

A photograph of a classroom where several children have their hands raised, indicating an interactive learning environment. The focus is on a boy in the foreground wearing a red and black striped shirt, with other children visible in the background.

# CASE STUDY

## EARLY MATTERS

VIDEO AND VISUAL CONTENT FOR EDUCATION COALITION

INFORMATION  
THAT IGNITES





**YOU**

**MATTER**

## EXECUTIVE SUMMARY

Early Matters is a broad-based coalition of business, civic, education, philanthropic and nonprofit organizations and volunteers working together to raise awareness regarding the importance of high-quality early education, and to make a strong case for increased investment in this critical, high ROI area. This coalition of over 75 high powered Houstonians and over 70 prominent area business partners has come together over the past few years to do some truly inspiring work with Houston's youngest citizens.

Early Matters is dedicated to finding solutions for enhancing the quality of young children's learning and development, but they needed a way to truly showcase their mission and vision. Enter, Pop Video. Early Matters enlisted Pop Video as a content partner to produce an array of content to showcase their mission and how much they've accomplished in the last few years, which was slated to roll out as a campaign in conjunction with their new website. The goal was to impress upon people just how important this cause is - all Greater Houston area students will be reading at or above grade level by the end of 3rd grade by the year 2025. The conceptual foundation for the content produced was a video, detailing the mission of Early Matters, and other content that was produced to stress the importance of this mission to our community. This project involved coordinating with multiple organizations and agencies, and delivering a multitude of content - from website stills and banner loops, to individual motion portraits, to the final video.

As we tell companies every day, you can stretch your content investment and final assets with the right planning and process. Through close collaboration with Deutser, and Always Creative, Pop Video was able to generate a multitude of other assets through content iteration and repurposing for this campaign, including almost sixty portraits, both in video and still photography for use in the video itself, as well as for use on the new website.



# CHALLENGES

## CHALLENGES

Initially, Early Matters came to us to produce an updated fundraising promotional video that also encompassed an informational overview of the coalition and mission. The final video's goal was to generate awareness of the program, and to essentially ignite our community's involvement and investment into achieving the goal of Houston's children's literacy by the end of the third grade. This initial challenge evolved into a content iteration challenge when they also required a multitude of video and graphic content assets for their new website.

Additionally, there were quite a few logistical challenges to overcome. We coordinated the interviews of nearly 10 people involved in their education coalition, as well as the portrait photography for over 60 individuals.





# RESULTS

## HOW VIDEO HELPED

Even though this project was much more than just a video, video served as the foundation for content generation and iteration. Through our partnership approach to content creation, Early Matters was truly able to maximize their initial investment by vastly increasing their content deliverables. They fulfilled their initial goal of generating awareness and knowledge for their education coalition, but they also obtained an array of other content for their new website through our ability to not only create one final video asset, but to repurpose and iterate content. They chose the right partners, put in the prep work up front, and trusted the content creation process.

## RESULTS

Through our content creation and iteration process, we not only created the final video, but also a huge spectrum of other visual assets for their new [website](#).

PLAY VIDEO

