

## Case Study

# Building Engagement with Custom Video Production for eBooks

Magic  
EdTech

### The Client

The client is a renowned publishing company with a robust and reputable catalog of educational content.

### The Challenge

The client wanted to elevate two eBooks by incorporating storytelling and engagement to distinguish them from competitors. They aimed to create compelling videos that highlighted the authors' expertise while staying true to the eBooks' content.

### Critical Success Parameters

- ✓ Ensure video content aligns with the eBooks' themes and chapters.
- ✓ Highlight the authors' expertise and speaking capabilities through on-camera footage.
- ✓ Blend live footage and stock media seamlessly to create engaging visuals.
- ✓ Deliver consistent quality across 33 unique chapter-specific videos.
- ✓ Achieve the client's goal of enhancing student engagement through creative storytelling.

### Our Approach

- ✓ Collaborated with the client to create detailed scripts and storyboards aligned with the eBooks' themes.
- ✓ Directed pre-production and managed on-location studio shoots to capture professional author footage.
- ✓ Curated and integrated high-quality stock media assets with author footage during post-production.
- ✓ Produced 33 unique chapter-specific videos, each designed to introduce topics and excite learners.
- ✓ Delivered end-to-end video production that brought the eBooks to life, exceeding client expectations.

For more details, visit: [www.magicedtech.com](http://www.magicedtech.com)



### Key Result Highlights

Created **33** captivating videos across 2 eBooks.

Leveraged subject matter expertise in developing the scripts and storyboards.

Cross-functional collaboration of multiple teams, authors, and experts in seamless workflow integration.

Delivered end-to-end video production, meeting the client's objectives and exceeding expectations.