4. Rhinoworks Client Testimonial Videos

We should produce **3 client testimonial videos initially**, with each testimonial serving a different purpose rather than having three clients provide the same generic recommendation.

The three clients should ideally be selected based on the **strength and variety of the completed projects** they represent.

Where possible, the interview should be filmed **at the client's premises or at the completed project**, with additional footage of the finished work captured for use throughout the testimonial.

Recommended length: approximately 60–90 seconds each

TESTIMONIAL 01 — PROJECT / MANUFACTURING EXPERIENCE

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING — THE CLIENT & PROJECT

VISUAL DIRECTION

Open with the client's completed project rather than immediately showing the client sitting for an interview. Capture:

- Finished project
- Wide environmental shot
- Detail shots
- Rhinoworks-manufactured components
- The project being used in its actual environment

Cut to the client.

ON-SCREEN TEXT

> **CLIENT TESTIMONIAL**
> **[CLIENT NAME / COMPANY]**
> **[PROJECT TYPE]**

VOICE OVER

> *In manufacturing, the finished product is where the customer's requirement becomes real. For [Client Name], Rhinoworks was brought in to deliver [brief description of project].*

THE REQUIREMENT

VISUAL DIRECTION

Show the finished product while the client explains what they needed. Use relevant project photographs, drawings or footage where available.

ON-SCREEN TEXT

> **THE REQUIREMENT**

VOICE OVER

> *The project required a solution that met the customer's specific requirements, dimensions and intended application.*

WHY RHINOWORKS

VISUAL DIRECTION

Show relevant Rhinoworks manufacturing footage:

- Cutting
- Bending
- Routing
- Fabrication
- Measuring
- Finished components

ON-SCREEN TEXT

> **WHY RHINOWORKS?**

VOICE OVER

> *The client chose Rhinoworks because of its ability to understand the requirement and manufacture a solution suited to the project.*

THE EXPERIENCE

VISUAL DIRECTION

Return to the client interview, intercut with project footage. Show communication, installation or finished work where possible.

ON-SCREEN TEXT

> **THE EXPERIENCE**

VOICE OVER

> *From the initial requirement through to the finished product, the experience was about communication, manufacturing and delivering what was required.*

THE RESULT

VISUAL DIRECTION

Strong footage of the completed project. Show it being used, installed or functioning in its intended environment.

ON-SCREEN TEXT

> **THE FINISHED RESULT**

VOICE OVER

> *The finished project now provides the practical solution the customer needed.*

CLOSING

VISUAL DIRECTION

Client speaking directly to camera, followed by a final project shot.

ON-SCREEN TEXT

> **WOULD YOU RECOMMEND RHINOWORKS?**
> **Then:**
> **TMS – RHINOWORKS**

VOICE OVER

> *If you have a manufacturing or fabrication requirement, speak to Rhinoworks about your project.*

PART 2 — INTERVIEW QUESTIONS

Client

1. *Can you tell us briefly about your business and what you needed Rhinoworks to manufacture for you?*
2. *What was the requirement or problem you were trying to solve?*
3. *Why did you choose to work with Rhinoworks?*
4. *What was your experience like working with the Rhinoworks team?*
5. *How did Rhinoworks handle your specific requirements?*
6. *What did you like about the finished product?*
7. *How has the completed product worked for your business?*
8. *Would you recommend Rhinoworks to another business looking for similar manufacturing services?*
9. *What would you say to someone considering using Rhinoworks for their next project?*

TESTIMONIAL 02 — BUSINESS / COMMERCIAL CLIENT

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Establish the client's business first. Show:

- Exterior
- Business operations
- Staff/customers where appropriate
- The completed Rhinoworks project in context

Then introduce the client representative.

ON-SCREEN TEXT

> **CLIENT TESTIMONIAL**
> **[CLIENT NAME / COMPANY]**
> **BUSINESS / COMMERCIAL PROJECT**

VOICE OVER

> *For businesses, manufacturing is often about more than producing a component. It is about finding a solution that works within the wider operation.*

THE BUSINESS NEED

VISUAL DIRECTION

Show the actual application and the problem the Rhinoworks product addresses.

ON-SCREEN TEXT

> **THE BUSINESS REQUIREMENT**

VOICE OVER

> *[Client Company] approached Rhinoworks with a requirement for [project/product], designed to support their business operations.*

WHY RHINOWORKS

VISUAL DIRECTION

Use Rhinoworks footage showing relevant capabilities. If the project involved multiple processes, show them together.

ON-SCREEN TEXT

> **WHY RHINOWORKS**
> **CAPABILITY | SERVICE | CUSTOM SOLUTION**

VOICE OVER

> *For the client, the ability to work with a manufacturing partner that could understand the requirement and deliver a customised solution was important.*

WORKING WITH RHINOWORKS

VISUAL DIRECTION

Client interview intercut with:

- Rhinoworks team
- Manufacturing
- Measurements
- Finished product
- Installation/delivery where available

ON-SCREEN TEXT

> **THE CUSTOMER EXPERIENCE**

VOICE OVER

> *The relationship between customer and manufacturer is critical, particularly when the requirement is specific or customised.*

BUSINESS OUTCOME

VISUAL DIRECTION

Show the completed product in active use.

