

# Government animation via Publishing Company

## PROJECT DETAILS

- A Video production
- B Jan. 2019 - Ongoing
- C \$10,000 to \$49,999
- D *"I was impressed by how professional and seamless the whole process was."*

## 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

The company's government client liked the video that the Exaltus team helped produce that they commissioned several more to be made. The company's internal management was most impressed by how quickly and seamlessly the team went through each step of the process, proving the efficiency of their system.



## The Client

Please describe your company and your position there.

I am the Vice President of Content. Our company produces books and apps for the US market.

## The Challenge

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

We used Exaltus to create whiteboard videos for us. The challenge was to synthesize complex, tedious content into an engaging, informative and easily digestible video.

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 chose Exaltus because we had seen the work they had done for other clients and we recognized that the videos they produced were unique and high quality. Also their reputation as a company is very strong so we knew they would be a valuable partner.

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

Exaltus broke down the video production process into 5 clear steps. They helped us explain these steps to clients by providing a presentation we could use and also a progress report website. It was very helpful!

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

We worked with the founder of the company. She was open and receptive to all feedback and really worked with us to create projects that the clients loved.



## The Outcome

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

The client(s) liked the initial videos that we produced so much that there are several more that have been commissioned.

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

The project manager kept us informed of her progress at all times, even providing a website we could log into to see how things were going. She responded to emails almost immediately.

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

I was impressed by how professional and seamless the whole process was. I didn't have to chase after anyone, the project moved through each of the steps quickly and easily. And this is despite our client being quite demanding! Exaltus keeps working on improving their systems and processes which I find impressive.

There are many companies that produce whiteboard videos - but the quality of the ones that were produced for us by Exaltus was top of the line.

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

There's nothing that I would change. We hope to have a long and fruitful relationship with them!

