



Creating Stories that Move the World

# Video Production for Technical Research Company

Case Study

**Dec 2022 - June 2023**

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

# THE PROJECT

## Video Production



# 5.0



## PROJECT SUMMARY

A technical research company hired Motionify for video production. The team made a video for a country's government for AI public education

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



The content produced was of good quality and gained good reach

Anjali Raja

Content & Research Associate, Technical Research Co

Jun 11, 2023

## FEEDBACK SUMMARY

Motionify produced good quality content, which got good exposure and appreciation. Motionify's team was punctual, communicative, and responsive to feedback via virtual meetings and email. The client highlighted the team's constant updates

### THE REVIEWER

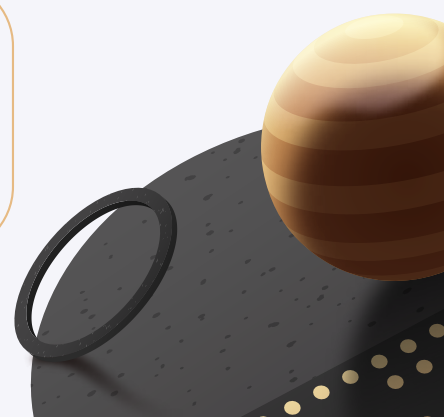
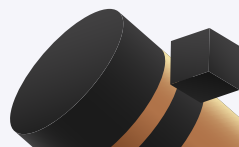
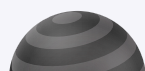
**Anjali Raja**

Content & Research Associate, Technical Research Co

Industry- Software

location - India

Employees - 201-500 Employees



# CLIENT'S BACKGROUND

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

I am the Content and Research Associate of a technical research company

## **Describe what your company does in a single sentence.**

Technical Research

# OPPORTUNITY / CHALLENGE

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## **What specific goals or objectives did you hire Motionify to accomplish?**

Video Production & Animation

# SOLUTION

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### **How did you find Motionify?**

Online Search

### **Why did you select Motionify over others?**

Pricing fit our budget

Company values aligned

### **Describe the scope of work in detail. Please include a summary of key deliverables.**

The video was produced for the government of a country.

The video gained good reach among the public, and will be used for educating public about Artificial Intelligence

# RESULTS & FEEDBACK

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● **What were the measurable outcomes from the project that demonstrate progress or success?**

Update was provided at every stage. The content produced was of good quality and gained good reach. Everyone who watched the video appreciated the work

● **Describe their project management. Did they deliver items on time? How did they respond to your needs?**

Everything was updated on time. Feedbacks were taken care off at all the stages and ensured timely delivery of the content

● **What was your primary form of communication with Motionify?**

Virtual Meeting

Email or Messaging App

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

The team ensured feedbacks were incorporated.

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

Not that I can think of



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**THANK YOU !**

Soure : Clutch

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

