

CLIENT SUCCESS STORY

# GLOBALHACK: USING VIDEO TO GO GLOBAL



GlobalHack hackathons bring together engineers, developers, UI/UX designers, entrepreneurs, and technologists for weekend-long software competitions. Small teams across youth, college, and professional divisions work around the clock to build innovative software solutions that solve real-world, civic problems. The teams' final prototypes are then presented to a panel of highly-qualified industry experts and cash prizes are awarded to the top teams.

## THE CHALLENGE

Global Hack, 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 Global Hack'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 taking on.

“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, adjust and changing as our needs changed, and ultimately delivering a video that was just what our team needed.”

–Matt Menietti  
Executive Director, GlobalHack

## THE RESULTS

Technology Partners stepped up to the challenge. Employing our best marketing and digital media experts, we shepherded the process from idea to execution. Working along side Global Hack, we developed the copy for the video and created a unique motion graphics piece that’s now being seen by thousands around the world.



To learn more about how we can help your company, visit [TechnologyPartners.net](https://www.TechnologyPartners.net).