

Portfolio Case Study: Promotional Motion Graphics Video for Medtronic

Problem/Opportunity Statement

Medtronic required a promotional motion graphics video to showcase their electrode for Sacral Neuromodulation (SNM) testing, highlighting its advantages over a competitor's product. The objective was to create an engaging and informative video that educated medical professionals on the features of Medtronic's electrode, such as precision, effectiveness, and durability, to boost sales inquiries and position Medtronic as a leader in the field.

My Role as the Senior Graphic Designer

As the senior graphic designer, I led the project with the following responsibilities:

- Conducting thorough research on Medtronic's SNM electrode and the competitor's product to understand key differentiators.
- Developing a storyboard and script that clearly communicated the technical advantages of Medtronic's electrode.
- Creating engaging animations and motion graphics to visually represent the electrode's features and benefits.
- Collaborating with the marketing team and other stakeholders to align the video's objectives and incorporate feedback.
- Ensuring the final video was visually appealing, brand-consistent, and effectively conveyed complex technical details in an understandable manner.

Tools Used

To create the promotional motion graphics video, I utilized the following tools:

- **Adobe Premiere Pro:** For video editing and sequencing.
- **Adobe After Effects:** For creating engaging animations and motion graphics.
- **Adobe Audition:** For enhancing audio quality and editing timing.
- **Adobe Illustrator:** For creating and refining design elements and visual assets.
- **Microsoft Office Suite:** For collaborating on content and integrating feedback from various stakeholders.
- **Microsoft Teams:** For communication and collaboration with the project team and stakeholders.
- **Infowit:** For project management and tracking progress to ensure timely delivery.

Achievements

The promotional motion graphics video achieved several key outcomes:

- **Effective Education:** The video successfully educated medical professionals on the features and benefits of Medtronic's SNM electrode, highlighting its precision, effectiveness, and durability.
- **Positive Feedback:** The video received positive feedback from stakeholders and medical professionals, affirming its clarity and visual appeal.
- **Increased Sales Inquiries:** The compelling presentation of Medtronic's electrode features led to a boost in sales inquiries, demonstrating the video's impact on the target audience.
- **Enhanced Brand Positioning:** The video reinforced Medtronic's position as a leader in the field of Sacral Neuromodulation by effectively showcasing the superior qualities of their electrode.

This project highlighted my ability to convey complex technical details creatively and clearly through engaging motion graphics and animations. My role as the senior graphic designer was crucial in producing a high-impact promotional video that met the client's objectives and contributed to increased engagement and sales inquiries.