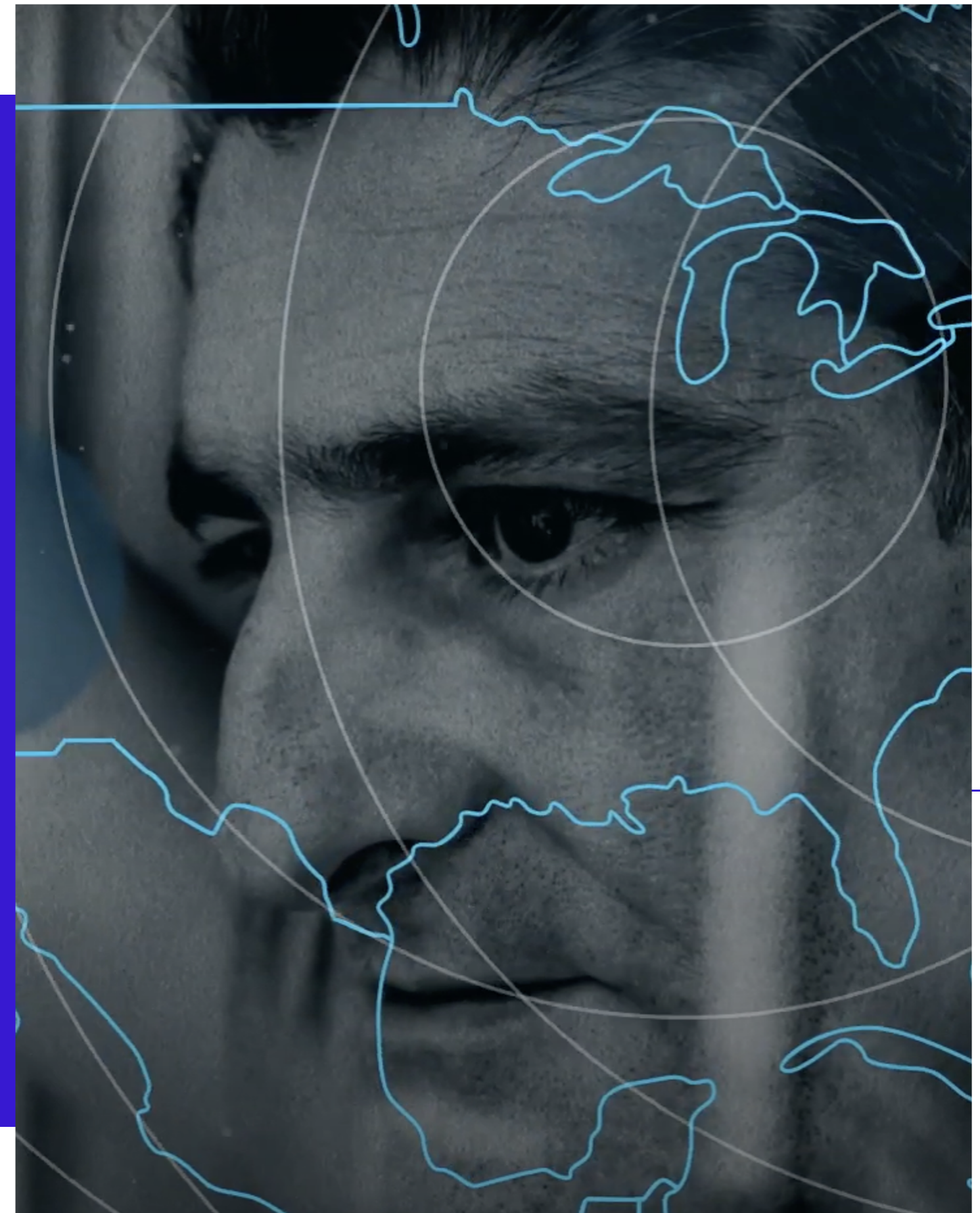
Find your voice with Osmosis

Deciding to expand your video marketing and fundraising content is one thing, finding a reputable production agency that can help your brand narrative come to life is another.

At Osmosis, we combine the highest quality creative standards and processes with a broad set of global production resources, experience, and skills.

Equipped with a full-service creative strategy and production studio specializing in bringing stories to life through films, animation, infographics, and interactive media, we will help your tech company speak to your desired audience with careful intent and unmatched style.

We work with a variety of tech businesses, and we know how challenging it can be to express the full breadth of your product, service, or brand in an effective way. From strategy to creative ideation to execution, we specialize in helping tech brands distill and share the stories that matter most through an array of multimedia formats and channels.



01
02
03
04
05
06
07
08
09
10
11

Case study: Frequency Therapeutics

We recently partnered with Frequency Therapeutics—a clinical-stage biotechnology company focused on developing therapeutics that activate a person’s innate regenerative potential—to create a memorable animation showcasing the groundbreaking treatment this organization has spent years pioneering, and the intended impact on millions suffering from high-frequency hearing loss.



Our impact

24,000
YouTube views

Our animations have garnered more than **24,000 views on YouTube**, and have been featured in **Forbes**. The two-and-a-half-minute ‘Story of Hearing Loss’ video received an **honorable mention at PRWeek’s Brand Film Awards** in the category of best Healthcare branded film for the video about Speech Intelligibility which provides a holistic view of the complexities of hearing loss.

“

Here’s what the firm had to say about our animation:

“Just about everyone knows someone with hearing loss, but most people don’t fully appreciate the detrimental impact of the condition on quality of life and the unmet need in addressing speech intelligibility issues for patients with hearing loss. This animation perfectly captures the difficulty that many patients experience every day and how disease-modifying therapies may one day address that unmet need.”

If you’re interested in working together to realize your visual communication goals, reach out at lily@osmosisfilms.com