

CASE STUDY



LINCOLN LEARNING SOLUTIONS

2,100 interactive videos were created in **6 weeks** once Lincoln Learning trained all of their instructional designers on Creatium's platform

From resource-intensive impossibilities to scalable, interactive learning experiences



Honestly, if it wasn't for Creatium, the thousands of interactive videos we're making simply would be out of the budget. But with Creatium, it's possible.

**-Charlie Thayer, Chief Academic Officer,
Lincoln Learning**

At a glance

When Chief Academic Officer Charlie Thayer discovered Creatium through a Forbes article, he saw an opportunity to not only create video—but create interactive learning experiences that were superior to typical videos on Khan Academy and Youtube.

What started as a pilot became a transformation:

Year 1: Created 600+ videos with a small team

Year 2: Scaled to 2,100 videos in just 6 weeks using 50 instructional designers, with a goal of **18,000 videos in a year**

Today: Serving grades 3-12 with a fundamentally new approach to content creation, video costs reduced by 95% compared to traditional methods.

Challenge

Lincoln Learning, a respected K-12 online curriculum provider, did the math. The numbers just didn't work.

Creating videos for each and every lesson was out of the question—let alone *interactive* videos.

Traditional educational video production required assembling teams of 10-15 people—writers, designers, animators, voice talent, editors, and project managers. Each video took at least a week to produce from concept to completion, with costs running thousands of dollars per finished minute.

Even if they could somehow overcome the production constraints, traditional video formats had their own limitations. Students passively watching lectures showed declining engagement rates, as attention spans continued to dwindle in the TikTok age. Static video content couldn't maintain attention or create the interactive experiences that modern learners expected. The format itself wasn't the ideal solution. So—what was?

Solution

When Lincoln Learning Solutions discovered Creatium through a Forbes article, they found technology that fundamentally changed the equation.

Instead of a team of people and weeks of production, Lincoln's instructional designers could now create professional educational videos independently. The platform's AI-powered lesson builder meant they could upload their existing content and watch them transform into polished, narrated videos within minutes.

Speed without sacrifice

What set this platform apart was how it maintained Lincoln's quality standards while dramatically increasing speed. The automated design and drafting features ensured brand consistency across thousands of videos. AI-generated imagery eliminated lengthy searches for appropriate visuals. Professional narration happened instantly through advanced AI voices, with pronunciation tools handling even complex scientific terminology.

From passive to interactive

The real breakthrough wasn't just production efficiency—it was student engagement, beyond having them watch yet another YouTube video. Lincoln could now integrate interactive elements directly into their videos: knowledge checks, flashcards, scenario-based questions, and simulations. Students weren't just watching anymore. They were actively participating. Engagement measurements were now on the table.

Scaling the impossible

The collaborative features meant Lincoln's 50 instructional designers could work simultaneously, sharing resources and maintaining consistency across grade levels. The built-in content library helped them organize thousands of videos with automatic tagging and descriptions. Integration with their existing LMS meant smooth deployment without disrupting their established systems.

Results

Lincoln Learning Solutions' implementation of Creatium delivered transformative outcomes across every metric that mattered.

The production velocity changes were immediate and dramatic. In their first year, Lincoln created over 600 interactive videos with just a small pilot team. By year two, they had scaled to producing 2,100 videos in only six weeks using 50 instructional designers. At their current pace, they're on track to create more than 18,000 videos annually. What once took 4-6 weeks per video can now take less than two hours.

Costs per video decreased as much as 95%—without compromising on quality.

While it's still too early to measure the full impact on test scores and academic outcomes, the initial indicators are promising. Student engagement with the interactive videos has been positive. Students themselves have expressed that they enjoy the videos and find them more engaging than text-based content—a critical first step toward improving learning outcomes.



From an operational perspective, the transformation was revolutionary. The cost per video decreased by 95%—without compromising on quality, eliminating the need for external production teams entirely.

What's ahead

Lincoln Learning Solutions' success story points to a fundamental shift in educational content creation. When instructional designers are empowered with AI tools, the impossible becomes routine. When static content becomes interactive, passive learners become active participants.

This evolution suggests that the future of education isn't about choosing between human expertise and technology, it's about combining them in ways that multiply their impact. As more educational publishers follow Lincoln's lead, we're witnessing the democratization of high-quality educational video content.

The question is no longer whether K12 publishers can afford to create engaging, interactive content. It's whether they can afford not to.

Despite the massive increase in production speed, Lincoln maintained consistent quality across all grade levels and subjects. Perhaps most importantly, they gained the ability to rapidly update video-based curriculum in response to changing educational standards—something that would have been out of reach without this technology. 📖



Lincoln Learning Solutions continues to expand their use of Creatium's technology, discovering new ways to create engaging educational content while maintaining their commitment to academic excellence.