

Caxton makes financial services pop with unapologetic attention-grabbing videos

Time is of the essence when it comes to marketing. And leading fintech, Caxton, knows how to grab a customer's attention and keep it. But with a limited budget and tight timelines, the marketing team had a dilemma – how to create enough videos for social media to keep things fun and fresh without the huge production fees. By partnering with Morden Wolf, the team designed 46 engaging and informative videos to target three different audiences without breaking the bank. From 5-second vertical videos and LinkedIn shorts to its 'thought leadership' campaign, Caxton is hitting the right note with customers and getting more from its marketing spend.

24

Vertical videos

8

LinkedIn videos

14

Thought Leadership videos



Give me your attention and I'll tell you a great story. Isn't that what every content creator is telling you? Society may have swapped slow-burn for instant gratification, but this is a story that's worth telling properly.

Leading fintech Caxton wanted to make incredible, attention-grabbing content as quickly as possible. The team needed to tap into our love of quick thrills while leaving a lasting impression. That's no mean feat when everyone is competing to go viral and social media has trained us to scroll if we're not hooked in two seconds.

Before we tell you how they pulled it off, here's what you need to know about Caxton. Caxton's superpower is getting the right money to the right people at the right time. Think foreign currencies when you travel abroad, international payments with no hidden fees, money you can control from an app – and that's just B2C.

It also provides an API connected platform for B2B customers to plug and pay, manage payroll, supplier payments, international payments and expenses. With security and compliance done for you, their embedded systems mean less headaches for businesses and more time for them to focus on the customer.

So, how do you connect with these different audiences to educate, inspire, and influence? You hire Nate James and work with Morden Wolf.



“You get much more from your budget with virtual production. Morden Wolf takes great ideas and makes them better. I can’t speak more highly of the team.”

Lauren Smith
Chief Marketing Officer, Caxton

Making the impossible possible with virtual production

Caxton’s Chief Marketing Officer, Lauren Smith, needed to create as much great content for social media as her budget would allow. “Despite the tight budget, quality was really important. We didn’t want low-budget, in-office filming,” she explains. “We wanted to produce videos in lots of different settings without actually being in lots of different settings.”

In a suitably meta twist, Lauren found the answer on social media. As a follower of Morden Wolf, she learned about the possibilities of virtual production from its LinkedIn posts – in particular, how easy it is to create different locations, real or imagined, in post-production.

“I was expecting to only be able to create a handful of videos from our budget if we worked with a creative agency. The alternative was to shoot it ourselves, but we didn’t have the time, in-house creatives or knowledge to get it right first time,” said Lauren. “After a call with Rob it was obvious that his team could fill that void, and with their disruptive approach, we could create more than enough content in the right style and appropriate settings.”

Nate was hired to lead the project and took ‘hitting the ground running’ to a whole new level. As Caxton’s Creative Producer, he spent the second day of his new role sharing ideas with Morden Wolf, and day three in the studio.

“I was full of ideas when I met the team. Rob (Morden Wolf’s Founder and CEO) was amazing at reigning me in when I went too big and we worked together to bring a workable design to life,” he recalls.



Shooting in multiple locations without travelling to multiple locations

The team hit the studio to create 46 videos for three target audiences.

For B2C customers, Nate focused on travel. Each of the 24, 5-second shots shows an actor at home dreaming of going away. One split-second hair, makeup, and costume change later, they're rocking their best holiday outfit. Each script called for a separate wardrobe; Parisian shopping trip, cocktails in Miami, opera in Sydney – to name but a few. The CGI background was also updated with a relevant AI-generated portrait on the CGI wall, which brought more relevance to each script.

AI was also used for the voice over in the initial cut. This allowed the team to get a really good idea of what the final content would look and sound like and made it much easier to perfect the voice over script.

Engaging, fun, and impossible to scroll past. And because of the production's simplicity, it took just one day to shoot 24 videos in vertical format, with another day for editing.

“Using virtual production meant our budget went further. A lot of the props were digital, so we didn't have to do things like rehang picture frames and spend time making sure they lined up,” comments Nate. “You can play around more without running up costs – and if you don't like something you can just delete it.”



“The on-set flexibility and agility was astounding. While the entire project of 46 videos cost less than hiring an LED stage for just one day”

Nate James
Creative Producer, Caxton

To target the B2B market, Caxton needed to paint a bigger picture. Morden Wolf fixed up the team with a script writer and created eight short, 30-second ads optimised for LinkedIn. They tell quirky stories of how life is better for professionals with Caxton.

Take the worn-out schoolteacher for example. With the tap of his Caxton expense card, he swaps a pile of post-ski trip receipts to sort out for a steaming mug of hot chocolate. A mix of camera angles, virtual locations, and face acting make these informative, memorable, and interesting. To keep things simple and flexible, both the B2B and B2C shorts use voice overs rather than dialogue.

“Shooting all these videos from one studio was a huge cost saving. It was very easy to make small changes to the background while keeping a consistent, on-brand look and feel to everything we produced,” adds Nate.

Not to mention once again shooting in just one day with one more for editing.



Thought leadership, easily demonstrated in under a minute

Next came the Thought Leadership content. This series of 14 talking heads is designed to show the human side of Caxton. Five C-level executives spend 45 seconds explaining how one of Caxton's services addresses a common pain point in simple, relatable language.

The videos were shot with two cameras simultaneously and on a Caxton-branded virtual set over half a day. They were optimised for widescreen viewing on a PC and feature a mix of angles to keep the viewer hooked. Executives had a teleprompter to help them speak their lines naturally and with confidence.

All videos were delivered promptly and the team collaborated on edits to perfect them.

"Massive credit to Morden Wolf for keeping us on track and managing the project so well," says Nate. "I knew we were in good hands from the moment I walked into the studio, it was buzzing with creative energy."

The entire production cost for all three campaigns was the same as you'd pay to hire an LED virtual production studio for the day without any equipment. The project stayed on budget, but what did Lauren think when she saw the first cuts?

"I absolutely adore the content we've produced. You get much more from your budget with Morden Wolf. They take great ideas and make them better. I can't speak more highly of the team."

Morden Wolf is a flexible and affordable one-stop-shop for virtual production. Lauren went on to highlight the team's incredible support and the impressive capabilities of the technology, adding: "I wouldn't work with anyone other than Morden Wolf on our next video brief."