



Creating Stories that Move the World

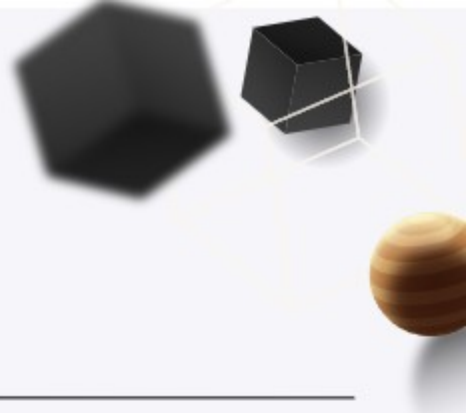
# Video Production for Digital Agency

Case Study  
**June 2023**

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



# PROJECT BRIEF



## PROJECT DETAILS

Video Production

## PROJECT SUMMARY

Motionify produced an animated video for a digital agency. The goal was to promote an end client, explain their services, showcase their brand, and feature happy customers to increase engagement



### Client's Review

Their ability to create visually appealing animations, smooth transitions, and seamless elements was impressive

## FEEDBACK SUMMARY

The client was satisfied with the video's performance, which received high engagement from the target audience. Motionify delivered on time and communicated regularly to ensure the project advanced smoothly. Overall, they were prompt and stood out for their technical expertise

## CLIENT'S RATING

5.0

Overall Score



Quality	5.0
Schedule	5.0
Cost	5.0
Willing to Refer	5.0

## CLIENT'S BACKGROUND

01

Please describe your company and position.

I am the Digital Marketing Manager of Glint Creatives Pvt. Ltd

02

Describe what your company does in a single sentence.

Glint Creatives is a digital agency that provides a wide range of services, including web design and development, logo design, brochure design, digital marketing, mobile app development, and domain hosting, to enhance businesses' marketing communication and strengthen their brand

### THE REVIEWER

**Digital Marketing Manager,  
Glint Creatives Pvt. Ltd**

Satheesh Kumar

Industry - Advertising & marketing

Location - Chennai, India

Staff - 11-50 Employees

## THE CHALLENGE

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

01

Creating engaging and visually appealing animated videos

02

Increasing viewer engagement and retention by using captivating animations



# CLIENT'S APPROACH

## 01 How did you find Motionify?

Online Search

## 02 Why did you select Motionify over others?

1. High ratings
2. Close to my geographic location
3. Pricing fit our budget
4. Good value for cost
5. Company values aligned

## 03 How many teammates from Motionify were assigned to this project?

2-5 Employees

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

**Objective:** The main objective of the video is to promote KST Promoter, a real estate promoter in Chennai, by explaining their services, showcasing their brand, and featuring happy customers.

**Video Concept:** The video will be designed to effectively communicate the key features and benefits of KST Promoter's services. It will incorporate video cuts, showcasing various aspects of their projects and services

**Voiceover:** The video will include a Tamil voiceover to cater to the target audience in Chennai and ensure effective communication in the local language

**Branding:** The video will prominently feature the branding elements of KST Promoter, including their logo, tagline, and other visual representations of their brand identity



05

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

**Service Explanation:** The video will include clear and concise explanations of the services offered by KST Promoter, highlighting their unique selling points, value proposition, and any special features or benefits they provide to their customers

**Customer Testimonials:** Happy customers will be featured in the video, sharing their positive experiences and testimonials about KST Promoter's services. This will help build trust and credibility among potential customers

**Deliverables:** The key deliverables for this project will include

1. A high-quality brand video for KST Promoter
  2. Incorporation of video cuts to effectively showcase the services and projects of KST Promoter
  3. Tamil voiceover to cater to the local audience
  4. Clear explanations of the services provided by KST Promoter
  5. Inclusion of customer testimonials to enhance credibility
  6. Integration of KST Promoter's branding elements, such as their logo and tagline, throughout the video
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## THE OUTCOME

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

Video Engagement Metrics: By analyzing video engagement metrics, such as the average watch time, click-through rate, likes, comments, and shares, you can assess the level of audience engagement with the video content. Higher engagement indicates a successful video that resonated with the target audience

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

Timely Delivery: A professional company like Motionify would strive to deliver the agreed-upon items within the specified timeline. They would set clear deadlines for each phase of the project, including animation production, voiceover recording, and editing. Regular communication and updates are essential to ensure progress is on track and any delays are promptly addressed

### **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?**

Technical Expertise: Companies with advanced technical skills and expertise in video animation techniques, software, and tools can deliver high-quality and professional results. Their ability to create visually appealing animations, smooth transitions, and seamless elements was impressive

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

No



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**THANK YOU !**

Soure : Clutch

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