

Video Production for Credit Union

PROJECT DETAILS

Video Production

Sep. 2024 - Oct. 2024

Confidential

"They were easy to work with and listened to our recommendations and directions."

PROJECT SUMMARY

Optious has provided video production services for a credit union. The team has created a five-second intro and outro featuring an animation of the client's logo.

PROJECT FEEDBACK

Optious has successfully delivered the project on time. The team is responsive and communicates primarily through virtual meetings, email, and messaging apps. They are easy to work with and receptive to feedback, which has impressed the client and has resulted in a positive partnership.



The Client

Please describe your company and position.

I am the VP of Marketing of a credit union.


Describe what your company does in a single sentence.


We are a credit union where members find a lifelong champion excited to help them and their community thrive, no matter the goal.


The Challenge

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

- Logo Animatio Intro/Outro

 VP of Marketing, Credit Union

 Financial services

 Cheyenne, Wyoming

CLIENT RATING

5.0

Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0



The Approach

How did you find Optious?

- Clutch Site
- UpWork

Why did you select Optious over others?

High ratings

How many teammates from Optious were assigned to this project?

2-5 Employees

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

We had asked Optious to create an intro/outro featuring movement of our logo. We left the creative direction decently open and allowed them to show us a few options before we decided on a final direction.

The Outcome

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

They were tasked with creating a 5sec intro/outro template deliverable in a file that we could use in future projects.

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

They were responsive and kept to the timeline established.

What was your primary form of communication with Optious?



- Virtual Meeting
- Email or Messaging App

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

They were easy to work with and listened to our recommendations and directions.

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

Nothing to add here.

