

motion graphics



Creative Rhetoric combines strong graphics design with engaging storytelling to influence audiences. We put a hard-hitting motion graphics video together to help Dr. Patrick Lappert, MD, enter the nation's health care debate on his own terms.

The video's branding was continued across a dedicated blog and email newsletter.

CASE STUDY



1. Story

Creative Rhetoric got to know Dr. Lappert by watching video of his presentations and through face-to-face meetings. An initial 500-word story was agreed on.

2. Script

Creative Rhetoric took Dr. Lappert's notes and developed a detailed script for the 3-minute video. Graphics artists began work on concept boards.



3. Design & Build

Find the completed website and video at www.lappertcare.com



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

4.4 average length of an online video in April 2010 **minutes**

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