



About The Project

Azuga, a company specializing in dashboard cameras for trucking and delivery companies, approached The URL dr. about a “quality marketing video that tells a compelling story about the benefit of the Azuga SafetyCam using a few actual customer videos captured by the dashcam.”

The URL dr’s task was to take a folder full of footage and make a professional, engaging video that showed Azuga’s dashcams at work capturing incidents on the road, highlighting the notable points of each event. The video utilized side-by-side recordings of the events, as well as the visual style and color palette of the company’s advertising one-sheets.

Objectives

- ✓ Show side-by-side video recorded by Azuga’s dashcams
- ✓ Use the visuals of the company one-sheet
- ✓ Make the video professional and engaging (2 minute max)

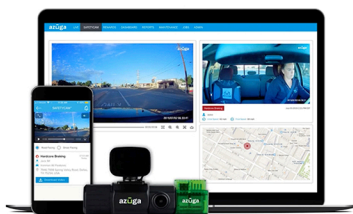
Services Utilized

- ✓ Video editing
- ✓ Motion graphics
- ✓ Following client’s industry standards
- ✓ Photoshop



Get **visibility** into distracted driving activity

azuga™



Azuga Fleet seamlessly integrates SafetyCam **real-time** videos.

Everything you need to manage your operations in **one place** - vehicle locations, driver safety scores, and dashcam videos

Completed successfully!

“Kim and her team did a great job. They were very responsive to our feedback and delivered what we were looking for.”

- Upwork Client



upwork

Results

The final video displayed Azuga’s captured footage side-by-side, as requested, effectively displaying the function of front-and rear-facing dashboard cameras. The video was also annotated with colored highlights, and certain images were blurred per the client’s needs. Azuga was extremely pleased with the results, and responded with a 5-star review!