



# Animated Video Production for Financial Services Company

## PROJECT DETAILS

 **Video production**

 **Apr. - May 2022**

 **Less than \$10,000**



*"I was impressed with how quickly Motionify understood our brief and started working on our project."*

## PROJECT SUMMARY

Motionify produced an animated video series for a financial services company. They discussed the client's requirements before proceeding with the production.

## PROJECT FEEDBACK

Motionify successfully completed the project despite a tight timeline, and the quality of their work received positive feedback from stakeholders. Their communicative and responsive approach resulted in a seamless collaboration process. Overall, they were creative, fast, and professional.



## The Client

Please describe your company and your position there.

I am the production manager for a financial services company.

## The Challenge

For what projects/services did your company hire Motionify, and what were your goals?

We wanted to create a longform animated video series to communicate our new course offerings to clients. Motionify were tasked with bringing this animated vision to life, without them we would not have been able to launch our new product.

 Post-Production Manager, Fitch

 Financial Services

 10,000+ Employees

 London, United Kingdom

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

How did you select this vendor and what were the deciding factors?

Having assessed the other options available to us, motionify had the strongest body of work and their prices were great value for money.

Describe the video(s) and the process in detail, including the project steps and all stages of production.

We arranged a kick off meeting and established the requirements we needed from motionify. the timeframe for delivery became squeezed but motionify were always adaptable in order to deliver to us on time.

Who did you work with and what was the feedback process like?

Feedback came from internal stakeholders that was passed directly onto motionify. motionify were able to take this feedback on board and re-deliver in a very fast fashion.

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

The project was a success, the feedback from our clients have been extremely positive. the overall quality is a step up from our last project which motionify was not involved with.





## Describe their project management style, including communication tools and timeliness.

Motionify were always contactable, they gave clear communication with how each section of the project was going.

## What did you find most impressive or unique about this company?

I was impressed with how quickly Motionify understood our brief and started working on our project.

## Are there any areas for improvement or something they could have done differently?

I feel the project went well and the overall outcome was what we set out to achieve.

