Interactive Video

Just Performs Better!

jackandcharlie.be

Why?

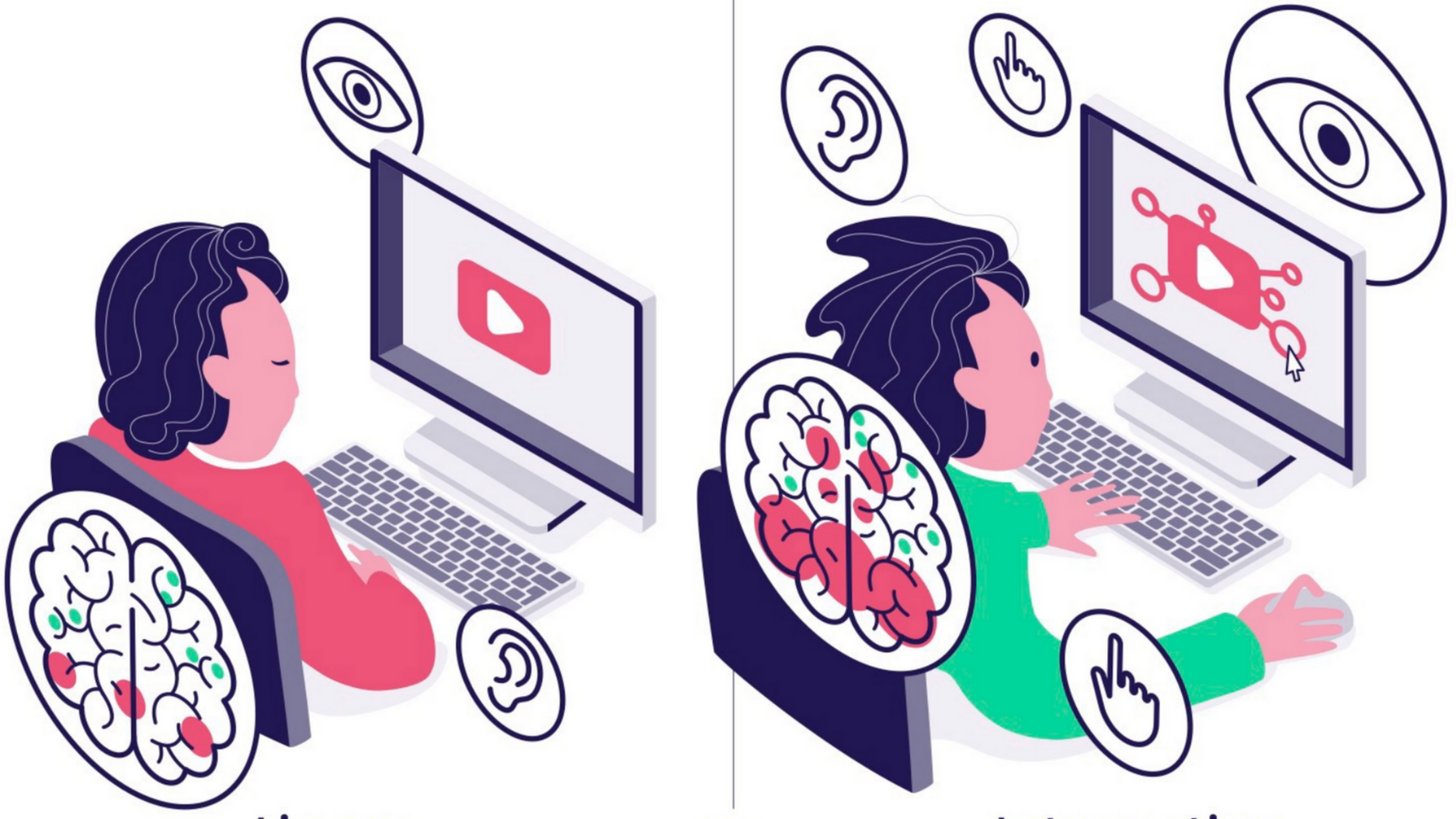
Technology is an undeniable part of our society.
Every day we are surrounded by screens.

Still, as **human beings** we harbour a desire
to feel heard, to feel connected through
our stories.

