



EXECUTIVE SUMMARY

The Digital Business team at HarperCollins were creating videos for the business across their digital channels, however, the odds were stacked against them. They were working with outdated equipment and lacking serious editing skills that impeded their ability to deliver timely and quality videos. Once introduced to Shootsta's innovative business model, which is the perfect mix of outsourced and in house video production, they never looked back. They're now experiencing amazing results including doubling their video views, increased audience engagement by a minimum of 20% and that's not all, they have also reduced their cost per video by a staggering 73.4%.

CLIENT: HARPERCOLLINS

HarperCollins is a broad-based publisher with strengths in literary and commercial fiction, business books, children's books, cookbooks, and mystery, romance, reference, religious, and spiritual books. Consistently at the forefront of innovation and technological advancement, HarperCollins is the first publisher to digitize its content and create a global digital warehouse to protect the rights of its authors, meet consumer demand, and generate additional business opportunities.

THE CHALLENGE

**“
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HarperCollins were struggling to create good quality video content featuring clients, authors, new releases and content across their website and social media channels. When creating video in-house, they had to work with outdated equipment and limited video editing skills that impeded their ability to produce engaging content. “We were paying ridiculous amounts of money to outsource it all” says Gemene Heffernan-Smith, Head of Digital Business. They required a solution that enabled them to produce high quality videos that drove engagement with their customers.

THE SOLUTION

Immediately, after being introduced to Shootsta's unique model, Gemene, knew she had found the perfect mix of in-house video creation and production that the HarperCollins group needed.

"We could immediately see the potential and all of the opportunities we could be exploring, we had to sign up".

Shootsta provided a complete end-to-end **video production** solution which included all the training and resources for to produce the videos in-house and remove the need to rely on costly agencies and get rid of their outdated equipment. They chose Shootsta because they could produce high-quality videos cost effectively with a model that provided full control over their branded assets and gave an unheard of 24-hour **turnaround**.

THE RESULTS

From the moment HarperCollins began using Shootsta as their go-to **video content solution** they saw immediate ROI. With author interviews for example, their video views have doubled and engagement has grown by more than **20%**. They are saving over **73.4%** per video, when compared to using an outsourced video agency.

They're using the multiple Shootsta Kits to create more engaging and fun content for their business.

"Our goal is always to share books and authors to a broad audience and video has been a really effective way for us to do that. It's boosted our confidence, allowed us to think more creatively. We've been able to create some really interesting and emotive videos which we are really proud of" says
Gemene.

THE NUMBERS

The HarperCollins **Marketing** and **PR teams** are going from strength-to-strength and have produced some amazing content and created even better stories. In the short time they have been with with us they have produced:

8

Videos produced per month.

47

Total videos produced

1875

Clips uploaded to the HUB.

If you're interested in finding out more about how your organisation can create high-quality video content at scale with Shootsta, leave your details on our [Contact Us](#) to request a free Consultation. We'll be in touch to chat about your goals, existing content, and how regular pieces of **video content** can help you **attract** and **engage** your clients and prospects.