

# Unleashing Creative Potential

---

## How Utilizing Storyblocks as a Stock Video Provider Revamped VDOT's Creative Process

“Joining Storyblocks Enterprise has made our video creation process much more efficient and simplified. We’re saving time and money by quickly searching for the right footage and we’re constantly using the After Effects templates to quickly churn out content. My team uses Storyblocks every day; we’re really happy with it.”

Sarah Graham, Communications Manager

## About VDOT

---

The Virginia Department of Transportation’s (VDOT) mission is to effectively inform the public and innovate the transportation infrastructure of Virginia. Through their Communications and Media team, these messages are able to be sent to the public via video across a multitude of channels.

## Overview

---

As manager of the Communications and Media team at VDOT, Sarah Church was faced with finding a solution that gave her more creative freedom and increased video production speed. By partnering with Storyblocks, she was able to

- Spend less money on time-consuming b-roll shots
- Increase the team's production efficiency by having all necessary shots in a centralized place
- Give the team unlimited access to stock video, After Effects templates, and motion backgrounds

## In Need of a Revamp

---

When Sarah Graham first joined the Communications and Media team, she quickly realized that she needed to revamp their creative process to churn out content quicker. Editing and filming the many videos needed to inform and engage with the public was becoming time-consuming and budgetarily restrictive.



“Every shot we did was pretty much done all in-house. We’d have to provide all our own B-roll and shoot any sort of extra footage we might need.”

## Choosing the Right Partner

---

To the VDOT team, Storyblocks became the “connective tissue” in their video production; their creative process now begins and ends with unlimited access into the Storyblocks video library.

### Unlimited Stock Footage

Without the need to shoot all footage for themselves, the team can view, download, and use any clip found in the Storyblocks video library.

Whether its the start of storyboarding or downloading finishing b-roll touches, the team has creative freedom to produce quality video content.

### Beautiful After Effects

Instead of focusing on creating in-house templates, Sarah’s team utilizes the wide collection of easy to use and visually stunning After Effects

Templates available in the video library. They can jump straight into editing, streamlining their workflow to quickly develop productions.

### Saving Tax-Payers Money

Having to shoot original B-roll is a tedious and expensive undertaking. Now, with no budgetary restraint, the team can put tax-payer’s money to good use by focusing on producing content, not filming it.

## The Takeaway

---

Implementing Storyblocks Enterprise into their workflow efficiently streamlined VDOT's production process. They're able to produce the high-end material that conveys their mission to the public at the fast rate that they need. Give your content creation team the same benefits Sarah gave to her team at VDOT. Increase output and production efficiency all while unleashing creative freedom with Storyblocks Enterprise's expansive stock video, audio, and images libraries.

Contact our Sales team today. | [enterprise@storyblocks.com](mailto:enterprise@storyblocks.com)