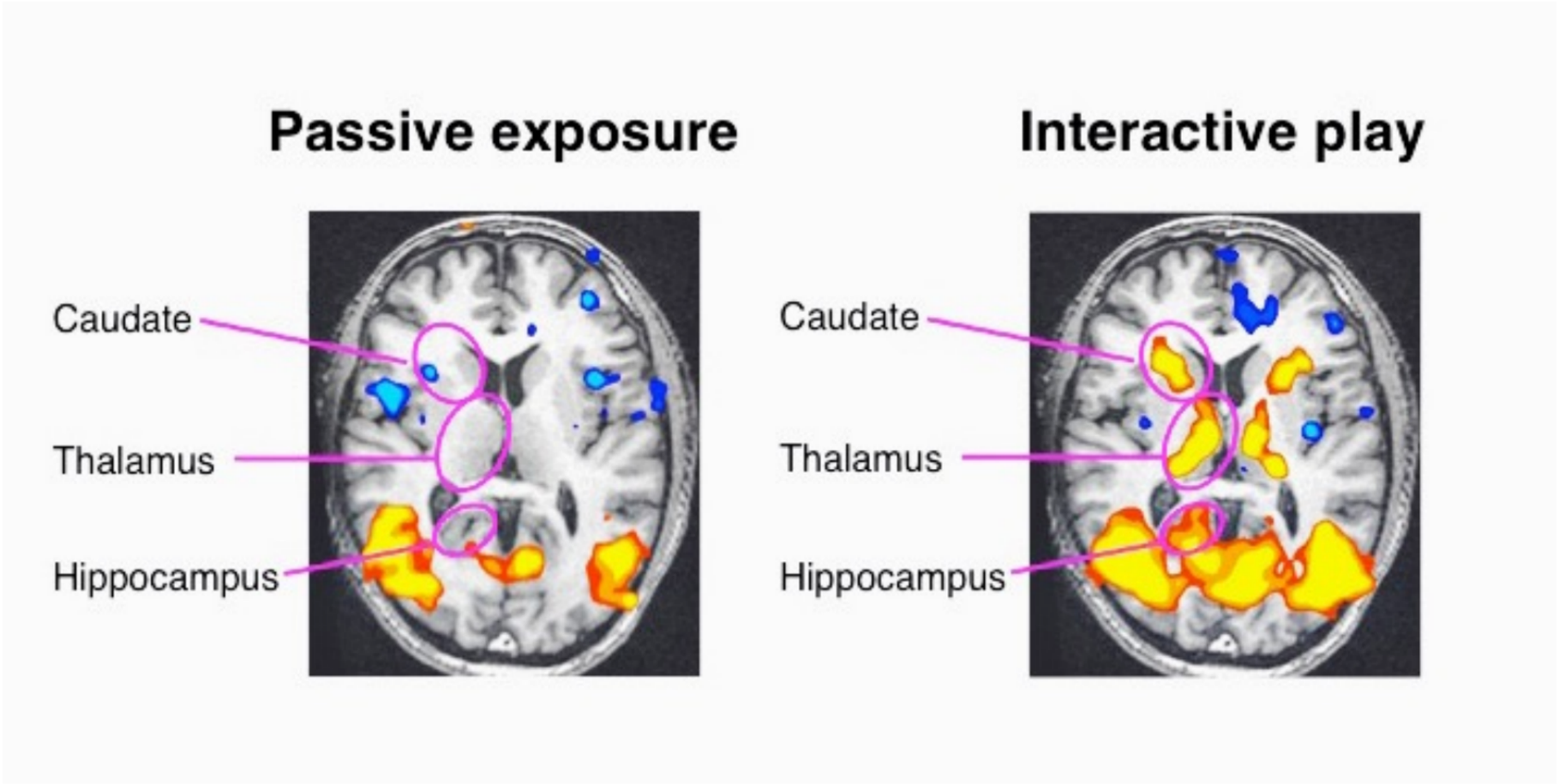
Vision

We believe that we can achieve more through interaction. Because a true **dialogue**, is what really connects us.

Create. Interact. Connect.



