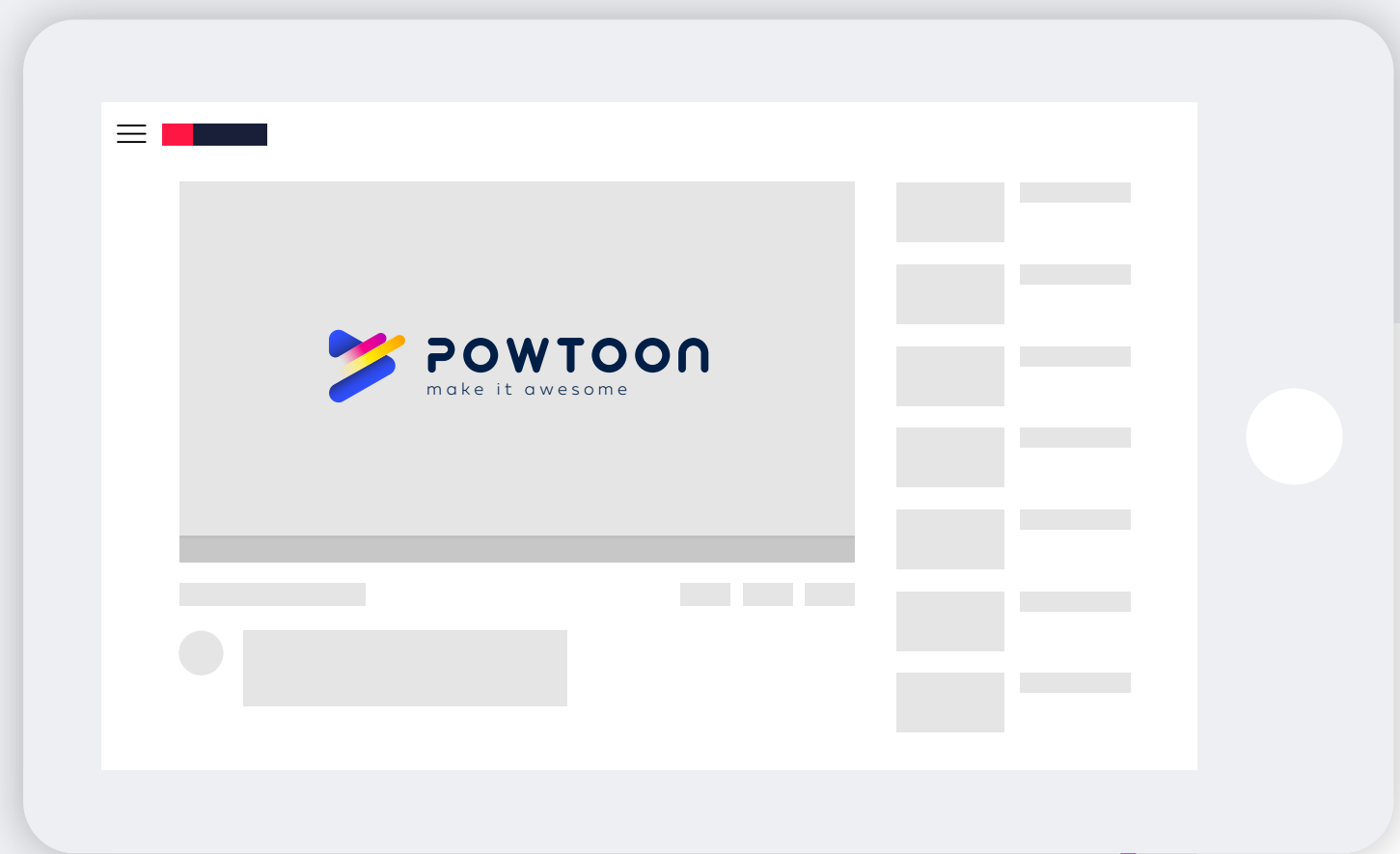


POWTOON IN THE ENTERPRISE

See how **more than 96%** of Fortune 500 companies are using this visual communication platform to stay three steps ahead.



WHAT'S A POWTOON?

