



Creating Stories that Move the World

# **Animated Video Production for Human Rights NGO**

Case Study  
**Dec 2021- Feb 2022**

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

## THE PROJECT

Graphic Design  
Video Production

## 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

5.0



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



**Motionify's patience made my work a lot easier**

Media Relations Lead, Human Rights NGO

Apr 1, 2022

## FEEDBACK SUMMARY

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 REVIEWER

### Media Relations Lead, Human Rights NGO

Industry- Legal  
location - India  
Employees - 501-1,000 Employees

## CLIENT'S BACKGROUND

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### **Introduce your business and what you do there**

I'm the media relations lead for an international NGO.

## OPPORTUNITY / CHALLENGE

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### **What challenge were you trying to address with Motionify?**

We were looking to hire an animation company to produce a video for us.

# SOLUTION

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## ● **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



## RESULTS & FEEDBACK

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### ● **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.



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**THANK YOU !**

Soure : Clutch

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