

Video Production for IT Services Company

PROJECT DETAILS

 Content Marketing

 Nov. 2020 - Apr. 2021

 \$10,000 to \$49,999

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"The Exaltus team should be your first call!"

PROJECT SUMMARY

Exaltus produced three explainer videos for an IT services company. They determined which features were best to communicate. They also prepared the script and the storyboard.

PROJECT FEEDBACK

The videos increased the client's social media presence, and the client received additional support. Exaltus delivered videos that support and educate in equal amounts. They worked and accommodated all the challenging timelines of the company. In the end, the client was impressed with their service.

The Client

Please describe your company and your position there.

I am the Operations Manager at Breton SmarTek, a company that provides communication systems for emergency services and long-term care.

The Challenge

For what projects/services did your company hire Exaltus?

We hired Exaltus to produce three explainer videos. Our fire services product is complex and multi-layered and we needed a simplified but effective message that would explain the core concepts of the product.

What were your goals for this project?

Our goals were to create three short videos that would explain each aspect of our product. It was imperative that the message be short but effective...and created in such a way that a diverse number of fire departments would be able to see themselves using our software. Career vs. volunteer fire departments, as well as rural vs. urban have different challenges they are trying to solve. It was critical that the same message be equally effective for both.



Karen Gillis
Operations Manager, Breton
SmarTek Inc



IT Services



1-10 Employees



Sydney, Australia

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you select Exaltus?

We have a particular idea in mind when we began our search for production company. We wanted a company with a demonstrated history of success but that was small enough that we would be able to deal directly with the creator. And, if it was at all possible, we wanted to have a company led by women.

Describe the scope of their work in detail.

Exaltus designed the story board and script for each video. In order to do this, they had to first learn how our systems worked and, most importantly, learn how they are used by different fire departments. Once they acquired the the information on how our systems worked and how fire departments operate, they had to determine which features would be best communicated in video format and which would be the most impactful. These initial steps required considerable dialogue between Exaltus and us, during which we were supported well by Exaltus staff. Once the script and story board were prepared, Exaltus put together a creative team that consisted of artists and voice actors to bring the script to life.

What was the team composition?

We worked closely with the owner of the company, who is also the primary animator. She coordinated the actors and artists and served as an interface for our project.

The Outcome

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

The videos have increased our social media presence and have added support to the ways we much do business in the middle of a pandemic crisis.



How effective was the workflow between your team and theirs?

The workflow between their teams and ours was seamless. Throughout the period of the project, it felt very much like we had new employees with skills in content creation and branding. The Exaltus team are skilled communicators and were quickly able to become the newest members of the BST team.

What did you find most impressive about this company?

AS an award-winning company, we knew Exaltus would deliver a quality product. The most impressive thing of our experience with Exaltus was the incredible level service delivered consistently from the start of the project to the end. They worked with us to accommodate some challenging timelines and worked tirelessly to ensure our comfort throughout the process. They created a collaborative process that supported and educated in equal amounts.

Are there any areas for improvement?

Not one! From the start to the finish, we were supported. The Exaltus team made suggestions that improved the process throughout...and continued to support us as we launched the videos they produced. An incredible experience we are sure to repeat. If you want to rent a content creation specialist for your team...one that will like a long-term employee...The Exaltus team should be your first call!