

PlayPlay helps Heifer International create more videos to engage its communities.

Situation

Both for Internal Communications and Public Relations, Heifer International got to a point where they needed to create more videos, but were limited in skills and resources.

- **Internal comms:** with a **fully digital workplace** and collaborators spread across 19 countries, video is key to keep employees involved in the organization’s life.
- **Corporate comms:** posting videos regularly is key to **feed social media campaigns** and maintain a present, recognizable brand image.

Challenges

- **Ambitious goals** in terms of videos to be created, for both Internal and External Corporate comms.
- **Organizational bottlenecks** - in-house video experts are often busy with multiple projects, and can’t take on a sufficient amount of videos.



It was often difficult... delegating video production to internal experts makes the process more lengthy, the creative decisions were not under our control, and it was challenging to request edits if we were approaching a deadline.”



Aimee Knight
Public Relations Officer
@ Heifer

The solution: PlayPlay

After doing a 7 days free-trial, Aimee and Chelsea chose PlayPlay mainly thanks to:

The ease of use, which allowed them to start using the platform right away, with no video creation experience.

The variety of **customizable templates**, helping them find the inspiration they need to always create new, original content.

Collaboration features, which make it easy to get feedback and validation from people in the organization who need to review content.

Since they started using PlayPlay, they have been able to **multiply by 4 their video production**, and **generate more engagement** both on content post on their Intranet and on LinkedIn.

Key results

- **x4 more videos created** for both Internal and External communications.
- **Reduced time** to create videos from **6 weeks to just a few days**, including validation.
- **Increased autonomy throughout the whole video creation process**, from ideation to sharing.



For me, as the sole internal communicator, PlayPlay was like another person! It’s a huge resource, it saves me so much time and the videos look so nice. With PlayPlay, I can now do everything on one platform.”



Chelsea Louzeiro
Digital Community Manager
@ Heifer

