



# 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.

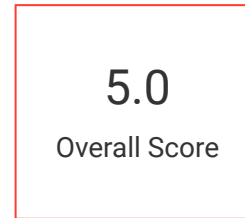
 Media Relations Lead, Human Rights NGO

 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.

