

Graphic & Video Production for Newspaper

PROJECT DETAILS

 Video production

 Nov 2018 - Dec 2018

 \$50,000 to \$199,999

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"They had a great amount of knowledge about animation."

PROJECT SUMMARY

Nickelfox was hired to create graphics and animations for a newspaper. They participated in the ideation process, contributed ideas, and produced videos and stills for the client.

PROJECT FEEDBACK

The final deliverables from Nickelfox were well received and made for a positive engagement. They were active during each stage of the process, bringing their feedback and willingness to make changes. Customers can expect an intelligent, flexible partner.



The Client

Introduce your business and what you do there.

I was the senior designer at the New York Times. I was in charge of hiring freelancers and creatives to put together articles.

The Challenge

What challenge were you trying to address with Nickelfox?

We hired Nickelfox for the creation of graphics and animations for one of our paid posts.



Joe Mortell

Former Senior Designer, New York Times

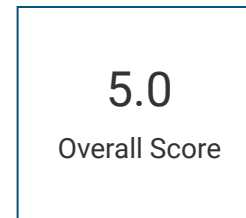


Publishing



New York City, New York

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0



The Approach

What was the scope of their involvement?

They had a part in the ideation phase, so they contributed ideas to our rough outline. They provided a combination of videos and stills for this client.

What is the team composition?

I worked with the owner.

How did you come to work with Nickelfox?

I knew one of the owners from a previous job, so I looked him up and reviewed his portfolio. Everything looked great and I was already confident from working with him before, so I got in touch with him and we took it from there.

How much have you invested with them?

We spent between \$50,000–\$70,000.

What is the status of this engagement?

We worked together from November–December 2018.

The Outcome

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

In our meetings with our internal team, we felt all of the work came out great.





How did Nickelfox perform from a project management standpoint?

They were fantastic—we were in touch quite frequently throughout the project. If we had any changes that needed to be made quite quickly, they were always on hand to make those. We could always get in contact with them and we used Trello to manage the work.

What did you find most impressive about them?

They had a great amount of knowledge about animation. They came up with great ideas on the fly, as well. Whenever edits needed to be made, they got them done on time.

Are there any areas they could improve?

I can't think of anything. Any feedback we had on their work was always handled speedily.

Do you have any advice for potential customers?

Have a preliminary call and discuss the project. See if they have any ideas of their own because it was really valuable to hear their feedback on the animation ideas.

