

Video Content for Division of Physical Sciences

PROJECT DETAILS

 Video production

 Jun. 2019 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

FLUID took charge of the shooting, interviewing, and editing of a promotional video for a university science division. They also assisted with casting as requested.

PROJECT FEEDBACK

Gathering footage on an accelerated timeline, the team successfully engaged high-level scientific experts in conversational interviews. Their storytelling abilities, technical expertise, and creative thinking were hallmarks of their work. They communicated seamlessly and with professionalism.



The Client

Introduce your business and what you do there.

I'm the public relations manager for the Division of Physical Sciences at UCLA. It's my responsibility to promote the achievements and offerings of six departments within the division. That involves all of the scientific research and academics that are offered by our world-class organization.

The Challenge

What challenge were you trying to address with FLUID?

We wanted to make a short video that encompassed the quality of our education, research, and community service. It was important to make the sciences feel human and accessible, rather than cold or unapproachable.



Lisa Garibay

Public Relations Manager, UCLA
Division of Physical Sciences



Education



1,001-5,000 Employees



Los Angeles, California

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

They started by providing us with a proposal that detailed how they visioned the video based on our initial conversations and RFP. From there, they came up with a schedule and plan for shooting. They assisted with some casting decisions but didn't take that responsibility entirely. Then, they took care of all the filming and editing of the project.

What is the team composition?

We worked with about four of their teammates, including a project manager.

How did you come to work with FLUID?

I put a call out to my colleagues within the film industry. We wanted to engage with a creative partner to approach the sciences in a new, interesting way. I received recommendations for several companies that would be able to achieve our vision, and their team was one of them.

How much have you invested with them?

We spent about \$40,000 on the project.

What is the status of this engagement?

We started working together in June 2019, and our teams are still collaborating.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

I'd recommend them without reservation. All of their work was conducted with the highest level of professionalism. Additionally, I greatly valued the creative offerings the main filmmaker brought to the project. The level of quality that was delivered blew our internal staff away.

How did FLUID perform from a project management standpoint?

We needed to film with a very short turnaround time in mind, and they were willing to work hard to collect all the footage on our deadline. They were communicative, professional, and hard-working. I never felt that I had to worry about any logistics because they were on top of project management.

What did you find most impressive about them?

The creativity in their shooting and interviewing was remarkable. They were fantastic at conducting conversations with our interviewees. That resulted in amazing stories that came out on camera. I knew his portfolio was beautiful, but watching him conversationally connect with very senior scientists was a joy and surprise.

Are there any areas they could improve?

We encountered a few snags along the way, but they were always able to pivot and respond to the situation. So, I can't think of anything constructive for them.



Do you have any advice for potential customers?

Don't hold back your questions, comments, and concerns. They're very responsive to feedback and feel that it helps them do a better job. From there, just trust that they'll do a good job.

