

Sixfold Carrier & Shipper Films

Sixfold brings real-time visibility to the entire supply chain, delivering precise shipment ETAs to shippers, carriers, and end customers. By streamlining the communication between the parties, Sixfold helps them make better and more agile decisions.

Key benefits:

80% fewer check calls

1-3% revenue boost

30% rise in warehouse productivity

Sixfold operates in the market where carriers are hesitant to reveal their use of sub-contractors, where shippers don't want let their clients know who else they service but do want to know when the next truckload of shipment will arrive and the clients want to make sure they get the service they pay for. In order to bring disruption to the market they needed to convince the carriers that their data and privacy is respected, and shippers will be more efficient in their warehouse management and client communication.

The solution:

The best way to do that was to produce two animated explainers – one aimed at the carriers, the other for shippers – featuring characters playing the aforementioned roles. The introduction of Noah, Alice and Oliver was a conscious choice because they help the viewer connect with the story.

We chose to use a mix of 3D and 2D animation to jump between the abstract world of data, the real-world traffic and warehouse situations and UI animation. The result is a uniquely styled world of trucks and goods that and people who help them move from one place to another.

The client verdict:

20.000 organic views over 8-month period without any paid online promotion.

The purpose of these 2-minute videos was to introduce Sixfold's real time visibility solution in an engaging and easily understandable way, increasing the target audience's interest in what we offer and to ask more information.

We have used the video on our website, social media, conferences, marketing materials and sales meetings. In addition to positive feedback and an increased number of inquiries, we have been asked about the author of the video too. This confirms the quality and purpose of the film.