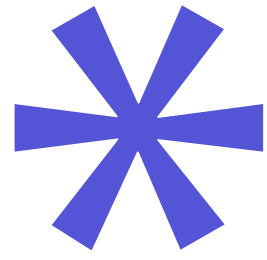




Capital One Tech National

CASE STUDY





Capital One Tech National

PROJECT SCOPE

We created more than 300 assets, including videos, stills, audio, and online displays.

SERVICES

Strategy

Creative Development

Production

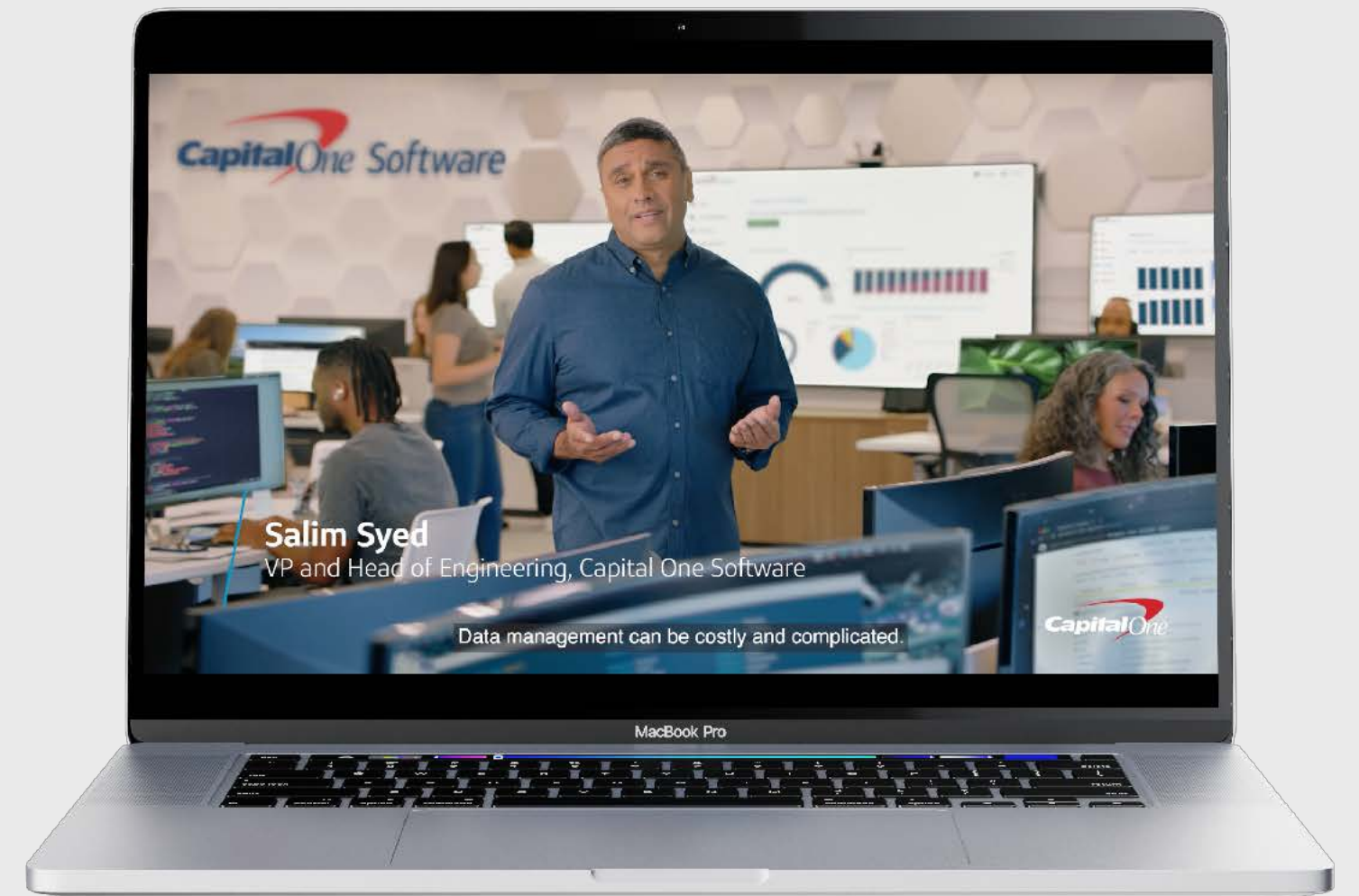
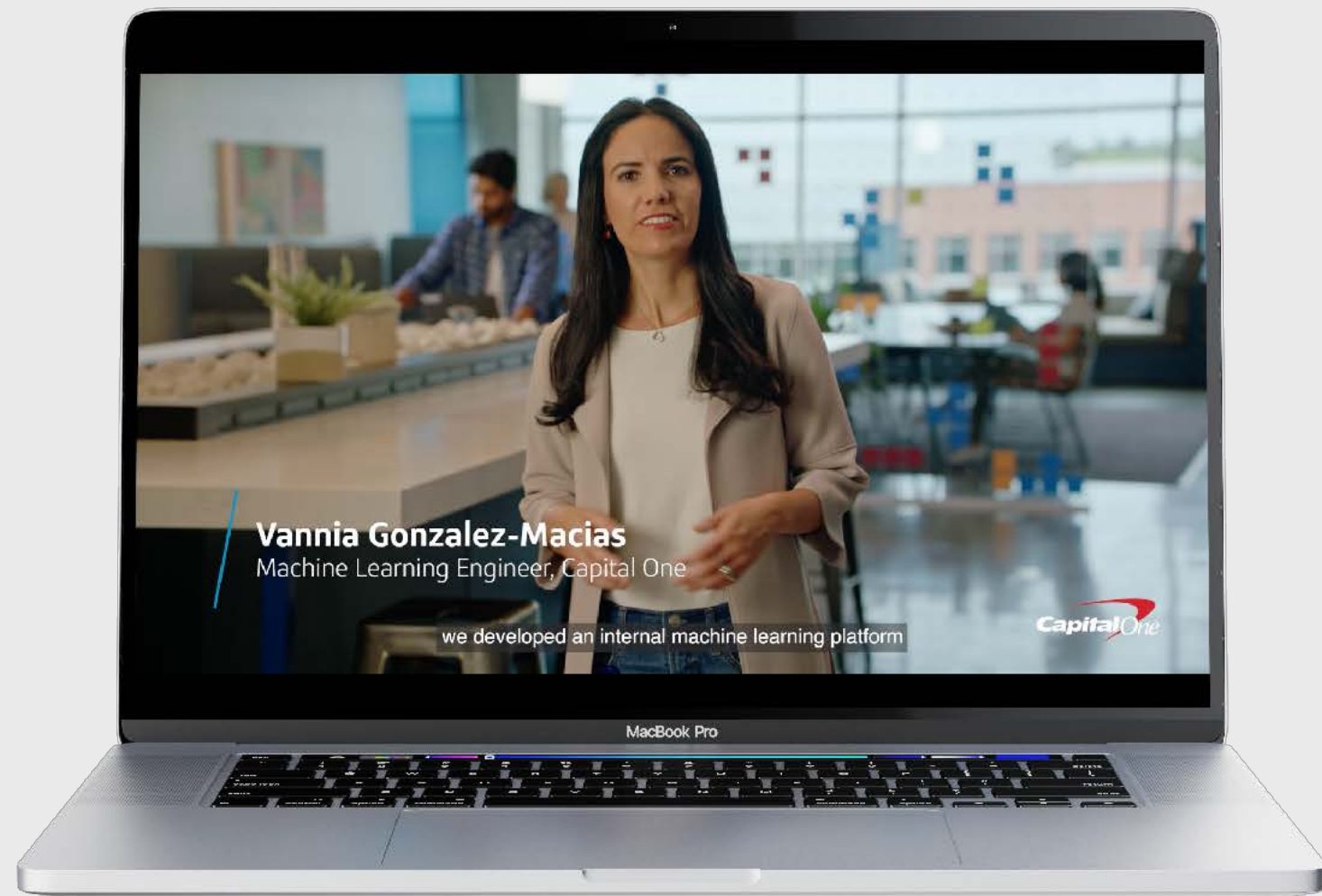
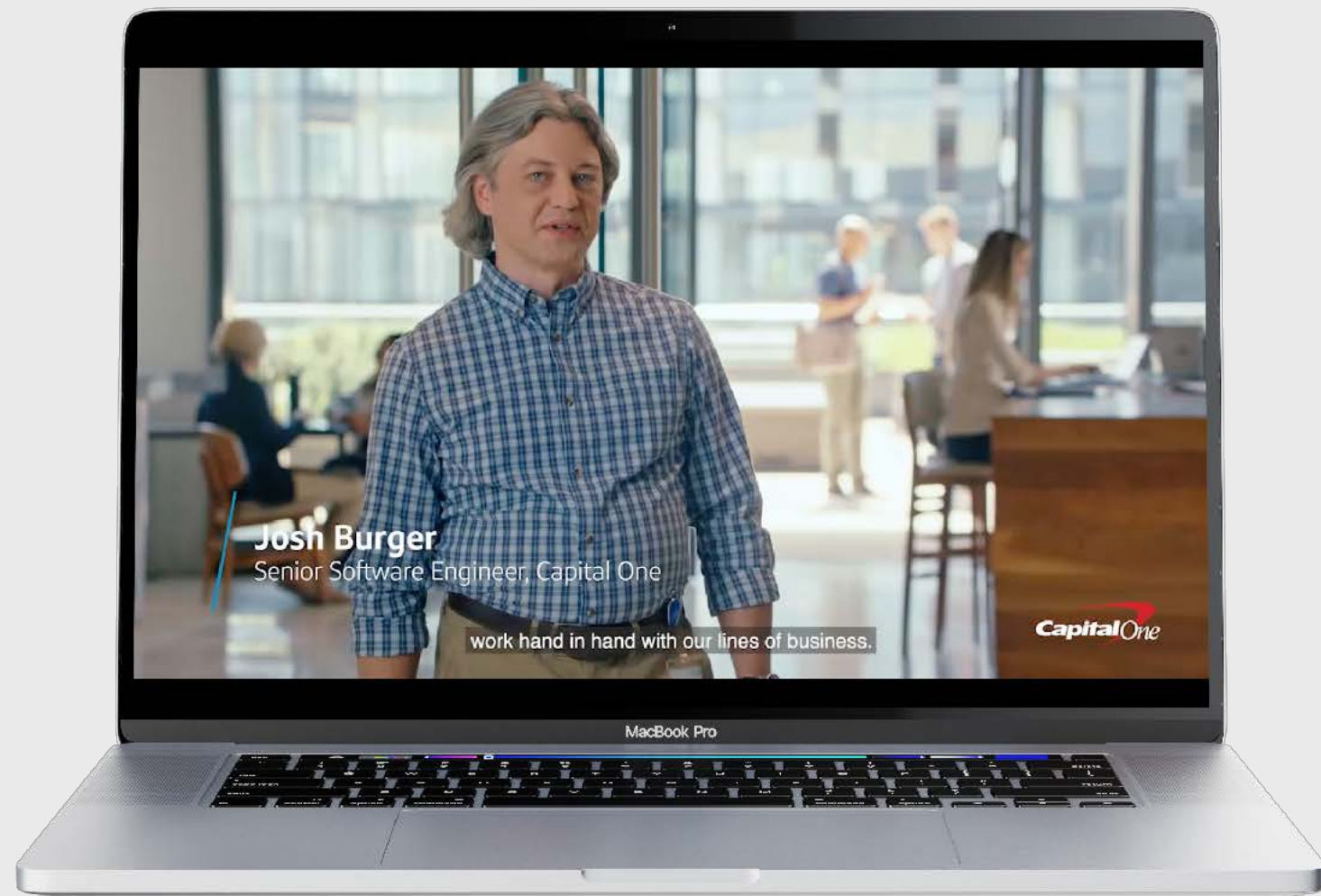
Post-Production

