

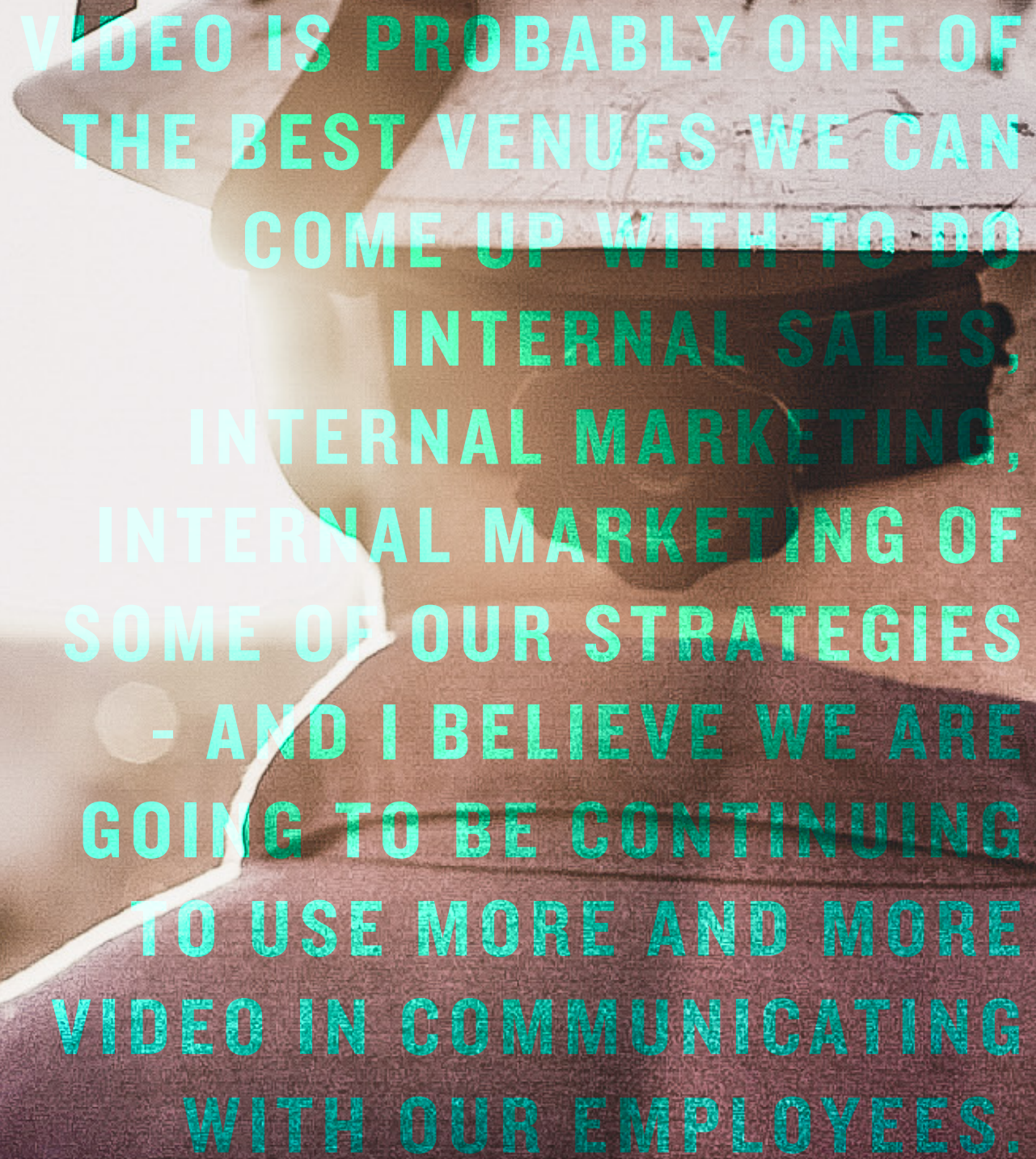


CASE STUDY

KURARAY AMERICA, INC.

VIDEOS FOR INTERNAL MARKETING

INFORMATION
THAT MOVES



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**- GEORGE AVDEY
PRESIDENT AND CEO OF
KURARAY AMERICA, INC.**

EXECUTIVE SUMMARY

"Video is probably one of the best venues we can come up with to do internal sales, internal marketing, internal marketing of some of our strategies - and I believe we are going to be continuing to use more and more video in communicating with our employees."

- George Avdey, President and CEO of Kuraray America, Inc.

Kuraray America, Inc. ("Kuraray") is a global leader in specialty chemical, fiber and resin. Now, if you're like us, you're picturing a bunch of scientists stirring chemical compounds in beakers, but the reality is Kuraray produces key ingredients that support critical applications in everyday life. Its products are found in nearly every food packaging, automobile, and industrial glass application around the world!

And therein lies the challenge - Kuraray's marketing and communications team must relate a technical (and in many ways abstract) product to a diverse set of stakeholders including employees, customers, and end users. How do you humanize the abstract, simplify the complex, and address the needs of multiple audiences? Video content.

