

Want a successful video?

Start with a compelling idea.



A video can be as simple as an auto-play PowerPoint presentation or an animated GIF. It can be as complex as a 4-day on-location shoot with professional talent and post-production that requires animation and special effects. Some take months, others just days. To be successful, however, all videos need to begin with a strategic, compelling idea aligned with client objectives. Which is why, at Hager Sharp, we provide more than the standard video production company offers.

Our team includes strategists, copywriters, producers, directors, editors, designers, and animators. Our video ideas and scripts are based on a thorough understanding of client goals and expectations. And our production process is extremely client-centric, allowing for multiple touchpoints along the way and collaboration at every step.

It's an agile and scalable process that we've honed over the years, flexible enough to support a range of budgets and timelines. Our process has three key stages: pre-production, production, and post-production.



KEY STAGES OF VIDEO PRODUCTION

STEP 1: PRE-PRODUCTION

This is the stage where we identify the audience, purpose, key messages, budget, timing, and other important elements. From these elements, we develop multiple impactful video ideas, scripts, and storyboards – including determining whether a video will be animated, live-action, or a combination of the two. Once a video script and storyboard are approved, we head to production.

STEP 2: PRODUCTION

This is when we develop the items that will be in the video – the visuals, the sounds – and select the voices for the words we hear. When doing an animated video, this is when we create the artwork to be animated. For live-action, this is the time for the logistics (i.e., casting, location selection) and the shoot itself. This stage is also when, if needed, we select stock footage or images.

STEP 3: POST-PRODUCTION

This is the stage where it all comes together, following the approved storyboard. For the rough cut, we edit, develop animation, record voice-over, and add music. Once approved, we finalize. This includes color correcting the images, mixing the sound, and ensuring 508 compliance and closed captioning. We optimize all videos for use on social media, the web, and other places they may run.

A VARIETY OF CLIENT NEEDS, A VARIETY OF IDEA-BASED VIDEOS, INCLUDING:

CDC

For the Centers for Disease Control and Prevention (CDC), five videos using character-based animation to help prevent the spread of tick-borne illnesses. <https://vimeo.com/544765900>

WOLF TRAP INSTITUTE

For the Wolf Trap Institute for Early Learning Through the Arts, a live-action promotional video highlighting the institute's early childhood education program. <https://vimeo.com/233722138>

U.S. DEPARTMENT OF EDUCATION

For the U.S. Department of Education, a series of animated infographics presenting educational assessment data. <https://vimeo.com/175701222>
<https://vimeo.com/175701035>

RESPONSIBILITY.ORG

For Responsibility.org, a PSA starring Shaquille O'Neal promoting responsible drinking. <https://vimeo.com/158684751>

FDA

For the U.S. Food and Drug Administration (FDA), an award-winning series of 30-second educational videos about updates to the Nutrition Facts label. <https://www.fda.gov/food/nutrition-education-resources-materials/new-nutrition-facts-label>

Also for the FDA, and in conjunction with the Academy of Nutrition and Dietetics, a series of dietitian-focused Continuing Medical Education (CME) videos providing educational content regarding dietary supplements. <https://www.fda.gov/food/healthcare-professionals/dietary-supplement-continuing-medical-education-program>

AARP FOUNDATION

For AARP Foundation, an animated brand video launching Mentor Up, a new volunteer program. <https://vimeo.com/114826683>

JUVENILE DIABETES RESEARCH FOUNDATION

For the Juvenile Diabetes Research Foundation, a live-action fundraising video using storytelling techniques. <https://vimeo.com/114813547>



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our
video production
expertise



Hager Sharp
videos

HAGER SHARP