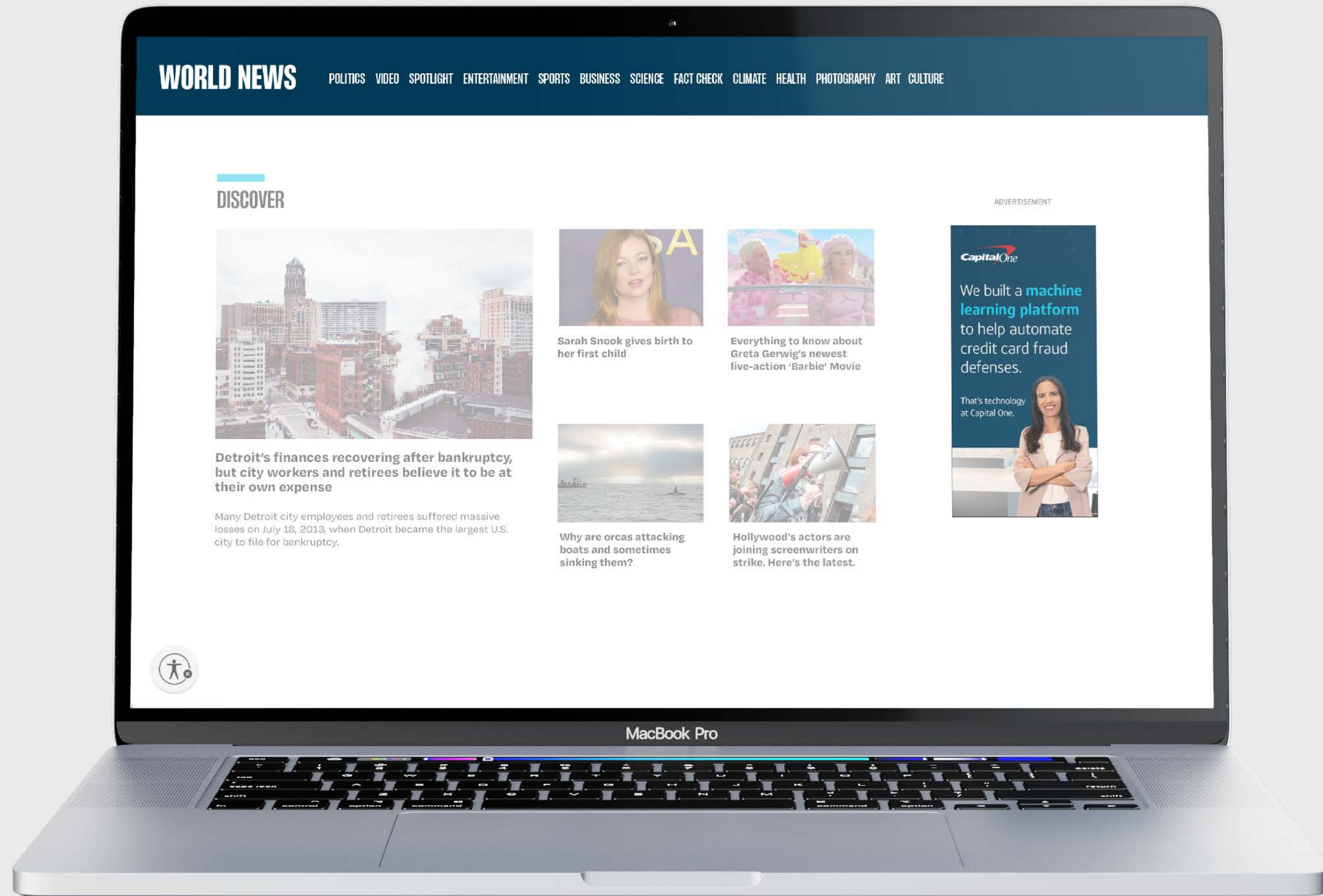
SITUATION

To build on their reputation as a tech innovator and to attract new talent in that area, Capital One asked us to showcase their teams' latest achievements. Their associates would explain how they were advancing technology that deposited paychecks faster, improved credit card fraud detection with machine learning, and made cloud data management easier for other businesses.

SOLUTION

We worked closely with Capital One to achieve a delicate balance with the strategy and messaging. It needed to inspire prospective talent to imagine the possibilities of a career there while also showing the real-life impact for consumers. Shooting multiple locations in the span of a week, we were able to tell the individual stories as part of a cohesive campaign and feature some of Capital One's top tech talent.






Machine Learning

We built a **machine learning platform** to help automate credit card fraud defenses.
That's technology at Capital One.



Early Pay

We optimized **payroll transaction flow** to help get customers direct deposits sooner.
That's technology at Capital One.



Slingshot

We built a **cloud data management solution** that could be your solution too.
That's technology at Capital One.

