

Farmers Life switches to an all-digital video production pipeline and integrated distribution.



Farmers New World Life Insurance Company offers a wide range of life insurance products and operates in 41 states. It is a subsidiary of Zurich Financial Services.

Challenge

When Farmers Life Marketing was faced with the challenge to produce more high-definition video content in less time, it made the decision to switch to an all-digital video production pipeline.

With this transition came a variety of creative and technical challenges. Creative challenges ranged from program branding to animation productions. On the technical end, Farmers Life Marketing was looking for on-demand support and continuous improvement of its video production infrastructure and integrated digital distribution.

Solution

Farmers Life Marketing chose Lavalobe because of its creative versatility and technical abilities. Since the in-house video producer was frequently away on business trips, Farmers Life decided to integrate Lavalobe into their production pipeline.

Farmers Life, in turn, became a preferred client, which allowed Lavalobe to accommodate any number of creative requests, including projects that required quick turnarounds. Lavalobe provided production services such as editing, motion graphics, 2-D and 3-D animations, Web development, video and print design services, as well as digital distribution on the Web, on the Farmers Life intranet, or on authored DVDs. Since Lavalobe was part of the Farmers Life video production pipeline, it also archived most of the finished productions on-site on a dedicated fail-safe backup. Consequently, this made it possible for entire projects (including work files and outputs) to be passed back and forth, making the production pipeline more dynamic and flexible.

Results

By establishing a partnership, projects were produced in less time and with improved quality (HD video) — all the while staying consistent with the Farmers Life brand. The all-digital production pipeline allowed Farmers to offer a wider variety of digital distribution outlets for its customers, and the technical support available on-demand allowed for production mobility and flexibility.



FARMERS

Overview

Services Provided

Digital media consulting, pipeline optimization and full-service computer graphics.

Client Profile

Farmers New World Life Insurance Company operates in 41 states and is a subsidiary of Zurich Financial Services.

Business Needs

Farmers Life wanted to transition its in-house video production department to an integrated digital media pipeline with optimized digital distribution to the Web, intranet and DVD.

Solution and Benefits

Farmers Life chose Lavalobe because of its proven creative services and expertise in integrated digital media solutions.

Testimonial

“Lavalobe was and continues to be an integral resource for Farmers Life Marketing. They were able to meet every creative challenge and went the extra mile during critical times.”

— Kevin Allar, Director
Farmers Life Insurance

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