



**Reach Higher. Get Better Stuff.**

**Clever Giraffe** is a video production firm founded in February 2009 by friends and long-time associates Jonathan Henderson and Donnie Page. They bring business messages to life by creating product demonstrations, virtual tours, training tools and presentations using high-definition video, Flash, animation, custom artwork and 3D modeling.

Based in Hollywood, Florida, Clever Giraffe's private studio, green screen and production equipment offer clients a professional and customized final product without the typical studio or agency price tag. They've created projects as diverse as a mock newscast for Spirit Airlines' employee intranet to product demonstrations for software giant Citrix.

Video and graphic motion are becoming must-haves for businesses of every stripe and color as the demand for engaging website content increases. In some cases, how-to videos can even cut customer service expenses.

**Jonathan Henderson** has more than 25 years of in-depth experience in the creative, computer, film and television fields. As a graduate of Northwestern University Film School, he was a screenwriter, camera operator, set designer and sound engineer on episodic television and movies. He also spent 20 years as a UI designer and coder for Microsoft Office and Adobe.

**Donnie Page** blends experience as a photographer, set and lighting designer, comedy writer and software developer with 15 years in project management, including 10 at Citrix creating internal product demonstrations. He also received extensive ROI training at UPS, where he was technology manager of a multimillion-dollar project.

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### **Story Ideas**

**The value of video** Video not only keeps site visitors around longer, but also communicates to people with different learning styles. Clever Giraffe has lots of reasons why motion is the future of business messaging.

**How online video has changed** Working on 1980s TV hits like "thirtysomething" and "Twilight Zone," Jonathan Henderson has seen the video space change dramatically over the past 25 years, particularly online.

**Starting a business during a recession** There's never a perfect time to start a business, but what has it been like to start a business during one of the worst economic shifts in recent U.S. history?

#### **Q&A with Clever Giraffe**

**Q:** Which types of businesses is video best suited for?

**A:** Product demonstrations are ideal since most people learn better by being shown how to do something. Travel is also a key category. Planning a trip is easier and more fun if you can see what the hotel looks like, or take a virtual tour of the zoo.

**Q:** Isn't video really expensive?

**A:** It can be but we're able to minimize costs by offering different solutions and by having our own studio and equipment.

**Q:** What are the most important issues when creating video for a business?

**A:** As with any marketing effort, it's important to know the goal of the project, the audience you're creating it for, and to keep it short (2 to 5 minutes). We recommend several short, topical videos rather than one long one for more flexibility.

**Q:** Where else can I use my video other than my website?

**A:** Video certainly has legs. Use it in your trade show booth and office. Go viral in email marketing and YouTube. We will consult on how to maximize the final