

motion graphics

CASE STUDY



1. Story

Creative Rhetoric sat down with actual Silvergate bankers and went through the account-creation process. The team created a compelling story about Silvergate's proven difference from faceless, corporate big banks.

2. Production

Creative Rhetoric featured actual bankers, not actors, in the green-screen video shoot and built a comprehensive set of storyboards and visual elements to connect the story with the bank's existing branding efforts.



3. Launch

Creative Rhetoric worked with a BBDO-trained consultant to craft a compelling marketing plan across social media platforms that bankers could implement.



Creative Rhetoric combines world-class graphics with engaging storytelling to influence audiences. We put a hard-hitting web video together to help Silvergate Bank, a San Diego business bank, connect with potential clients while anchoring a new social media campaign.



Your team did a fantastic job; we're very, very pleased with the project. Give people my number if you need a referral!

Karen Brassfield
Chief Financial Officer
Silvergate Bank

6 out of **7** web users watched video **ONLINE LAST YEAR**

Americans watch over **30** BILLION WEB VIDEOS EVERY SINGLE MONTH

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