CHALLENGES

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Kuraray's marketing communications team is both innovative and pragmatic, a killer combination for putting valuable corporate communications into action. Given their experience and expertise, the team also understands their limitations – they simply cannot conquer all messaging on all fronts as well as they would like. Enter, Pop Video – their video and visual content partner.

"We make a product that is often a challenge to describe. How can you describe something transparent, a part of a whole and abstract? Video, of course. This is essential in getting our unique value proposition across to our customer, or even our customer's customer! Video is essential to the Kuraray strategy in becoming a partner to our customers and a collaborator in finding solutions for the world's challenges."

- Deborah Carpenter,
Marketing and Communications Manager at Kuraray America, Inc.

Kuraray gets it. They truly understand the importance of proper marketing content, and prior to us even entering the picture, they pinpointed the need to increase the engagement and reach of its communications. But they also understood the limitation of internal resources. Email blasts, newsletters, and events were great, but not conducive to all messaging and the marketing communications team did not have the internal resources to cover all objectives in this fashion. Our partnership created the ability for us to uncover things that they already recognized – people aren't paying attention to our communications, and they don't have time to make them better, but the beauty of a content partnership means that **WE** can.





As we forge a visual and video content partnership, we seek to gain a vast understanding of your business in order to create a strategic plan of action for content creation and iteration. We have different viewpoints – and that’s what makes this content partnership, which serves as an extension of your internal team, that important. The Kuraray team doesn’t think like we think – they think, wow, we have these communication tactics, but no one is really listening or retaining the information, but we don’t have time to actually change how we communicate. We think, this information in which your communicating is essential for your company to know, but the method in which you’re communicating is not the best.









“I like to find agencies that I really consider a partner, a collaborative partner, and with Pop Video I really have that and it allows me to go and work on other projects and not have to facilitate all of the tiny details and tiny projects – they are really dependable”

- Deborah Carpenter,
Marketing and Communications Manager at Kuraray America, Inc.



DISCOVERY

Kuraray partners with Pop Video to translate complex communications into memorable, easy to understand visual content. The video production relies on innovative communications to reach a broad spectrum of audiences including internal stakeholders, customers, and super end users. Objectives range from elevating CEO messaging and global updates to showcasing facility capabilities and creating animations. Here are some initial goals that we outlined together for all video and visual content:

-  Engage stakeholders to retain and comprehend information
-  Explain complex product to wide spectrum of audiences
-  Speak to employees, customers, and super end users
-  Expand upon, and exponentially broaden the content resources library
-  Humanize abstract concepts – for example, a plastic pellet – and make them relatable to end products in everyday life
-  Bring emotion and personality to the way they arrive at a product, such as a plastic pellet – and explain why it matters

Regardless of the message or objective, a strategic through-line remains constant for Kuraray's communications – translate global, technical information into user-friendly visual content for non-global, non-technical audiences.





ESSENTIALS

HOW VIDEO HELPED

Video has been used as a strategic tool for Kuraray throughout a multitude of their internal communications. They utilize video to more clearly illustrate how **KURARAY INCORPORATES THEMSELVES INTO THE VALUE CHAIN** and the **MARKETING IMPACT OF ITS PRODUCTS** and what that means for their customer and then THEIR customers, as well.

RESULTS

Through our understanding of their business and overall communications goals, for this particular project, we developed a series of animated explainer videos that seek to explain how Kuraray's products touch consumers in their everyday lives, and to bring a relatability to complex plastic products. Kuraray's plants process plastics, resins, and films - not exactly items an average consumer can relate to. But these materials are used for things we're all familiar with - car floor mats, food pouches, shaving razors, and even motorcycle jackets! This set of animated explainer videos will help people see the ways that Kuraray works hard every day to improve people's lives, around the world.

ANIMATED EXPLAINERS

"Our employees are inundated with emails, changing policies and information. We have used video for essential cornerstones of our CEO's strategy—from celebrating huge milestones for our company to in-the-weeds compliance policy changes. Video makes these initiatives highly visual, exciting and easy to share. We want our employees to be engaged, and we find video is an easy solution for that.

I have been most pleased with our video sets on our end-use application. I have found these to be particularly helpful at tradeshow, with customers and even prospective employees. Being able to weave a story about the many things that our products are in truly shows the magnitude of our product portfolio—something I think many of our employees don't even know!"

- George Avdey, President and CEO of Kuraray America, Inc.

FUTURE

FUTURE PLANS

"As the world changes, so do the people that work at Kuraray. With younger people entering the workforce—and Kuraray—it is important that we tap into the language that our employees speak. Video is one way that we will continue to engage with our employees.

Some places that I see opportunity include building out a strong safety-orientation video program as well as implement training videos for our corporate employees. It is essential to capture and foster culture across the board, for all our employees in order to maintain our human-enterprise and unique competitive edge over the next 5 years."

- George Avdey, President and CEO of Kuraray America, Inc.

