

Video Production for Nonprofit Organization

PROJECT DETAILS

 Video production

 Jun. - Jul. 2021

 Less than \$10,000

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PROJECT SUMMARY

FLUID provided video production services for a nonprofit. They helped the client create a video about a certain competition that recently finished. The team worked on the script, filming, and editing.

PROJECT FEEDBACK

The final video was well-received on social media. FLUID handled every aspect of the project well, resulting in a timely and high-quality product. Furthermore, they always shared creative ideas, applied changes swiftly, and communicated clearly. The team also understood things quickly.



The Client

Please describe your company and your position there.

Head of Communication in the Danish Association of Architects

The Challenge

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

We had made a call for an idea competition for architects based on the the question: How the building industri can be rethought and make sure that we build absolutely sustainable in the future. The winning project was rather simple but the story behind was quite complex. Therefor we decided to make a video about the project. And we wanted to collaborate with somebody who could deliver a high quality product for a very visual audience: Architects and designers.



Sussi Heimburger

Head of Communication, The Danish Association of Architects



Nonprofit



11-50 Employees



Copenhagen, Denmark

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



The Approach

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

We looked for a video producing company, that can deliver everything from the script/sparring on the script to filming, editing and color grading - in a high quality. We also wanted a company who knows how to tell a story so it becomes interesting both in pictures and words. We found it all in Fluid TV and they did an excellent job.

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

We started with a discovery meeting and they came up with some very good ideas. They made a plan for us and followed that punctually. We felt at once that he is not just another video-maker. He is a very professional director - and we felt that from the beginning.

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

We worked with the owner, Alonso, and everything went very smoothly and professionally.

The Outcome

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

We showed the video on our social media channels and got a lot of positive feedback. The competition winner, who was portrayed was also very fond of the product and the whole process. It was his first time in front of the camera, and he was very good taken care of.



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

Every phase was handled very professionally and timely. We had a very good collaboration with the company and we would recommend them anytime. The communication was very clear. Even though the interview was made in Danish they managed to create a very confident room, and edit the video very fast and precisely.

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

They understood the scope very quickly, came up with good ideas, and delivered a high-quality product on time. They have a very good price - far to low compared to the quality of their products and level of expertise.

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

I see absolutely no areas for improvement!

