



Promotional Video for Data Supplier

PROJECT DETAILS

 Video production

 Oct. - Nov. 2019

 Less than \$10,000



"Their service was great and the price was really affordable."

PROJECT SUMMARY

Motionify created an explainer video for one of a data providers' clients. They worked with an existing script, built a storyboard, and handled all filming and post-production, including editing and animation.

PROJECT FEEDBACK

Though the final video was not used by the client, Motionify provided solid work at a very reasonable price. Their team was easy to communicate with, despite any location differences, and the collaboration ran smoothly and on schedule.



The Client

Introduce your business and what you do there.

I am the former growth marketing manager for a data provider that owns a number of different brands. I was responsible for marketing for small startup companies under the business.

The Challenge

What challenge were you trying to address with Motionify?

We wanted explainer videos for one of the brands I was working for. We had built a SaaS tool for the client and it was unique to us, so we wanted to explain how the feature worked through a video.



Rebecca Robinson
Growth Marketing Manager, Data Supplier



Advertising & marketing

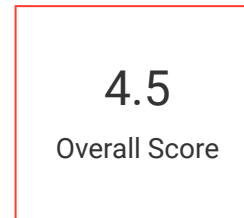


51-200 Employees



United Kingdom

CLIENT RATING



Quality: 4.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

I wrote the script and they came back with a storyboard, which we went through together and I provided a bit of feedback on. Then, they made amends to it and worked with us until we were happy with the storyboard. From there, it went on to production, which they handled fully. All of the editing and post-production was managed by their team, including the animation and text within the video.

What is the team composition?

I believe I worked with one person from their team.

How did you come to work with Motionify?

I think a sales email they sent to my boss was forwarded to me. I had a look at their website and decided to give them a call.

How much have you invested with them?

I believe we spent £750 (approximately \$1,000 USD).

What is the status of this engagement?

We worked together from October–November 2019.

The Outcome

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

We were supposed to show the video at an event, but we didn't end up using it. We had planned to use it but made a last-minute change. However, their service was great and the price was really affordable. Even though we were looking for something cheap and quick, the video and the animation were okay.





How did Motionify perform from a project management standpoint?

They used a video conferencing software and we had regular conversations and calls as needed. The project manager was clear about the schedule and whenever my input would be needed. We didn't have any language barriers and they were always really responsive over email. From a project management perspective, they were great.

What did you find most impressive about them?

I was initially concerned about communication barriers since they weren't based in the UK, but we didn't experience any problems at all. Service-wise, they were excellent. Quality-wise, it wasn't amazing but they certainly delivered value for the money spent.

Are there any areas they could improve?

It's difficult to say, but for the price we paid, we got a good value. If they raised their prices, the quality would have to improve, but I don't have any criticism.

