

Video Production for Financial Services Company

PROJECT DETAILS

Video Production

Sep. 2024 - Oct. 2024

Less than \$10,000

"They were great to work with."

PROJECT SUMMARY

A financial services company hired Optious to create a one-minute company overview video using stock video footage, animation, and a voiceover.

PROJECT FEEDBACK

Optious successfully delivered the project within four weeks. The team showcased responsiveness and receptiveness to feedback, communicating primarily via virtual meetings, emails, and messaging apps. Their openness impressed the client, resulting in a positive engagement.




The Client


Please describe your company and position.


I am the VP of Marketing of a financial services company

Describe what your company does in a single sentence.

Validate bank account and consumer information for faster, more confident payments.

 VP of Marketing, Financial Services Company

 Financial services

 Alpharetta, Georgia

The Challenge

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

- Create a company overview
- Explain who we are
- Explain what we do

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?

Online Search

Why did you select Optious over others?

- High ratings
- Pricing fit our budget
- Good value for cost
- Quality Work

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.

1 minute company overview video using a mix of stock video footage, animation, voiceover

The Outcome

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

Project completed from start to finish in about 4 weeks

Each step was explained, deadlines were set and quick turnaround on deliverables

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

Very responsive, feedback taken into account and incorporated



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?

The value of video quality to price point fit our budget, and expected look and feel over others that compared in my search. They were very open about length of time project would take, milestones and deliverables, due dates and packages and what was included in each.

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

No, they were great to work with.

