

Case Study

End-to-End Video Production for Skills-Based Training and Promotion



The Client

The client is a professional skills provider offering technical and healthcare-related training programs.

The Challenge

The client needed to produce a promotional and instructional video series highlighting surgical and procedural best practices. With limited internal capacity to design, storyboard, film, or edit, they required a single partner to manage the full creative and production lifecycle while ensuring alignment with both pedagogical goals and brand messaging.

Critical Success Parameters

- ✓ Create a mix of scripted, animated, and live-action segments.
- ✓ Align content with brand tone and product value propositions.
- ✓ Produce short, modular video assets for flexible integration.
- ✓ Deliver high-quality visual content for LMS, web, and marketing use.
- ✓ Provide scripting, voiceover, and professional post-production support.

Our Approach

- ✓ Deployed a cross-functional team including a creative director, scriptwriters, animators, and editors.
- ✓ Collaborated closely with SMEs and brand leads for content planning and validation.
- ✓ Developed storyboards and scripts to align with learning outcomes and visual storytelling goals.
- ✓ Produced short, reusable video segments for multi-channel use.
- ✓ Delivered assets in both raw and post-processed formats for flexible deployment.
- ✓ Provided voice over recording and professional visual treatments with a focus on instructional clarity.



Key Result Highlights

Delivered **15+** high-quality video assets for internal and external rollout.

Strengthened product storytelling through engaging visual formats.

Increased learner engagement and conversions in early pilot regions.