



Animated Video Production for Human Rights NGO

PROJECT DETAILS

 Video production

 Dec. 2021 - Feb. 2022

 Confidential



"Motionify's patience made my work a lot easier."

PROJECT SUMMARY

Motionify produced an informational 6–7 minute animated video for an international NGO – they completed the audio mixing and editing. However, the client provided the script that fit their content requirements.

PROJECT FEEDBACK

The client uses the video Motionify created with their internal team – the video perfectly communicates their organization's mission. Motionify's team was patient and applied the client's feedback well, although the changes did delay the project. The partners communicated through Google Meet.



The Client

Introduce your business and what you do there.

I'm the media relations lead for an international NGO.

The Challenge

What challenge were you trying to address with Motionify?

We were looking to hire an animation company to produce a video for us.

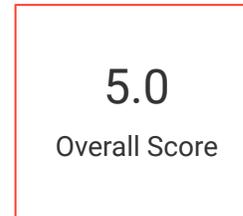
 Media Relations Lead, Human Rights NGO

 Legal

 501-1,000 Employees

 India

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

Motionify produced a 6–7 minute informational animated video. Initially, Motionify's team developed a script, but in the end, we utilized one my in-house team created. We were very particular about our voice-over and content requirements. Once the script was finalized, Motionify turned it into an animated video – their team handled all of the audio mixing and editing.

What is the team composition?

I worked closely with Saravanan (Co-Founder & Head of Creative), but 4–5 teammates were on several of our project calls.

How did you come to work with Motionify?

I found Motionify through a Google search – their reviews and portfolio were good.

What is the status of this engagement?

Our partnership with Motionify was from December 2021–February 2022.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The video Motionify produced perfectly communicates our organization's mission. We primarily use the video internally.





How did Motionify perform from a project management standpoint?

Motionify was very patient and applied our feedback well, although our changes delayed our project. We typically communicated through Google Meet.

What did you find most impressive about them?

I was pleased with how patient Motionify's team was. We made many changes to the video throughout the project, but they accommodated us. Motionify's patience made my work a lot easier.

Are there any areas they could improve?

Motionify needs to improve the quality of their animations – their videos are good quality, but could be great.

Do you have any advice for potential customers?

I'd suggest customers hire Motionify.

