

Azula Increases Yearly Video Production by 7x Using Wochit

Azula is an online publishing platform that shares stories and news about the ocean in a bid to inspire others to participate more in ocean conservation. Founded in 2014 by Oceana, the world's largest ocean conservation nonprofit, the company's goal is to grow a community of like-minded ocean enthusiasts through sharable and relatable content. After only nine months of using Wochit, Azula managed to increase their yearly professional video production by 712%!



"Wochit is intuitive enough for those of us not trained in multimedia production to create professional-looking, compelling video. On top of that, we're able to brainstorm and develop more concepts for videos than we used to since we have access to so much footage."

— Melissa Valliant, Content Director & Editor-in-Chief of Azula

CHALLENGE

Azula is a publishing platform that relies on producing quality, creative content about the ocean in order to engage their audience in a meaningful way. Azula's main challenge lay in their manpower: they had one multimedia producer whose time was split between Azula and its parent company Oceana. In the past, this has meant low video production levels —five videos in 2016 and 16 videos in 2017.

Azula also faced an uphill challenge in how they created videos. Before partnering with Wochit, they had to rely on limited video footage that was either filmed themselves or that was available for purchase via license, which was expensive and limited. According to Melissa Valliant, Azula's Content Director and Editor-in-Chief, "That dramatically limited the number of—and the kinds of—stories we could tell visually."

Azula is a small team, so Wochit offers a great supplement to using Adobe Premiere Pro for video production. Wochit's templates and storyboards saved valuable time spent creating titles, colors bars and watermarks. Premiere Pro lacks the spell-checking that Wochit includes, and the built-in music library makes those final touches in Wochit easier to access.

SOLUTION

After a short training with Wochit, the Azula multimedia team—again, made up of just one person—was able to increase their video production by more than seven times over the course of nine months. Thanks to the user-friendly platform, even the editor and social media specialist started making videos in an effort to scale up production. Because of Wochit's license-cleared video library, easy-to-use editor, and built-in music library, Azula was able to go from publishing one to two videos a month to publishing about eight to ten videos a month.

Wochit provided Azula with the ability to immediately begin producing more videos without having to spend the money to hire another multimedia producer or pay hefty fees for licensed clips, which really wasn't an option for this startup. In addition, Wochit removed the need for Azula to worry about hiring and training video producers in the company's specific brand and style.

And the Wochit platform was easy enough to use that even Nisreen Eadeh, Azula's Social Media Specialist — who had never before created a video — was able to quickly create new videos with little training. In fact, within a few months, Nisreen created a Shark Week video that's received over 2.9 million views to date!

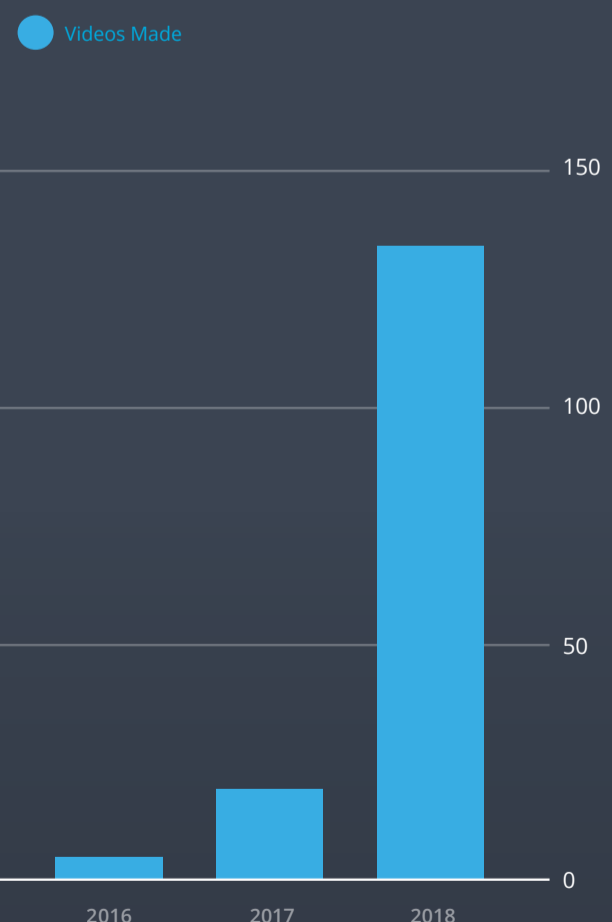
"As a manager," Valliant added, "I like that I'm giving one of my employees an opportunity to learn new, valuable skills."

RESULTS

Since adopting Wochit for their video creation needs, Azula has seen a 712% increase in the amount of videos produced.

"The increase in our video output was especially helpful at a time when Facebook was prioritizing publishers who created more video. I can't stress enough how transformative [the footage] was for our brand to suddenly have access to so many compelling clips," said Valliant. "I also really love that Wochit is constantly improving its platform. It seems like there are new, cool features every few months."

Videos Made By Azula



Your Turn

Increasing your brand's video production capacity no longer needs to be a fantasy — you can easily follow in Azula's footsteps. Create more videos to increase your brand awareness and user engagement — fast. Contact Wochit today to get started!