

Raising visibility raises awareness

Business issues

- Raise visibility to raise awareness and funding
- Produce high-quality, on-brand, relevant multimedia content quickly and cost-effectively
- Increase productivity of communications staff
- Translate videos into multiple languages
- Provide a solution that would be embraced by country offices to increase compliance across

➤ **Headquarters** | Rome, Italy

➤ **Employees** | 14,000



Global donations

10 → 900

Global video growth

€180K

Labor efficiency savings



Raising visibility raises awareness. Raising awareness raises revenue because 90% of our funding comes from governments around the world.

Head of Social Media



The company

This humanitarian organization is the world's largest provider of hunger-relief aid. Serving nearly 100 million people in 90 countries around the globe, the organization works in vulnerable communities to improve nutrition, provide food assistance in emergencies, and build resilience in an effort to achieve food security. Unlike most groups working to fight hunger, this not-for-profit receives the majority of its funding from governments. This very human-centric organization posts videos on social media to raise awareness about its activities around the world.

Challenge

You could think of this organization as a 70-year-old start-up: running on slim budgets, requiring staff members to serve multiple functions, and needing to craft creative solutions to organizational challenges. But that would underestimate its challenges. Working toward the laudable goal of ending world hunger, this not-for-profit's offices are scattered around the world — many in locations so remote that what little infrastructure exists is often threatened by natural disasters, civil wars, and vanishingly small budgets.

Now, imagine the challenge of communicating about the work that's being done on the ground under these conditions. Yet, communicate they must. As a non-governmental organization, this not-for-profit relies entirely on donations from governments, private companies, and individuals (in that order). Sharing stories about the work they do isn't PR fluff, it's mission-critical.

Solution

An alternative solution was needed that would enable staffers in country offices — with no video experience and who filled multiple roles — to create their own videos quickly and inexpensively, in their native languages.

The two-day training course covers everything from how to tell a story through video to how to use the software. By the end of the second day, everyone is trained and ready to go.

This has resulted in a huge jump in productivity from only a handful of videos being produced each year to some 900 videos.

Wochit's rich library is one of the reasons. Staffers can log into just this one system and gain access to professional photos and videos from multiple sources, making video production incredibly fast and easy with no sacrifice in quality of branding, yet still allowing for country-to-country flexibility.



Annualized results

- » Increased video production for social media from <10 high-quality video to 900 per year
 - Enables remote country offices to respond to local events, raising awareness and supporting donation-based funding
 - Eliminates bottleneck for getting communications out by empowering local staff to produce their own video content
 - Empowers staff with no professional video experience to produce quality, branded videos
- » Meets multi-lingual needs more effectively than an additional three professional communications professionals could, saving minimally €180k per year
- » Provides consistent branding of videos across 6 regions and more than 80 offices, ensuring compliance with communication standards across the globe

Even if we hired 3 more people, it wouldn't fulfill what Wochit does for us globally...

Head of Social Media