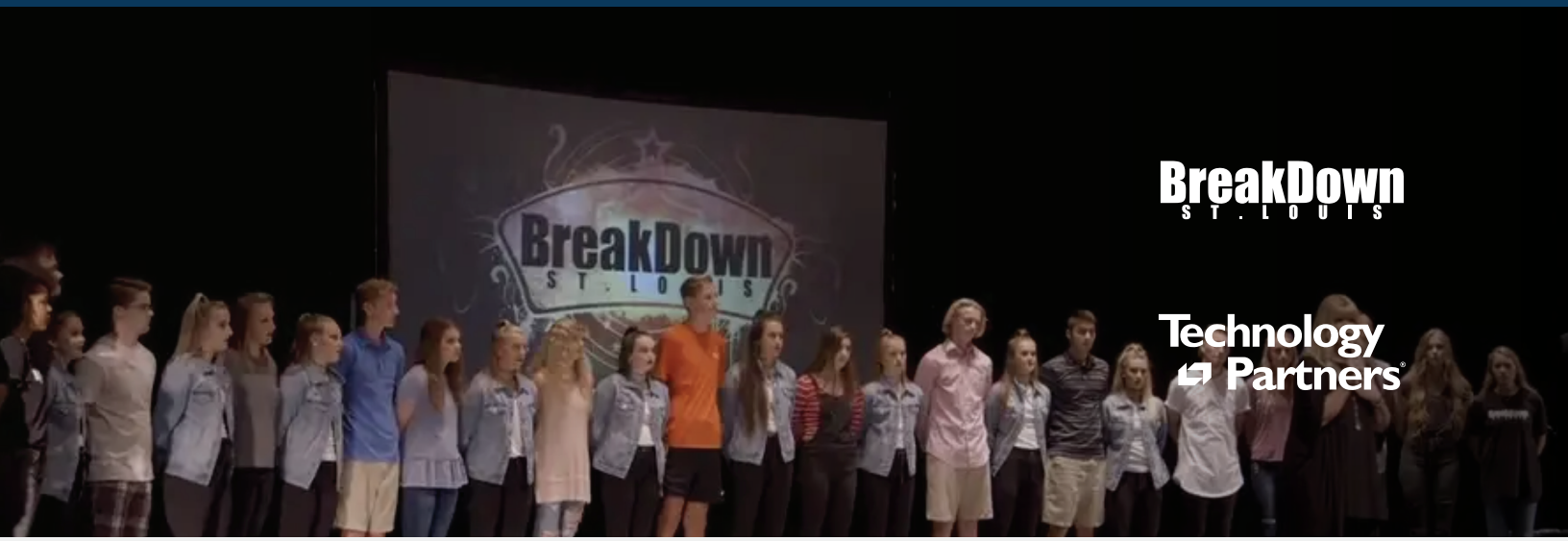
CLIENT SUCCESS STORY

BREAKDOWN ST. LOUIS: IMPACTING A CITY WITH VIDEO



BreakDown STL is a non-profit organization making a genuine impact in the lives of teens across Missouri. Through the use of a high-end multimedia production (drama, song, and dance), the two teams reach student audiences of all demographics across the St. Louis region. With both a North County and West County team, BreakDown STL backs up their performance talent with programs that work with students and make real-life change

THE CHALLENGE

BreakDown wanted to extend their reach beyond St.Louis and the surrounding area to schools across the entire state. This required an increase in donor funding, most of which had been provided in the past by individuals with a personal connection to the group. As their need grew, their ability to mobilize their network was not growing proportionally.

THE PLAN

If BreakDown was able to create a one-to-many video, they could capture their story in a compelling way that allowed them to increase buy-in from a larger group of donors. The video would need to capture both North and West teams, as well as staff and administrators of their client schools.

THE RESULTS

The Technology Partners Digital Media team coordinated with BreakDown to strategize a compelling story that would resonate with the large and varied audience. From storyboarding to filming, post-production, and delivery, Technology Partners rose to the challenge and presented a video that helped anchor the annual BreakDown STL gala, and is now being shown on the front page of the BreakDown STL website.