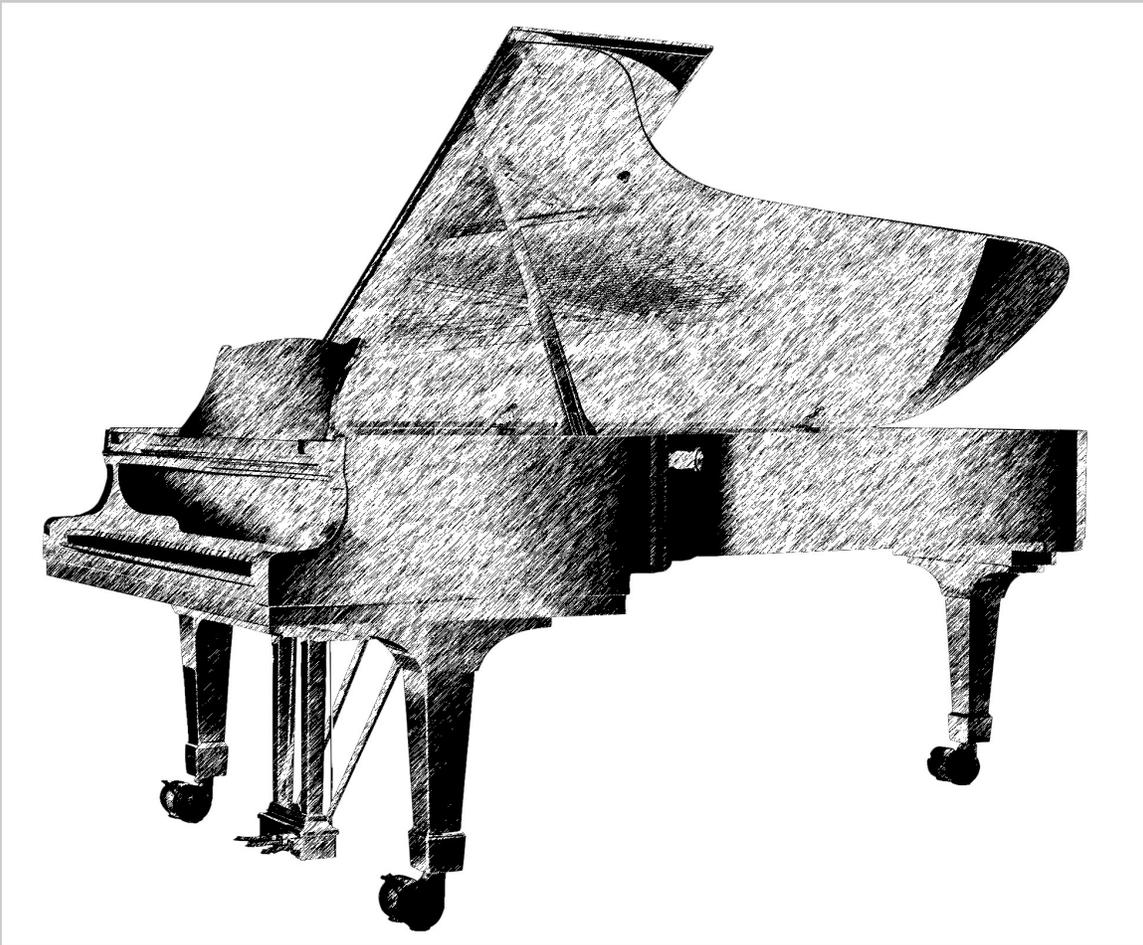


How The Piano Guys worked with Ydraw to get Instant Results



A group of musicians that received 970 likes in 6 minutes and 500,000 views within a couple hours of uploading their video.

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[Backstory](#)

The Piano Guys are a group of musicians based out of St. George, Utah. A piano shop owner was looking for a new marketing idea for his product and was also interested in viral videos. A few musicians later, and they were creating their own amazing music and videos. They've been an Internet phenomenon ever since.

[The Opportunity](#)

The Piano Guys wanted to create a video for their new cover "Story of My Life" arranged by One Direction. The idea was to incorporate sketches mixed with live footage to help tell the story.

[The Idea](#)

So how did The Piano Guys come up with this concept? This is what they had to say about it on their website:

As we began our arrangement of One Direction's "Story of My Life" we wanted it to feel like each note of the music was a word in a vivid story being told. When writing a song sometimes you just need a little spark. The catalyst came from a piece of classical music – one that had such a "storybook feel" to it that we gleaned inspiration from it.

[The Constraint](#)

We love being apart of creative videos and the end result is always worth it. However, this video stretched us a bit. It was a good experience for everyone involved. People were pushed out of their comfort zones to try new things and we loved the results.

[The Result](#)

The Piano Guys were very happy with how the video turned out. They received 970 likes in 6 minutes and 500,000 views within a couple hours of launching their video.



Ydraw wants to tell your story. We are an Explainer Video Company that loves creating inspiring videos.

Ydraw + Your Message = Amazing Results

Are you ready to get started?

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