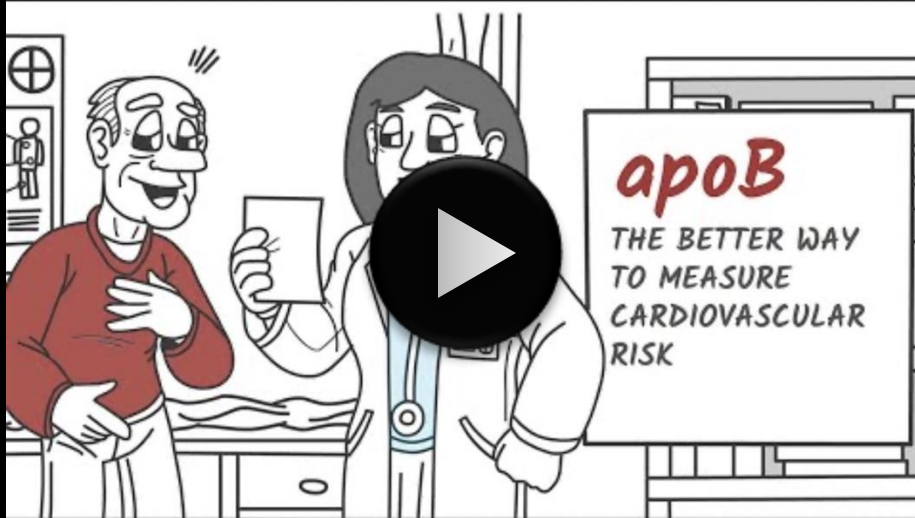


EXPLAINER VIDEO FOR THE RESEARCH INSTITUTE OF THE MCGILL UNIVERSITY



✓ Verified by **Clutch**

PROJECT DETAILS

- A** Video Production
- B** Jan. - Mar. 2022
- C** \$10,000 to \$49,999
- D** *I was also really impressed by their kindness and how professional the experience was.*

PROJECT SUMMARY

Exaltus produced an explainer video for the Research Institute of the McGill University Health Centre, explaining a medical concept that would be accessible to health care providers. They provided a draft script for the video animation.

PROJECT FEEDBACK

Exaltus successfully produced the animated video, and the client presented the animation to cardiologists and other experts.

They gained extremely positive feedback and enthusiasm for the next video's launch.

Throughout the engagement, the team was outstanding and quick in responding to the client.

THE CHALLENGE

THE CLIENT

Please describe your company and your position there.

I am a physician at a tertiary care centre in Canada.

E Physician, McGill University

F Healthcare

G 5,001-10,000 Employees

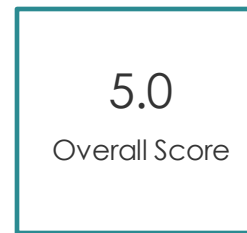
H Montreal, Quebec

THE CHALLENGE

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

We were hoping to create an approachable video to explain a challenging medical concept that would be accessible to health care providers that are not experts in the field.

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

THE SOLUTION

How did you select this vendor and what were the deciding factors?

We chose this vendor because they were known to be incredibly professional and effective in creating videos that explained concepts clearly.

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

We started with a draft script of what we hoped to present which Carole really helped us make as clear and concise as possible. We then worked on animation and went back and forth in making the video portion really show what we wanted.

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

We worked with Carole on this project and she was fabulous in helping us create an approachable and clear way of telling our story.

She was very quick about getting information back to us and the feedback process was really smooth and really positive.

THE RESULTS & FEEDBACK

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

We showcased this project to a number of cardiologists and experts in the field of lipids within medicine and they thought it was excellent.

The most important question that came about was "when will the next video come out" so that we can learn more. This was felt to be an excellent video to help trainees understand this concept.

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

The communication throughout this whole project was excellent, respectful, prompt, and kind.

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

I was most impressed by the way Carole and her team were able to help us make this whiteboard video clear and easy to follow. I was also really impressed by their kindness and how professional the experience was.

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

n/a