

Be the next Anaplan customer video or story

Customer stories and videos showcase your success with Anaplan. They can also help you build excitement around new initiatives and recruit top talent. This document explains the production process for customer content and answers common questions.

Content formats

Public-facing Anaplan customer content can be a video, a written story, or both. Videos and stories explore the challenges your company faced pre-Anaplan, the solution you've built, and your success with Anaplan.

Videos are typically about 90 seconds long. One or two of your people tell your story in an abbreviated, high-energy format. Interviews are edited with other footage showcasing your business. Many of our customers provide this "b-roll," which helps make their videos special.

Written stories typically run 300 to 500 words. The write-up quotes your people, goes into depth about your solution and success, and includes business value metrics whenever possible. Written stories are illustrated with photographs showcasing your operations. As with videos, we like to use customers' photography so the story's visuals align with and support the customer's brand.

Finished and approved videos and customer stories appear on www.anaplan.com/customers. You'll find links to recent customer videos and stories at the end of this document.

Before we start

We'll meet with you and any stakeholders (such as Legal or Communications teams) to explain the process in detail, show examples of past work, and answer questions. We'll also inquire about b-roll and photography.

We also provide topics and questions to help you prepare for an interview. If you're filming a video, we'll share additional guidance on how to dress and what to expect.



Capturing the content

Video interviews are typically filmed at events such as Anaplan Connect. (Sometimes we will ask to film at your workplace.) Filming takes 45 minutes or less per person. Our video crew will put you at ease, guide you through the topics, and make the experience fun.

If there's no video, interviews are done remotely over Zoom or Teams. They take an hour or less, and customers are encouraged to have several people from their side on the call. We record and transcribe these calls to capture quotes and facts accurately.



Creating the content

Videos are edited by Anaplan's video agency using interview footage and b-roll. The video team adds music and graphics to create a beautiful, effective presentation.

Written stories are crafted from interview content. We sometimes also use other sources like your website, presentations you've given, your Anaplan account team and partners, or public sources like statutory reports. We include quotes from you and your colleagues in the story because we want to focus on your success.

Timelines vary depending on our workloads, but we try to have first versions ready for your review within a few weeks of the interviews.

Approving the content

We'll send you a link to review video drafts. You can ask questions, leave comments, and make corrections right on the video. Our video agency will edit the video to address your feedback, and we'll send you a new link to check the work.

For written customer stories, we'll send a PDF with the draft text and the photographs we propose to use with the story. (Sometimes we will send you a Word document without photos as the first draft.) You can mark changes and ask questions in the document and send it back to Anaplan.

We will iterate with you on both the video and customer story until all stakeholders are happy with the content. When everything meets your satisfaction, you approve the content with an email.

How Anaplan shares the content

Complete and approved videos and stories are posted on a dedicated page on www.anaplan.com/customers.

We will also share the content on LinkedIn. We may use your logo, quotes, and success metrics on other Anaplan websites and marketing campaigns.

Stories in PDF and PowerPoint formats are also created for our teams to share with prospects and customers.

Next steps

If you're interested in participating in a customer video and/or written story with Anaplan, or want more information, email customermarketing@anaplan.com or contact your Anaplan account team.

To grasp the style and intention of Anaplan's customer story content, we invite you to watch some videos and read some stories we've done with other customers. Here are some of our recent favorites:



Recent examples of customer stories



Industry: Consumer Products
Region: EMEA

<https://www.anaplan.com/customers/abinbev/>



Industry: Technology
Region: AMER

<https://www.anaplan.com/customers/autodesk/>



Industry: Professional
& Business Services
Region: AMER

<https://www.anaplan.com/customers/avanade/>



Industry: Automotive
Region: EMEA

<https://www.anaplan.com/customers/jaguar-land-rover/>



Industry: Industrial Manufacturing
Region: APAC

<https://www.anaplan.com/customers/konica-minolta/>



Industry: Consumer Products
Region: EMEA

<https://www.anaplan.com/customers/loreal/>



Industry: Insurance
Region: AMER

<https://www.anaplan.com/customers/marsh/>



Industry: Banking
Region: APAC

<https://www.anaplan.com/customers/mizuho-bank/>



Industry: Pharma & Life Sciences
Region: APAC

<https://www.anaplan.com/customers/novotech/>



Have questions? Want to learn more? Ready to get started?

Email us at customermarketing@anaplan.com