Pow·toon
/paʊ -'tūn/

noun

A short video or presentation, often animated. Easy and quick to make. Used "when you can't afford to be ignored."

Ex.: "Wow! That Powtoon you showed explained your product so well. Please allow me to buy everything you're selling!"

verb

To stand out, to be noticed, to awesomemize something boring.

Ex.: Alex: "Oh Pat, I have an important meeting tomorrow, and I fear my presentation is not up to scratch."
Pat: "No problem, just powtoon it and you'll win."

WHO USES POWTOON IN THE ENTERPRISE?

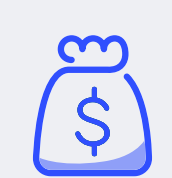
External
Internal



C-Level, VPs & Directors



Marketing



Sales



Product



Training & Development



HR



Management



Strategy & Planning



IT



Operations



Ethics & Compliance



Internal Communications



Dalia Hamzeh
Information Security Director
dun & bradstreet
(4,900 employees)

"Employees really connected to the Picto character, they call him Ted. He is on stickers throughout the office, awards we made to give out, and someone even dressed up as him on Halloween! Powtoon's become a staple of our company's security culture."

C-Level, VPs and Directors

Lead by example by saving your company's time and money (all while looking like a rockstar!)

How it's used

- All-hands monthly meeting
- Company updates
- Inspiration from the CEO

Benefits

- Get your ideas out fast
- Produce cool videos
- Impress the board with studio-quality presentations

Internal Communications

Go beyond informing and get your messages heard and embraced across the company

How it's used

- Company updates
- Change management content
- Company meeting presentations

Benefits

- Produce professional-looking content fast
- Customize messages across teams & branches
- Make complex ideas easy to grasp



Vanessa Alexander
Procurement Manager
Unilever
(169,000 employees)

"Powtoon's cheerful content lets me create truly inspiring videos."



William Ruthrauff
Sr. Technology Liaison
MetLife
(58,000 employees)

"Powtoon is easy to use with next to no learning curve."

Operations & IT

Turn your employees into IT allies who help you keep your system running smoothly

How it's used

- New software rollouts
- Help desk how-tos
- Security updates

Benefits

- Break down complex ideas
- Get higher adoption rates across the company
- Make your company's IT fun, not a chore

HR

Build a company culture your employees will love

How it's used

- Recruiting videos
- New employee intro videos
- Employee celebrations
- Employee performance reviews

Benefits

- Customize according to company design and branding
- No design or tech skills necessary
- Quickly produce professional-looking videos yourself



Birute Vaitkeviciene
HR Manager PMI Duty Free
United
(80,600 employees)

"Powtoon makes it quite easy to create a different communication that's appealing to my colleagues."

Want to learn more about Powtoon Enterprise?

[REQUEST A DEMO](#)



Rich Dawson
Training & Development Consultant
Verizon Wireless
(3,400 employees)

"Powtoon is a great time saver, and it gets the same, if not a better, impact as something you spend hours slaving over."

Training & Development

See accuracy rates increase as people actually absorb your training

How it's used

- Work safety compliance
- Training for skill mastery
- Workshop recaps

Benefits

- Quickly customizable
- Engaging diverse learning styles
- Make content for any platform, no matter where your learners are

Strategy & Planning

Get buy-in from your partners and clients to ensure full success

How it's used

- Recommendation presentations
- Invitation videos
- Initiative mock-ups

Benefits

- Cost-effective
- Professional-grade design
- With data security your clients need



Stephanie Stapleton
Policy Consultant
Humana
(45,900 employees)

"I love Powtoon for its simplicity, animation & editable templates!"



Eric Askey
Senior Marketing Consultant
Verizon Wireless
(155,400 employees)

"Powtoon is user-friendly and easy to master quickly, making it easy to share my videos to a broader internal audience."

Marketing & Sales

Drive higher engagement, increase sales, and inspire brand obsession

How it's used

- Facebook & YouTube ads
- Explainer videos
- Product videos
- Infographics

Benefits

- Faster production
- Optimized for testing
- Tailored for every channel

Do you want to be **three steps ahead** like these innovative companies?

[REQUEST A DEMO](#)