

Codecademy

Codecademy offers the chance at building a life-changing skill, but was facing headwinds from intimidated, stuck-in-the-past consumers. How do you bring people face-to-face with the absurdity of their own fear of technological advancement?

We solved the problem by:

- **Making fun of fear** with humor-packed scripts and relatable, insight-based characters.
- Developing a **docu-style directorial approach** that immersed our talent in their characters, and our viewers in the brand's message.
- **Maximizing production efficiencies** so we could cut dozens of versions for just about every platform.

