



Creating Stories that Move the World

# **Video Production for Research Services Provider**

Case Study  
**June - Sep 2022**

[motionify.co](https://motionify.co)

## THE PROJECT

Video Production  
Less than \$10,000  
June - Sep 2022

## PROJECT SUMMARY

Motionify was hired by a research services provider to produce an animated video describing the concept of citizen science. They created the storyboard, animations, and infographics and handled the voice over.

4.5



Quality <small>SERVICE &amp; DELIVERABLES</small>	4.5
Schedule <small>ON TIME / DEADLINES</small>	5.0
Cost <small>VALUE / WITHIN ESTIMATES</small>	5.0
Willing to Refer <small>NPS</small>	4.5



I was impressed with Motionify's work considering the complexity of the topic

Lea Nacache

Communications Coordinator, I-DAIR

Sep 21, 2022

## FEEDBACK SUMMARY

The client praised the final deliverables, ensuring the project's success. Motionify was a timely, responsive, flexible, and efficient partner. They impressed with their receptiveness to client input and feedback and their strong understanding of the topic and the client's business

## THE REVIEWER

**Lea Nacache**

**Communications Coordinator, I-DAIR**

Industry- Nonprofit  
location - Geneve, Switzerland  
Employees - 11-50 Employees

## CLIENT'S BACKGROUND

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### **Please describe your company and your position there**

I am the Communications Coordinator for I-DAIR, a global platform to foster inclusive, responsible and impactful research into digital health and AI for health.

## OPPORTUNITY / CHALLENGE

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

We hired Motionify to produce an animation video to explain the concept of citizen science to an audience of rural and marginalized communities within the framework of needs assessment research. From the video, a set of infographics also had to be created.

# SOLUTION

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

We selected the vendor following a benchmarking process, with the main criteria being the budget..

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

Script revision, storyboard, visual production, animation, English voice-over

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

I was working with Saravanan from Motionify. The process was smooth, the team was very responsive and eager to fit our requirements

# RESULTS & FEEDBACK

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

The outcomes are highly satisfactory, we are happy with the animation and the infographics.

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

The team was very timely, responsive and efficient. They handled our suggestions and commentaries really well, always looking to fit as close as possible to our expectations

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

I was impressed with Motionify's work considering the complexity of the topic. The complex nature of the subject caused some difficulties at the beginning, but everything was solved quickly and the product is up to our expectations

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

Something to improve would have been to consider the targeted audience a bit better in terms of representation in the video. We addressed this point with Motionify and everything was solve in the end.



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**THANK YOU !**

Soure : Clutch

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