

The Explainers appointed by Kinetic Super

Australia's leading digital communications studio focused on explainer videos, infographics, and content strategy, The Explainers, has been appointed by industry superannuation fund Kinetic Super.

The Explainers was appointed to Kinetic Super's multimedia business following a competitive pitch, and will work alongside one of Kinetic Super's creative agencies, Naked Communications.

Managing director and founder of The Explainers, Matt Taylor said: "Financial services is an area full of complex, but extremely important information, and explainer videos are the perfect medium to convey that information in a simple, concise and user-friendly way".

Kinetic Super's Marketing Manager, Lynda Cavallera said "Super can be a complex category for most people. We're all for making super much easier to understand and help people make the most of their super. Partnering with The Explainers to help produce a suite of engaging multimedia content will help us to deliver this".

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ABOUT THE EXPLAINERS

The Explainers is Australia's leading digital communications studio focused on explainer videos, infographics and content strategy.

The Explainers helps its clients engage, inform and persuade, and loves partnering with companies that are progressive and strategic in their thinking. The Explainers has helped solve problems creatively for brands such as BT, NAB, Telstra, the Creative Industries Innovation Centre and Ray White.

Perhaps you should watch the explainer... www.theexplainers.com

ABOUT KINETIC SUPER

Kinetic Super is the industry fund that's passionate about keeping people connected to their super. For over 20 years, we've worked throughout Australia across various industry sectors. Today we manage \$2.4 billion in retirement savings and operate for the benefit of over 300,000 members.

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