Linear vs Interactive


Passive exposure
Caudate
Thalamus
Hippocampus
Interactive play
Caudate
Thalamus
Hippocampus

Jack & Charlie
RESULTS-DRIVEN VIDEO AGENCY

▲50%

more memorable

▲4X

engagement rate

▲5X

conversion uplift

Next level storytelling

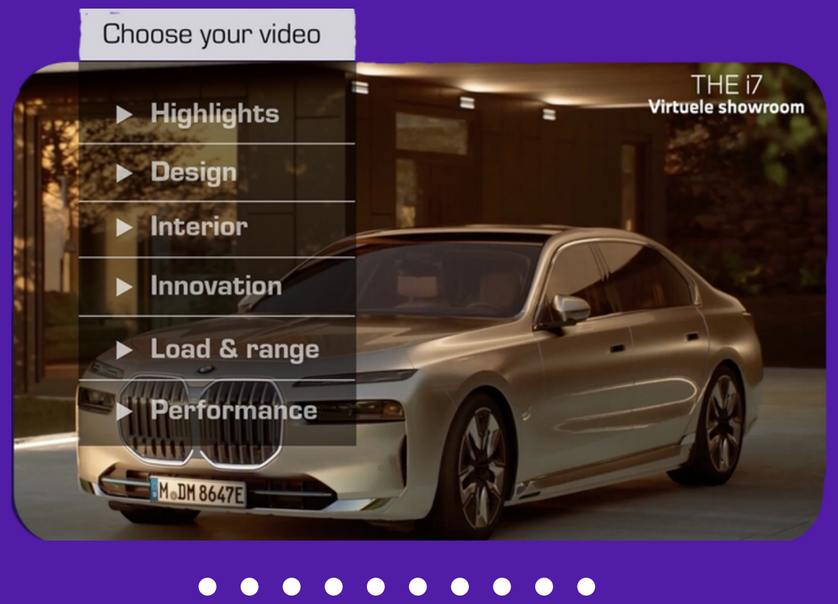
With the interactive video platform Ivory, we take storytelling to the next level. And we help organisations engage in **high-impact interactions** with their audience.

Our solution

The ultimate toolbox for interactive video

Clickables

Add buttons and hotspots to enable the viewer to easily navigate through the video or to an external website.

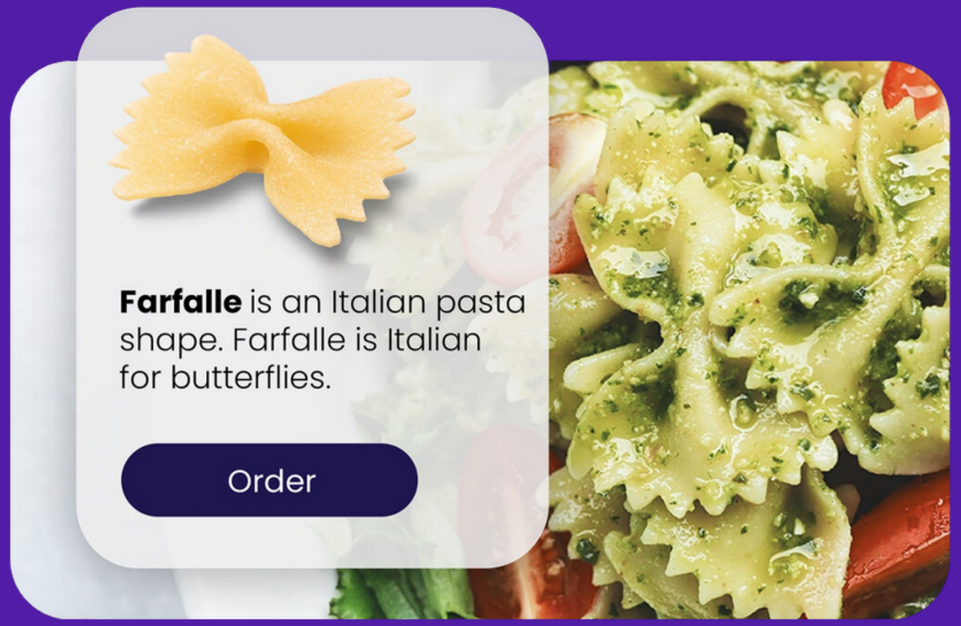


Navigation

Skip certain parts or repeat them? Add chapters and menus so your audience can easily navigate through your video.

