

Explorers

Cloud

Case B: IBM Cloud Client Story: Fabler Studios



Transcript

Nathan Byre

Executive Producer, Fabler Studios

My name is Nathan Byrne and the executive producer of Fabler Studios. Fabler Studios is an award-winning video production house with years of television and commercial experience. We believe that smart, insightful and creative video editing is key for creating emotionally powerful advertising which sells products.

The world of post-production is a fast-paced competitive one with the advertising campaigns of major global companies at stake. Fabler is a storytelling company, brands hire us to move audiences emotionally so they connect with the brand and feel compelled to purchase their products. We needed to have the ability to test how audiences react to our commercials as quickly as possible so we can incorporate the changes within the post-production process and make more effective content.

A strong emotional reaction is key to the success of a multi-million dollar commercial. The facial expression analysis technology from nViso allows us to measure that quickly and accurately. Using regular webcams, it captures a moment-by-moment emotional impact of a video. Then our team uses nViso's data to generate editorial solutions that will increase the emotional impact of a video.

With nViso running on IBM Cloud, Fabler can run a six-week testing cycle into 24 hours, this means that we can turn powerful advertising around for our clients faster than ever. Whether we have a hundred or a thousand panelists reviewing one of our videos this IBM Cloud capability allows us to scale up and down in a cost-effective way only paying for what is used.

Now brands and advertising agencies hire Fabler to provide analytics, insights, and creative solutions before production starts leading to even more emotionally impactful videos. My name is Nathan Byrne and our business exists because of nViso running on IBM Cloud.