ON-SCREEN TEXT

> **BUILT FOR THE BUSINESS**

VOICE OVER

> *The completed solution now forms part of the client's day-to-day operation.*

CLOSING

VISUAL DIRECTION

Client delivers a direct-to-camera recommendation. Finish with client branding transitioning into Rhinoworks branding.

ON-SCREEN TEXT

> **A MANUFACTURING PARTNER YOU CAN WORK WITH**
> **TMS – RHINOWORKS**

VOICE OVER

> *For your next manufacturing or fabrication requirement, speak to TMS – Rhinoworks.*

PART 2 — INTERVIEW QUESTIONS

1. *Tell us about your business and what you needed Rhinoworks to manufacture.*
2. *What was happening in the business that led you to look for this solution?*
3. *Why did you decide to approach Rhinoworks?*
4. *What stood out about the way Rhinoworks handled the project?*
5. *How was the communication and customer service throughout the project?*
6. *Did Rhinoworks understand the commercial or operational requirement behind the project?*
7. *What difference has the completed product made to your business?*
8. *What did you like most about the finished solution?*
9. *Would you work with Rhinoworks again?*
10. *What would you tell another business considering Rhinoworks?*

TESTIMONIAL 03 — SPECIALIST / CAPABILITY EXPERIENCE

This testimonial should deliberately be selected around a project that demonstrates **one of Rhinoworks' stronger or more specialised capabilities**.

For example:

- CNC routing
- Fibre laser cutting
- CO_2 laser cutting
- Press brake
- Plate rolling
- Custom fabrication
- Decorative screens
- Enclosures
- Industrial cages
- A complex multi-process project

The objective is to let the **customer demonstrate the capability through their own experience**.

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING — SHOW THE RESULT FIRST

VISUAL DIRECTION

Start with the completed project. Use detailed close-ups showing:

- Cutting
- Edges
- Bends
- Joints
- Finish
- Overall construction
- Installation/application

ON-SCREEN TEXT

> **CLIENT PROJECT**
> **[CAPABILITY]**
> **[CLIENT NAME / COMPANY]**

VOICE OVER

> *Some projects require more than standard fabrication. They require the right combination of manufacturing capability, accuracy and technical understanding.*

THE PROJECT

VISUAL DIRECTION

Show the client explaining what they needed. Use drawings, photographs or original project material if available.

ON-SCREEN TEXT

> **THE REQUIREMENT**

VOICE OVER

> *For [Client Name], the requirement was to produce [project description] for [application].*

THE RHINOWORKS CAPABILITY

VISUAL DIRECTION

Show the exact Rhinoworks capability used for the project.

For example, if it was fibre laser cutting:

> **MATERIAL → MACHINE → CUTTING → FINISHED COMPONENT**

If it involved bending:

> **FLAT COMPONENT → PRESS BRAKE → FORMED COMPONENT**

If it involved multiple processes:

> **CUT → FORM → FABRICATE → FINISH**

ON-SCREEN TEXT

> **[CAPABILITY NAME]**
> **PRECISION MANUFACTURING**

VOICE OVER

> *The project required [capability], together with the additional manufacturing processes needed to produce the final result.*

CLIENT EXPERIENCE

VISUAL DIRECTION

Client interview intercut with process footage.

ON-SCREEN TEXT

> **THE EXPERIENCE**

VOICE OVER

> *For the customer, the important part was not simply having access to a machine. It was having a manufacturing partner that could deliver the required result.*

THE FINISHED PROJECT

VISUAL DIRECTION

Show the completed project from multiple angles. If installed, show it in its final environment.

ON-SCREEN TEXT

THE FINISHED RESULT

VOICE OVER

The completed product was manufactured for its intended application and delivered as the finished solution the customer required.

CLOSING

VISUAL DIRECTION

Client gives a short direct recommendation. End on the completed project and Rhinoworks branding.

ON-SCREEN TEXT

HAVE A SPECIALISED PROJECT?
TMS – RHINOWORKS
MANUFACTURING & FABRICATION

VOICE OVER

Have a specialised manufacturing requirement? Talk to Rhinoworks about what you need to produce.

PART 2 — INTERVIEW QUESTIONS

Client

1. *What project did Rhinoworks complete for you?*
2. *What made this project different or technically specific?*
3. *What did you need the finished product to achieve?*
4. *Why did you choose Rhinoworks for this particular requirement?*
5. *What Rhinoworks capability was used for the project?*
6. *How did the team approach your technical requirements?*
7. *How was your experience throughout the manufacturing process?*
8. *What did you think of the quality of the finished product?*
9. *Did the final product meet the original requirement?*
10. *Would you recommend Rhinoworks to another customer with a similar project?*

CLIENT TESTIMONIAL FILMING APPROACH

For all three testimonials, the interview should **not be the entire video**.

The testimonial should be built around the client's story:

> **CLIENT → REQUIREMENT → RHINOWORKS → MANUFACTURING → RESULT**

The client should provide the **authentic voice**, while the visuals prove what they are talking about.

Priority footage to capture

- Client speaking naturally
- Client's premises
- Completed Rhinoworks project
- Product in use
- Close-up details
- Installation
- Original drawings/photos where available
- Relevant Rhinoworks machinery
- Manufacturing process
- Finished components
- Team interaction where appropriate

This will give each testimonial a **different story and purpose**, while keeping all three videos visually consistent as part of the Rhinoworks brand.