

ACCELERATE TOWARDS THE FUTURE OF IMPACTFUL CUSTOMER ENGAGEMENT

RRD 3D IMAGING & INTERACTIVE VIDEO SERVICES

Content fatigue, cluttered markets, and continually shrinking attention spans have made effective customer engagement more difficult but more important than ever before. RRD Creative Services, with its suite of multi-channel creative 3D video and interactive graphic services, provides our clients with all the tools needed to deliver transformative customer experiences reliably, cost-effectively, and at scale.

81% of businesses use video as a marketing tool (up from 63% last year) - [HubSpot](#)

72% of customers would rather learn of a product or service via video - [HubSpot](#)

82% of all consumer internet traffic will be in video format by 2022 - [Cisco](#)

95% of a message is retained when it is in video format, 10% when it is in text - [Insivia](#)

RRD 3D IMAGING & INTERACTIVE VIDEO SERVICES – NEXT LEVEL BRAND EXPERIENCES

RRD can help you form connections with your customers in a matter of seconds by:

- Personalizing engagements
- Delivering an interactive experience
- Showcasing the brand's personality



3D IMAGING & INTERACTIVE VIDEO SERVICES

- Shoppable 3D videos
- Interactive data storytelling videos and animated infographics
- AR/VR Experiences
- 3D rendering and photorealistic imaging
- Interactive explainer videos
- 3D interactive product videos



MOTION GRAPHICS

- Animation of characters, design elements, and content
- Promotions, teasers, culture videos



WHITEBOARD ANIMATION

- Explainer videos
- Instructional and education videos



E-LEARNING

- E-learning module and microlearning development
- Repurpose and upgrade existing content
- Learning content development



VIDEO EDITING

- Clips, footage, subtitles
- Compiling footage from source files
- Text, music, voice-overs

THE RRD GO CREATIVE™ ADVANTAGE

TRADITIONAL VIDEO SERVICE PROVIDER	RRD CREATIVE AND INTERACTIVE 3D VIDEO SERVICES
Small teams with limited access to niche specializations	Diversified pool of creative professionals with rich industry experience
Multiple vendors – coordination and reliability issues	One-stop-shop for all types of creative requirements
Limited bandwidth	A 2,000-member team that employs a follow-the-sun support model
Brand inconsistency across multiple platforms due to multiple vendors	Centralized brand management across print, presentations and digital
Possible downtime, uncertainties	24/7 support

WHAT'S IN IT FOR YOU

- Memorable and impactful customer engagement
- Improved digital presence
- Timely and cost-effective delivery capabilities
- Optimum project management
- Improved marketing ROI

END-USER SECTORS

- Banking & Finance
- Insurance
- Pharmaceuticals
- Medical Device
- Healthcare
- Manufacturing
- Hospitality
- Technology
- Real Estate
- Legal
- Retail
- IT

TRACK RECORD

- A global provider of financial services technology for financial institutions, corporates, merchants, and consumers
- A global giant that develops, manufactures, and sells networking hardware, software, telecommunications equipment, and other high-technology services and products
- A global conglomerate that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services

WHAT OUR CLIENTS SAY

“If I’ve said it once, I’ve said it a thousand times...thank you for your partnership and continued contribution to our success.

– **Marketing Director, Big 4 Accounting Firm**

“It’s awesome. Absolutely awesome. Thanks for working with us to create an amazing foundation for our next two videos. Thanks for lining up the dream team!”

– **Managing Director, Data Analysis & Research Services Company**

ABOUT RRD

RRD is a leading global provider of multi-channel business communications services and marketing solutions.



156-YEARS
IN BUSINESS



250 OFFICE
LOCATIONS



50,000
CLIENTS



29
COUNTRIES

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