

Animated Video Production for Government-Funded Project

PROJECT DETAILS

A Video production

B Apr. - May. 2022

C Less than \$10,000

D *"The Exaltus team really heard our feedback and integrated it into their work in a timely and sensitive way."*

PROJECT SUMMARY

Exaltus designed and produced a whiteboard animation in both French and English for a government-funded project. They created the storyboard, crafted the animation slides, and synched it to the final product.

PROJECT FEEDBACK

After a day of posting the video on their website and YouTube channel, the client received positive feedback from their target audience. Moreover, a large union organization requested to use the video at an upcoming conference. Overall, the explainer video from Exaltus produced impressive results.



The Client

Please describe your company and your position there.

Parity and Politics is a government funded project to increase women's participation in politics in Canada. I am the project manager.

The Challenge

For what projects/services did your company hire Exaltus, and what were your goals?

We contracted the makers at Exaltus to design and produce a whiteboard animation explainer video for the campaign in both French and English.

E Project Manager,
Informed Opinions

G Nonprofit

H 1-10 Employees

F Ottawa, Ontario

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 this vendor and what were the deciding factors?

We selected this vendor based on their online portfolio and then on the responsiveness, flexibility and enthusiasm the owner of the company demonstrated over the course of initial meetings.

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

We began by writing a script which we then reviewed and revised with Exaltus. They then put together a story board based on that script. From there, we were asked to choose animators and then some initial drawings were produced that we approved for the style the video would take. They then created the animation slides and sent those for approval.

Based on those approved slides, they did the computer renderings of those drawings then incorporated those into the full animated video. We were consulted at every step of the animation journey. We had voice over talent to record the script, however Exaltus has a range of excellent VO talent clients can choose from. Once the voice over was done, Exaltus synched it to the video for the final product.

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

The Exaltus team was incredibly responsive throughout the entire process and shared content with us on online platforms that were easy to access and manage.



The Outcome

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

Within a day of posting our content to our website and YouTube channel we had tremendous feedback from our target audience and scores of clicks. People love it. We were asked if a very large union organization could use the video at their upcoming conference and of course, we said yes. We will also share it with academics /instructors at colleges and universities who may wish to incorporate it into their curricula.

Describe their project management style, including communication tools and timeliness.

The project management style is open, flexible and highly responsive. The Exaltus team really heard our feedback and integrated it into their work in a timely and sensitive way.

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

Attention to detail and the effort in communications packages, including a final digital product package suite for each version of the video was just above and beyond.

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

There is nothing about working with Exaltus that left us wanting. We consider their videos the crown jewels of our campaign. We are proud to have partnered with them.

