

# ContextMedia

Animated Explainer Video



## The challenge:

If you spend much time at the doctor's office, which hopefully you don't, you may have seen some of the educational content put out by the folks at ContextMedia. They're a fast growing, Chicago-based (holler!) tech company delivering targeted patient education at the point of care (e.g. in the waiting room, hospital room, etc). ContextMedia: Health came to us looking for a creative, concise way to present their content delivery platform to potential advertisers. They also wanted a video that they could use at trade shows, which meant something that could work with and without audio.

## The solution:

We start the video by turning a problem into an opportunity. People spend time, lots of time, waiting for medical appointments and treatment everyday. So why not present them with some useful, sponsored educational content at just the time they need it? More than just a list of features, this video uses on-screen stats to show the depth of the benefits brands are exposed to when advertising on ContextMedia, all in 50 seconds.

**Client:**  
ContextMedia

**Style:**  
2D animation

**Length:**  
0:50