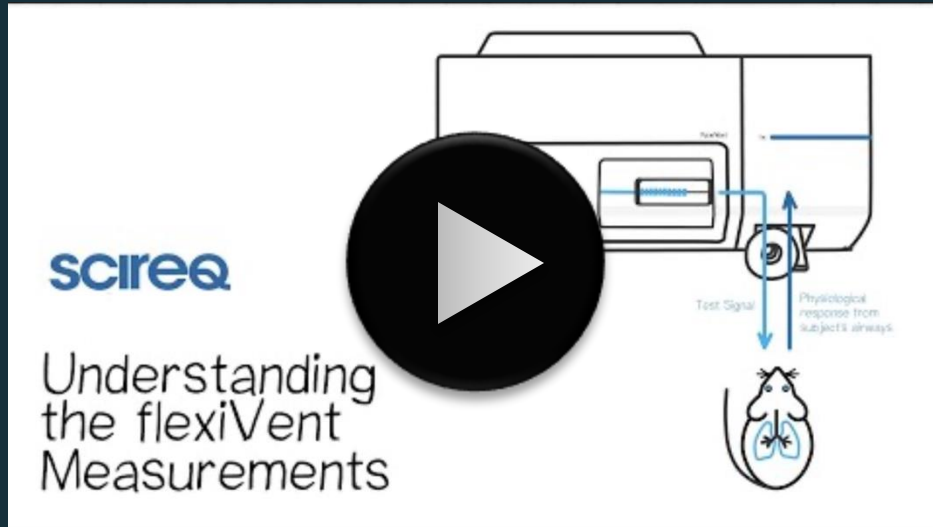


# WHITEBOARD ANIMATION FOR MEDICAL DEVICE COMPANY



✓ Verified by **Clutch**

## PROJECT DETAILS

- A** Content Marketing
- B** Feb. - Apr. 2021
- C** Less than \$10,000
- D** "This company is just fantastic."

## PROJECT SUMMARY

Exaltus created a whiteboard animation for a medical device company.

They converted all high-resolution photos into drawings to provide seven animation snippet videos for the company's website.

## PROJECT FEEDBACK

Exaltus went above and beyond to deliver the output ahead of time, completing the animation in days.

They boosted the company's confidence in whiteboard animations.

They provided an excellent communication service that helped them understand the client. Overall, the collaboration was successful.

# THE CHALLENGE

## THE CLIENT

Please describe your company and your position there.

I am a sales coordinator for a company that manufactures and sells precision laboratory equipment for pulmonary research.

**E** Sales Coordinator,  
SCIREQ

**F** Healthcare

**G** 11-50 Employees

**H** Montreal, Quebec

## THE CHALLENGE

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

Creation of whiteboard animation.

We wanted to take a scientific maneuver that our equipment performs to make it an easy way for new users or new customers to have an easier understanding of a detailed scientific outcome.

## CLIENT RATING

5.0

Overall Score

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?

Two main factors helped me in deciding to accept Exaltus' quote and project proposal was that Exaltus was very responsive to my initial outreach and that they were a local company here in Montreal. Our company is about keeping business local as much as we can. After speaking with 3 other animation companies, Exaltus was the only company that seemed eager to work with us and to give us exactly what we were asking for in the animation.

Other animation companies, seemed to want to take the easy route of simply creating a hybrid animation video for us - by basically having the final output being half animation and half high resolution photos of our equipment. This is not what we were looking for. Exaltus was the only company that took our equipment photos and had it drawn out in the animation to literally look like a doodle - which is what we wanted.

Another reason Exaltus was chosen were the reviews listed on the Exaltus website. I paid close attention to a researcher from McGill University, that left a review regarding the work that Exaltus did for him. This researcher from McGill is someone known to our company, so once reading that stellar review of Exaltus being able to make something very scientific and turning into a more understandable animation, was something we were looking for.

A combination of all the above is why Exaltus was chosen. People involved in the process, started with me as the sales coordinator, then the marketing team met (consisting of a manager, and event planner, and lead generation persons), review sample videos provided by Exaltus and then it was decided to Exaltus was the group we wanted to work with.

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

The scope of work for Exaltus was to take all of our high resolution photos of our equipment - change them into hand drawings for a whiteboard animation base on the scientific maneuver that we wanted to explain. The animation will be housed in our gated content of our website, to encourage click rates and website enrollment. Exaltus also cut down the full video into 7 different snippet videos that can be used as teasers in emails to entice researchers and prospects to visit our website.

My role in the project was gathering all necessary content for Exaltus - provided guidance on what we wanted the animation to look like. Provided all icons and images to use. Provided all information that Exaltus needed to get the video completed for us. I was the one that signed off on the project proposal at the start and I was the one that gave final approval sign off on the project.

Nothing specific to mention about the campaign, but just want to reiterate how Exaltus was the only company that offered whiteboard animation, that actually made our equipment look like a whiteboard animation - I think that just seals the deal that this company is just fantastic :)

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

While working with Exaltus I only worked with 1 person from day 1 to the final approval day. Ms. Carole Alalouf - President and Founder of Exaltus. Even though I am sure she could have assigned someone from her team to work on this video, she didn't. Even as President of her company, she was always there for us to answer any questions, and was always quick to reply with an update.

# THE RESULTS & FEEDBACK

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

At the time that I am completing this review - it has only been a couple of days since the animation video has been completed. We plan on rolling out this video to users and customer during our big conference season that starts in the month of May. But we are confident that this video will bring more people to our website with the hopes of generating new leads and interest in our product.

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

The workflow was amazingly effective. As mentioned in another question, we had the opportunity to only work with Carole Alalouf and it was a great experience. Carole understood that we were very new to this whiteboard animation video creation, and she was patient with us and me and I learned more during this process of creating animation videos.

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

Customer service is excellent. Emails were always replied to within the same day. Revision video and updates were done very quickly. Initial timeline of the project we expected to be completed perhaps by June, but Exaltus went above and beyond for us, knowing we had our busy conference season on the horizon and the video completed for us in April.

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

I have no suggestions for Exaltus for improvement. We have already recommended Exaltus to another company so they can get some animations done up for their scientific equipment.