

Promotional Infographic

NASA Research Park



Challenge: We were charged with creating a video to showcase the NASA Research Park (NRP) in Silicon Valley—a world-class shared-use R&D and education campus for industry, academia, nonprofits, and government. The NRP provides a physical place for innovation and entrepreneurship and serves as a technology accelerator through fostering both informal and formal collaborations. The deliverable would be used to entice industry, association, and university partners, to become a part of the onsite collaborating with NASA on a variety of technologies and disciplines.

Solution: The collaborative decided an animated infographic would be the best creative solution to capture attention and get across the needed information to potential NRP partners within a very tight time frame (3 minutes). Also known as “whiteboard drawings,” animated infographics convey information, data and statistics through a blend of words and images. They also have the added dimensions of an audio track (with music, voiceovers and sound effects) plus the audience responds especially well to seeing the artist actually drawing the animation. This method offers a compelling visceral reaction and a proven retention of information vs. routine videos.

Results: The NRP used the animated infographic as one component of a robust recruiting campaign for new residents. The effort has paid off as the Research Park has filled its vacancies and now boasts over 70 customers on the cutting-edge of new technology in the Heart of Silicon Valley. The Collaborative is proud to be listed as one of those tenants.

