

# Government Animation via Marketing & Advertising Company

## PROJECT DETAILS

- A Video production
- B June 2021 - Sep. 2022
- C \$10,000 to \$49,999
- D *"They mastered the storytelling approach even when the subject matter was complex."*

## PROJECT SUMMARY

A publishing company wanted to produce a video that took complex and tedious content and made them engaging, informative, and easy to understand. They chose Exaltus to help with the project.

## PROJECT FEEDBACK

Exaltus successfully delivered the video, enabling the government organization to seamlessly present it to a broader audience, such as the new employee onboarding program. The team promptly and responsively collaborated on the solution. Moreover, they delivered what they promised, respecting the discussed budget.



## The Client

Please describe your company and your position there.

I'm VP General Manager of an advertising agency.

## The Challenge

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

We hired Exaltus to produce a video for one of our government clients. It was part of a strategy that required finding a way to communicate a complex subject in a simple manner and the white board video concept was the ideal solution.

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 were highly recommend by somebody who had already worked with Exaltus. The deciding factor was the storytelling approach to the project they provided.

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

We started by reviewing all key documentation, we then had a working session to answer questions and communicate expectations. A timeline was agreed upon. Exaltus has a great web tool that allows you to follow the development of the project at every stage from conception to animation.

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

The feedback process was easy especially being able to track project progress online. Exaltus response time and turn around was quick. They understood our feedback and always came back with options. Open communication and collaboration helped avoid any roadblocks.



## The Outcome

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

The video was a success. It was used internally to communicate a new important strategy, the format of the white board video succeeded to socialise the new vision to a large audience. Due the positive feedback the video is now included in the onboarding program for all new employees.

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

Very collaborative, responsive, friendly, always in solution mode. Tools were easy to work with. Timing was always respected.

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

They do their homework. They take the time to read all the client materials, understand what the objective of the communication is. They mastered the storytelling approach even when the subject matter was complex. The video need to be produced in two languages, this was planned out from the beginning in order to not have to produce new animation and therefore be more cost efficient and respect the budget envelope.

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

We were very satisfied with their approach and process throughout the whole project.

