

Video Production for Software Company

PROJECT DETAILS

 Video production

 Jan. - Jun. 2022

 Less than \$10,000

“

"All deadlines were met."

PROJECT SUMMARY

A software company hired Fluid to produce videos containing portraits of users to be posted on their website. After identifying the basic language and format, Fluid handled the logistics and recordings.

PROJECT FEEDBACK

While no measurable outcomes were available yet, the Fluid team's deliverables received positive comments on their excellent quality. Well-structured meetings led to the achievement of milestones on time. Fluid was flexible and took the time to understand the client's needs.



The Client

Please describe your company and your position there.

CEO of Hindenburg Systems - a Danish software company specialising in intuitive, portable solutions for professional and consumer audio narrative producers. We provide innovative technological features that allow audio raconteurs to focus on telling a great story, while our software ensures broadcast-quality results.

The Challenge

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

We needed to illustrate that our users are storytellers without technical training, in order to help prospective customers understand how easy it is to use our products.



Christian Mottes
CEO, Hindenburg Systems



Software



1-10 Employees



Copenhagen, Denmark

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

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

We have a long history of working with Fluid. They have always provided invaluable input from the idea phase to the final execution. They always understand the essence of our message and are able to help us formulate an appropriate approach.

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

We contacted Fluid with a basic idea that we would like to create portraits of users that we could use on our website, at conferences as well as on social and other media. With Fluid driving the process, we developed the basic language and format of the portraits and described the user profiles we were looking to portray. We went through our catalogue of users and identified several candidates. From there Fluid handled all the logistics and produced the videos.

After the recordings were completed, one of the users portrayed changed their mind. Fluid were quick to help us find and record an alternative. After draft edits were produced, we reviewed them with Fluid, and the few adjustments we agreed to were made.

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

We worked with the CEO Alonso. The feedback process was as previously described.



The Outcome

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

It is too early for measuring outcomes, but the videos have received positive comments.

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

Well-structured meetings and all deadlines were met.

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

They took the time to understand our needs and products, and were very flexible during the process as many things are difficult to plan in detail when working with customers who volunteer their time.

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

Nope.