Branching

At strategic moments, present the viewer with a choice: A or B? This way, each viewer takes their own route through the video.e

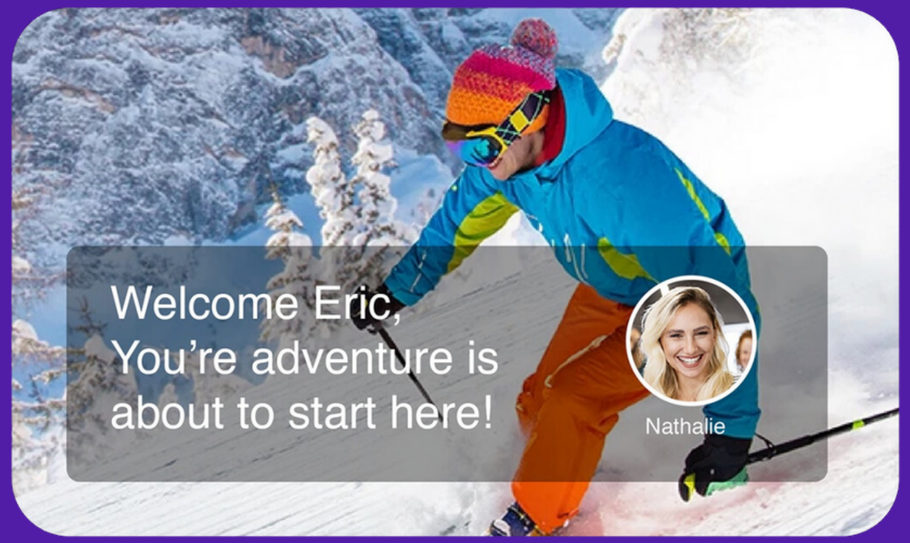


Overlays

Add an interactive layer to your video with clickable elements such as a pop-up, contact form or link to your website.

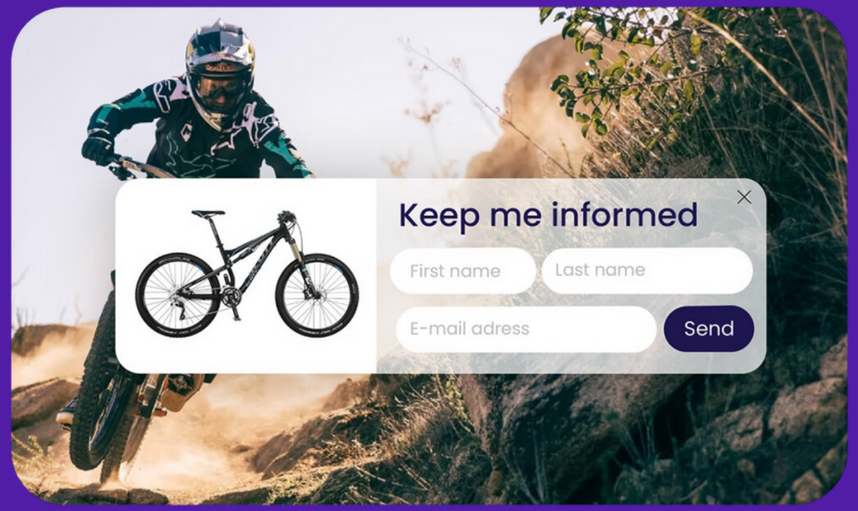
Gamification

Quizzes, polls, surveys. Gamification increases viewer engagement and therefore the impact of your video



