

# From Dull to Dynamic: Elevating a One-Hour Podcast into a Visually Engaging Experience

## At a Glance:

Client: A Global IT Services Provider	Industry: Corporate Learning & Innovation	Date: June - 2025
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## The Situation

A global IT services company recorded a one-hour podcast featuring a Senior Director in conversation with a bestselling author and keynote speaker. The discussion covered themes like innovation, resilience, and storytelling. While insightful, the raw video, captured via a basic video call, was unclear and visually unappealing.

## The Challenge

The recording looked like a regular virtual meeting: low-quality video, patchy audio, and no visuals. With no image assets and just one week to deliver, the task was to turn this into a visually engaging podcast that matched the brand’s focus on innovation.

## Our Solution

The team used AI to upscale the video and improve audio clarity. A 30-second animated hook was added at the start to grab attention. For the main podcast, custom AI visuals were created to reflect the guest’s stories and themes, adding emotional depth and visual interest.

## How We Did It

- Upscaled video from 720p to 1080p using AI
- Enhanced unclear audio for improved listening quality
- Created a dynamic 30-second motion graphics hook to open the podcast
- Visualised key discussion points using AI-generated imagery
- Delivered the final podcast within one week

## Client Perspective

“The output was beyond what we imagined. The hook at the beginning brought the podcast to life with visuals. It looked and sounded so much better than we expected. It made the podcast more exciting to watch.”

– Senior Director, Innovation Learning, Client Organisation

## Impact at a Glance

