

VIDEO PRODUCTION & MARKETING FOR NONPROFIT



✓ Verified by Clutch

PROJECT DETAILS

- A** Whiteboard animation
- B** June - Sep. 2024
- C** Confidential pricing
- D** *"The final product does in two minutes what used to take us five minutes or more to explain verbally."*

PROJECT SUMMARY

Exaltus produced English- and French-language whiteboard explainer videos for a nonprofit. The team was responsible for the videos' scriptwriting, storyboarding, illustrations, animations, and voiceovers.

PROJECT FEEDBACK

Exaltus' efforts resulted in videos that increased the client's social media engagement.

The team delivered timely items and responded quickly to the client's questions and feedback.

Exaltus' ability to translate complex information into short, easy-to-understand, compelling videos was impressive.

THE CHALLENGE

THE CLIENT

Please describe your company and your position there.

I am the Communications Lead of Twice Upon a Time

Describe what your company does in a single sentence.

We give books to children!
We give new and nearly new books to children from birth to twelve years of age, to support literacy and foster a love of reading at home.

E Roy Sarkar,
Communications Lead,
Twice Upon a Time

F Nonprofit

G 11-50 Employees

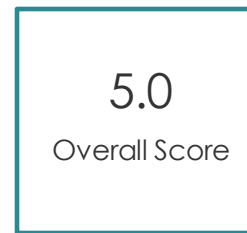
H Ottawa, Ontario

THE OPPORTUNITY/CHALLENGE

What specific goals or objectives did you hire Exaltus to accomplish?

Develop an animated video explainer for our organization
Explain our organization's mission, vision, structure, donations acquisition process, and community impact.
Target audiences for internal training for volunteers and external promotion to our donor community

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

"Any organization that needs to explain complex concepts using simple language and visuals would be well served by the Exaltus team." ✓

THE SOLUTION

How did you find Exaltus?

Referral

Why did you select Exaltus over others?

High ratings
Great culture fit
Good value for cost
Company values aligned

Describe the scope of work in detail. Please include a summary of key deliverables.

Exaltus produced English-language and French-language whiteboard videos around two minutes in length.

This project included:

Scriptwriting
Storyboard
Illustrations and computer rendering
Animation
Voice over

The deliverables were:

Final videos in formats suitable for promotional use at live events and online platforms
Feature images and poster image for promotional use

THE RESULTS & FEEDBACK

What were the measurable outcomes from the project that demonstrate progress or success?

We have received increased engagement on our social media channels as a result of these videos.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

All milestones were met on time and, in fact, some were ahead of time. Carole responded very quickly to our questions and feedback, and every response met or exceeded our needs.

What was your primary form of communication with Exaltus?

Virtual Meeting
Email or Messaging App

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

The team's ability to translate complex information (our donations process, who we service, and the importance of our work) into a short, easy-to-understand video in compelling ways. The final product does in two minutes what used to take us five minutes or more to explain verbally.

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

N/A