

CLIENT SUCCESS STORY

## WORLDWIDE NONPROFIT USES VIDEO TO GO GLOBAL

**Technology Partners**<sup>®</sup>  
Your Clear Choice in IT™

# Hacking homelessness could start with a simple but effective video that blends passion with compassion.

## The Challenge

GlobalHack, a non-profit organization dedicated to bringing together hackers from around the world to solve real social problems, were embarking on their sixth international conference. The venue was getting bigger, the hackers were getting better, and **the marketing needed to keep up.**

## The Plan

Global Hack needed a partner that could **create a new video that leveraged their existing brand and identity.** The video had to meet GlobalHack's diverse audience, ranging from kids to IT professionals, and balance the fun of the conference with the weight of the social challenge they were tackling.

## The Results

Technology Partners stepped up to the challenge. By employing our best marketing and digital media experts, we shepherded the process from idea to execution. Working along side GlobalHack, we **developed the copy for the video and created a unique motion graphics piece** that's now being viewed by thousands around the world.



“The biggest advantage we found to working with Technology Partners was just like their name suggests; the partnership. At every step of the way they were able to work with us on the project, adjusting and changing as our needs changed, and ultimately delivering a video that was just what our team needed.”

Matt Menietti  
Executive Director  
GlobalHack

## An 80% Increase

in conversion rate occurs on websites with video

Find more success stories at [technologypartners.net/success](https://technologypartners.net/success) and see how you can utilize our decades of experience to give you added peace of mind. **Together is just better.**