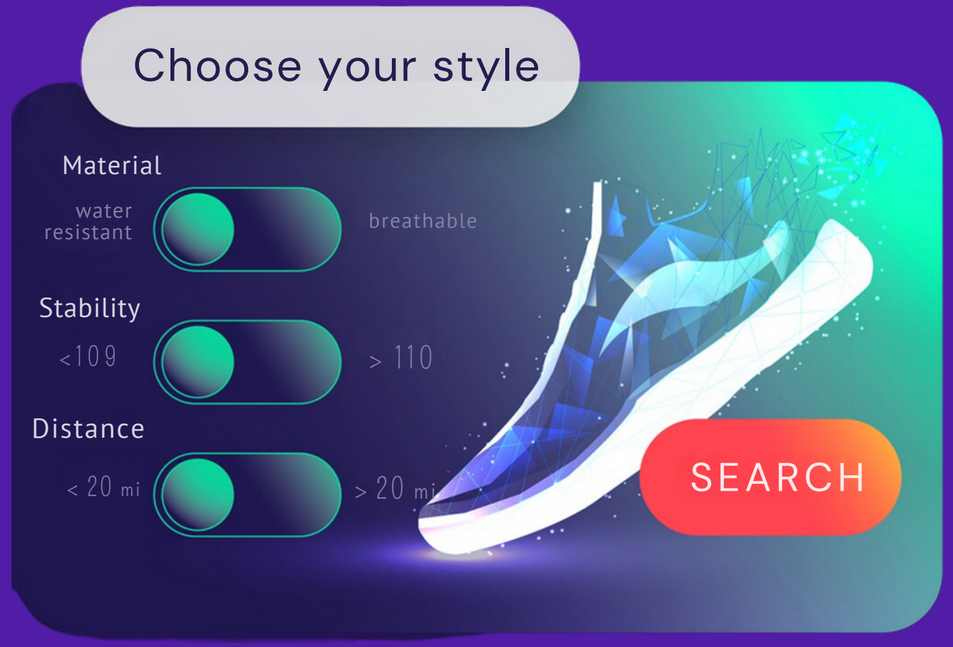
Personalisation

Offer every viewer a unique viewing experience by adding personalised texts, audio, images or scene segmentation.



Lead Generation

Video as a marketing tool? Absolutely! Add forms or form fields, collect leads and forward them to your favourite CRM.



Conditional Logic

Add if/then logic to create a specific action sequence that allows the viewer to see only relevant scenes.

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RESULTS-DRIVEN VIDEO AGENCY

Marketing

E-Learning

Explainers

Jack & Charlie

RESULTS-DRIVEN VIDEO AGENCY

Marketing

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USE CASE

Guided Selling

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USE CASE

Scenario Based Learning

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RESULTS-DRIVEN VIDEO AGENCY

Marketing

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USE CASE

Assembly Instructions

MARKETING

Guided Selling

"A showroom experience,

from the comfort of your own home"

USE CASE

Guided Selling

- Mid-Funnel Marketing (consideration stage)
- Guidance & Control to explore freely
- Optimised UX for Mobile and Desktop devices
- In-video CTA
- Data-Driven
- Localisation
- Dynamic Pricing

