

Remember me?

You will...

We know this, because we have been harnessing the power of **digital design** to create **visually impactful educational experiences** that our learners remember...

and we're quite good at it.

That's why our entry '**Better by Design**' has been nominated for the **All Star Team Award** at LTEN 22.



The problem

With over 80 Content Delivery professionals making training to service over 7000 sales reps worldwide, Smith+Nephew's Global Commercial Training + Education Team required vast numbers of learning materials to not only be digitally accessible, but also to be engaging, dynamic, memorable and reflective of our brand.

How is this possible without significant upskill or outsourcing costs?

The solution

By hiring an in-house agency team of skilled animators, illustrators, 3D specialists and Learning Experience Designers and pursuing an in-sourcing strategy, GCT+E has managed to produce literally thousands of professionally designed training materials with the support of the Tech, Video + Animation team, streamlining production timelines by over 50% and creative asset development estimating savings of \$2.04M against agency rates to date.

TVA.
TECH VIDEO ANIMATION