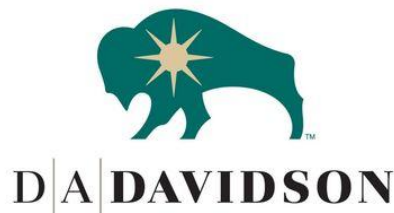


# CASE STUDY #1: EMPLOYEE ONBOARDING AT D.A. DAVIDSON



## CLIENT OVERVIEW

**D.A. DAVIDSON** is a prestigious investment advisory firm managing over \$30 billion in assets. With a reputation built on trust, integrity, and expertise, the firm sought to enhance its onboarding process to create a seamless and engaging experience for new employees.

## THE CHALLENGE

**D.A. DAVIDSON** approached **GENTLE THUG VISUAL MEDIA** with a clear objective: develop a compelling onboarding video that not only informs but also inspires new hires. The firm wanted a modern, high-quality video that encapsulated its values, culture, and expectations while maintaining a professional yet welcoming tone.

Key challenges included:

- **Presenting a wealth of critical information in an engaging manner.**
- **Ensuring consistency in messaging across different office locations.**
- **Striking the right balance between professionalism and warmth.**
- **Making the video visually engaging without overwhelming new hires.**

## THE SOLUTION

**GENTLE THUG VISUAL MEDIA** collaborated closely with **D.A. DAVIDSON**'s HR and leadership teams to craft a video that met these needs. Our approach included:

- **Strategic Storytelling:** We structured the video around the employee journey, starting with a warm welcome from leadership, followed by a clear breakdown of company values, expectations, and success stories from current employees.
- **High-Quality Visuals & Production:** Using a mix of interview footage, dynamic B-roll, and motion graphics, we created an engaging narrative that reinforced key messages without feeling overly corporate.
- **Concise & Impactful Messaging:** We distilled essential onboarding information into a format that is easy to digest, ensuring employees feel equipped and motivated.
- **Personalization & Inclusivity:** The video featured employees from diverse backgrounds, showcasing a welcoming and inclusive company culture.

## THE PROCESS

1. **Discovery & Strategy:** We held in-depth discussions with **D.A. DAVIDSON**'s HR team to understand their goals and audience.
2. **Scripting & Storyboarding:** Crafted a compelling script and storyboard to ensure seamless storytelling.
3. **Production & Filming:** Conducted interviews with key team members and captured dynamic footage of office environments.
4. **Post-Production & Editing:** Integrated motion graphics, polished editing, and music to elevate the final product.
5. **Delivery & Implementation:** Provided multiple formats for easy integration into **D.A. DAVIDSON**'s onboarding platforms.

## THE RESULTS

- **Enhanced New Hire Engagement:** The onboarding video received positive feedback from both new and existing employees, improving information retention and workplace integration.
- **Consistency Across Locations:** The firm now has a standardized yet dynamic onboarding experience for employees across all offices.
- **Increased Employee Confidence:** New hires reported feeling more prepared and aligned with the company's mission and values.

- **Time & Cost Savings:** HR teams spend less time conducting repetitive onboarding sessions, allowing them to focus on personalized employee support.

## KEY TAKEAWAYS

- **A well-produced onboarding video can enhance employee engagement and company culture.**
- **Strategic storytelling makes corporate information more digestible and memorable.**
- **Visual elements and personal narratives humanize the onboarding experience, leading to higher retention and satisfaction.**

## CONCLUSION

By partnering with **GENTLE THUG VISUAL MEDIA, D.A. DAVIDSON** transformed its onboarding process into an engaging, visually appealing, and effective experience for new employees. This project exemplifies how video marketing can be leveraged for internal communication, ensuring that organizations maintain a strong and cohesive workforce from day one.