

# Discovery Education

Product Marketing Videos

To help market their innovative classroom technology, we worked with Discovery Education to tell the classic story of two teachers trying to connect with their students. For our teacher who isn't using Techbook, class is always in session.



**The challenge:**

Even in this day-and-age, we don't think of "digital" first when we think of textbooks. Most of us probably have flashbacks to covering our copies with brown paper bags. However, printed textbooks are expensive and their material becomes outdated quickly. Techbook provides a solution, but they needed school administrators to be aware of it first.

**The solution:**

Who's going to use it the most? Teachers. It was easy for us to pick the star because we needed to show the product's true impact. With life presented with and without Techbook, our educator viewers can easily identify their pains and possible solutions.

**Client:**  
Discovery Education

**Style:**  
Live Action

**Length:**  
1:41

**Behind the scenes**