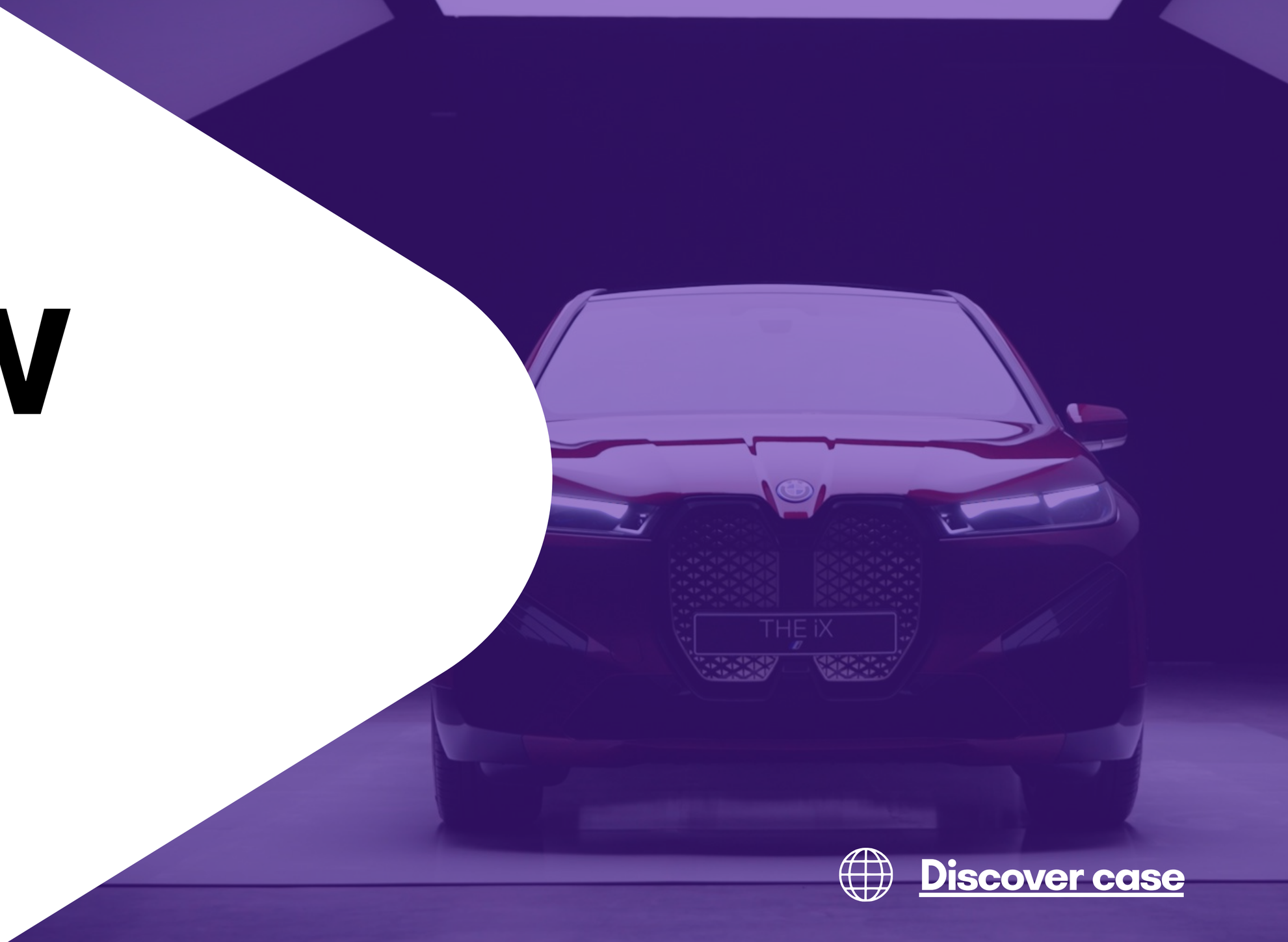
BENEFITS

Guided Selling

- ✓ Increase engagement
- ✓ Boost conversion
- ✓ Hyper-Relevant
- ✓ Insight into viewing and clicking behaviour
- ✓ External Dashboarding & CRM connection

CASE STUDY

BMW



created by Mayster

Discover case

E-LEARNING

Scenario Based Learning

"Immersive learning environment that mirrors real-life situations and decision making."

USE CASE

Scenario Based Learning

- Branching scenarios & decision points
- Audio-visual feedback
- Assessment & Scoring
- Multilingual

BENEFITS

Scenario Based Learning

- ✓ Active engagement
- ✓ Better understood and remembered
- ✓ Learning at your own time and pace
- ✓ Insight into viewing and clicking behaviour
- ✓ A smart and efficient way to make learning fun!

