



Reach Higher. Get Better Stuff.

"Clever Giraffe listened to our needs and created exactly what we needed to produce the right blend of style and substance."

- Adam Lotz, Technical Marketing Manager, Citrix

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 motion graphics are becoming must-haves for businesses of every stripe 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.

FAQ

Q: Which types of businesses are best suited for video?

A: Product demonstrations are ideal since most people learn better by being shown how to do something. Software and technology are key categories since updates are offered frequently and people like to be shown how to use the newest version.

Q: How much will this cost?

A: We provide a customized multi-media marketing tool for about the same price as the template companies. For \$5K-\$10K, we'll create a professional video that can be distributed in many ways.

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 product.

Q: How long does it take?

A: It depends on the project and the number of people and approvals involved, but a typical 2-3 minute video takes approximately 4-6 weeks from initial consultation to getting views online.

Video = Revenue According to a recent study from the Online Publishers Association, **52%** of people who watch video online take action after viewing?

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