



Video Production for Custom Signs Company

PROJECT DETAILS

 Video Production

 May 2022 - Nov 2022

 Less than \$10,000



"We could tell that they love what they do, and they did an excellent job."

PROJECT SUMMARY

LiFi Media Production, LLC produced a promotional video for a custom sign manufacturing company. They interviewed internal stakeholders, shot the facilities, and handled the editing and audio mixing.

PROJECT FEEDBACK

The client was satisfied with LiFi Media Production, LLC's quality work and service. They successfully delivered the video and stood out for their passionate team and hands-on approach. They were prompt, responsive, and clear about their process. Moreover, their communication was excellent.



The Client


Introduce your business and what you do there.


I'm the president of a full-service custom sign manufacturing company. We produce exterior and interior signs.


The Challenge

What challenge were you trying to address with LiFi Media Production, LLC?

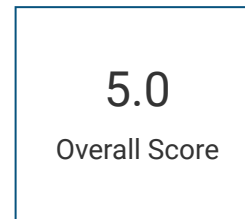
We wanted to create a promotional video to showcase who we are as a company and our capabilities. The second purpose was to attract potential employees by our broad range of services and company skills.

 **Justin Sousa**
President, Sousa Signs

 **Manufacturing**

 **Manchester, New Hampshire**

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

LiFi Media Production came to the office and interviewed a lot of the key staff, including management people. They filmed our manufacturing team on the manufacturing floor to showcase all our capabilities and state-of-the-art equipment. Also, they shot our outside crews and installation teams. They provided their own equipment and set up an interview studio in our conference room.

Initially, we gave them our list of ideas. We collaborated with them and went back and forth to pick the best features for the film. As professionals, they made recommendations about the things we wanted that our potential clients wouldn't understand. The team guided us through the process and handled the video editing and audio mixing.

What is the team composition?

We worked primarily with Mike (Owner). Additionally, there was another person dealing with the contracting and billing.

How did you come to work with LiFi Media Production, LLC?

We were looking for a new electrical company to partner with and found someone. We saw their video and were so impressed with it that we ended up hiring that company. Then, we reached out and asked them who did their video. We looked at LiFi Media Production's portfolio, and it was in the direction we wanted to take. Ultimately, their proposal was professional and easy to understand, and their pricing was competitive, so we got two valued partners through the process.

How much have you invested with them?

We spent about \$5,000.





What is the status of this engagement?

We started working with them in May 2022. However, we had scheduling conflicts, so we weren't able to film until August 2022. The final cut was delivered in November 2022.

The Outcome

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

We haven't released the video; we just got the final cut. However, they were clear on what they were doing; we were a 100% satisfied.

How did LiFi Media Production, LLC perform from a project management standpoint?

They were prompt and quick to respond. Whenever we had to talk about something, they were available. All in all, the communication far exceeded our expectations.

What did you find most impressive about them?

The team was passionate, and the hands-on approach they had for everything was very impressive. We could tell that they love what they do, and they did an excellent job.

Are there any areas they could improve?

No, there wasn't anything to improve.





Do you have any advice for potential customers?

My advice is to trust their judgment. Come to the table with your requirements and be honest with them about your expectations. Then, let their experience guide you through the process.