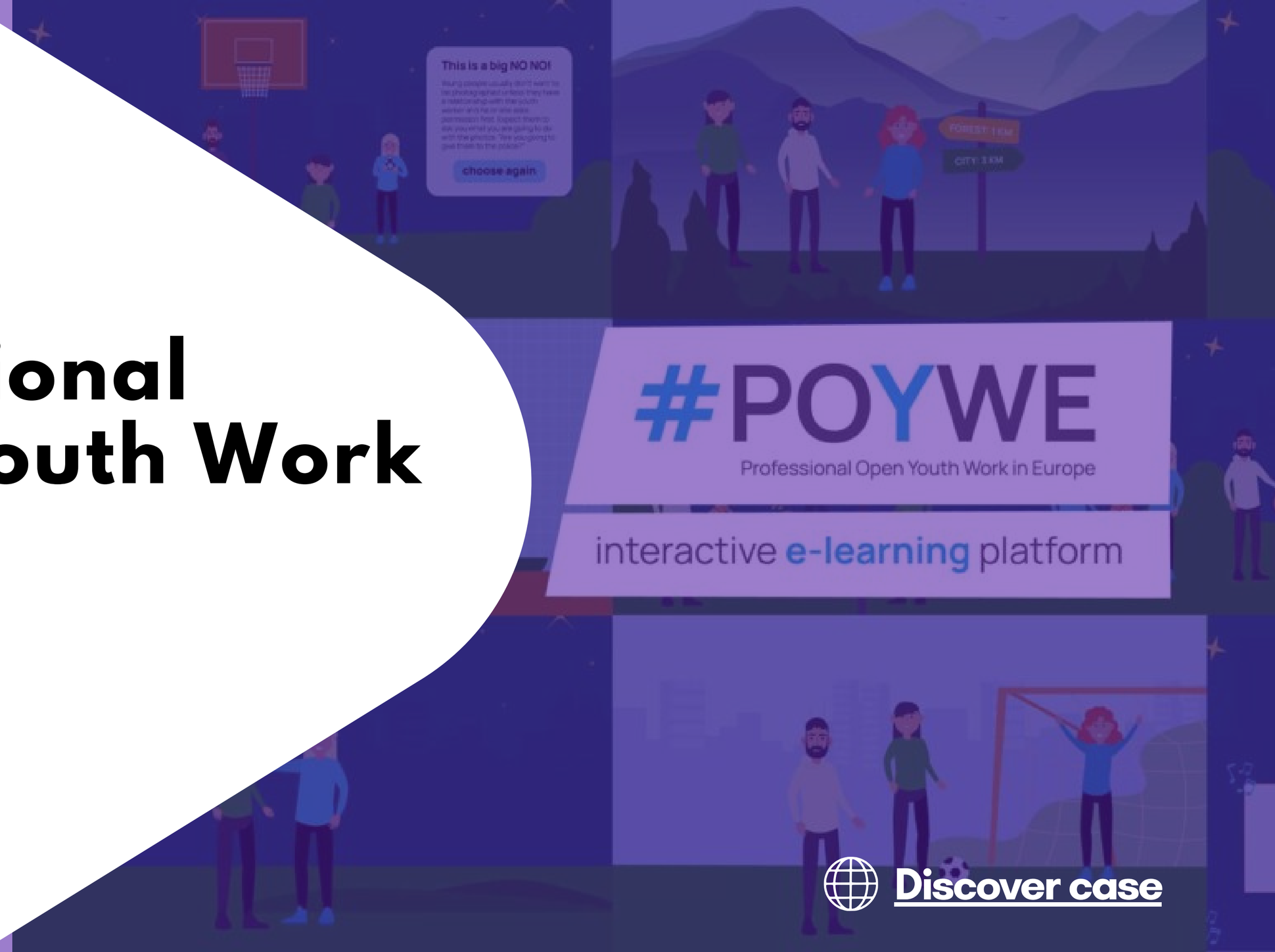
TRENDS

Educational Technology

1. Immersive Learning Experiences
2. Video-Based Learning
3. Scenario-Based Learning (SBL)
4. Distance Education
5. Data Analysis & Optimisation
6. Adaptive Learning
7. Gamification

CASE STUDY

Professional Open Youth Work Europe



created by Goldfizh

Discover case

EXPLAINERS

Assembly Instructions

"Say goodbye to bulky technical instruction manuals."

USE CASE

Assembly Instructions

- Automated self-service
- Anytime, anywhere
- Easy navigation through chapters
- Auto-pause & Replay
- Direct support (only) when needed
- E.g. WhatsApp for Business

BENEFITS

Assembly Instructions

- ✓ Fewer customer service calls
- ✓ Identify bottlenecks by measuring usage patterns
- ✓ Measure customer satisfaction
  - ✓ Net Promoter Score (NPS)
  - ✓ Customer Effort Score (CES)
- ✓ Gain valuable customer feedback
  - ✓ E.g. TrustPilot

CASE STUDY

Zonweringfabriek

created by Visualchefs

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Wanna go interactive?

Ask us for a free quote

hello@jackandcharlie.be

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