

CASE STUDY: CONVERTING RAW INTERVIEW FOOTAGE INTO STRUCTURED, ENGAGING NARRATIVES

HIGH-VOLUME ASSESSMENTS

A client shared raw interview recordings that included only speaker responses. The videos had no visible questions, structure, or branding, making them difficult for viewers to follow. ASAVA was engaged to convert this raw footage into polished, professional videos by reconstructing and adding interview questions directly onto the screen, along with complete post-production enhancement.

What we received:

- Long, unstructured interview footage
- No recorded or visible interview questions
- Inconsistent audio and pacing
- No branding or visual hierarchy

CHALLENGE

Without on-screen questions, the responses lacked context and narrative flow. The footage was unsuitable for public-facing platforms and required significant restructuring—without the option of reshooting.

Key challenges:

- Missing interview questions
- Disconnected responses
- Low engagement due to long takes
- No brand identity or visual consistency

STRATEGIC RESPONSE

ASAVA applied a content-first video editing workflow focused on clarity and engagement. Each response was analyzed to accurately reconstruct the original questions, which were then added as clean, on-screen prompts. The videos were edited into clear segments with professional pacing and branded visual elements. Our approach included:

- Reviewing responses and reconstructing interview questions
- Adding professionally designed on-screen question prompts
- Segmenting footage with clean cuts between questions
- Integrating branding elements such as intros, outros, and lower-thirds
- Cleaning audio and adding subtle background music
- Conducting detailed quality checks before delivery

RESULT

The raw interviews were transformed into structured, engaging, and brand-ready videos. Viewers could easily follow the discussion, and the videos were suitable for multiple digital platforms.

Outcomes delivered:

- Clear, question-led video structure
- Improved viewer engagement and retention
- Consistent branding across all videos
- High-quality outputs created without reshoots

CONCLUSION

By combining content intelligence with professional video editing, ASAVA turned incomplete interview footage into polished, audience-ready video assets. This approach maximized the value of existing content while ensuring clarity, consistency, and brand alignment. Content-driven editing, not just visual trimming.