



CUSTOMER STORY

# Symmetry Media

Category: **Video Production**

## About Symmetry Media

As a passionate director and producer, Dean Ginsburg and James Carr met in 2011, and founded Symmetry Media – soon after. Since then the business has thrived, producing award-winning documentaries, social media content, animations and TV commercials across every state of Australia, and 25 countries. “The goal was always to expand further into the advertising space to help clients grow their brands through the lens of engaging film content”, says Executive Producer, James.

# The Problem

As the business grew, Dean and James found themselves working in remote and challenging locations from the Daintree rainforest, to the snowy Kosciuszko National Park, to a remote desert town. And with a small team of six staff running the show, their limited time meant it was a challenging gamble to put in days of work for a competitive pitch.

For a business centred on producing dynamic, vibrant and memorable content, their email proposals were falling short of the mark and the alternative was a time-consuming one.

# The Solution

With more clients recognising the benefits of cinematic content, Dean and James realised their pitch-winning time would be stretched, and that creating beautiful proposals quickly would be the new name of the game. They have built six templates in Qwilr for different tiers of production and tailor them as a new job comes up. They can easily include a personal message from one of the company heads, and a breakdown of the creative execution of the project, including how the film will be shot and the type of cameras, lighting and music that will be used.



**James Carr**

Syemmetry Media, Executive Producer



Qwilr has helped us lift our game... It's always a challenge introducing new software into a business, but Qwilr is so intuitive that anyone in the team can pick it up and create a really good-looking, professional document that is on brand

# The Results

Since implementing Qwilr as a core part of Symmetry Media's business over three years ago, they have been able to boost the quality of their proposals, reduce the time taken to create them, and most importantly, win more work. But it's not just the software that has impressed Symmetry Media on their journey. As James says, "whenever we reach out to the Customer Support team for help, they are always quick to respond with a solution or workaround".

Overall, Qwilr has helped them grow their business and spend more time doing what they love – entertaining, engaging and inspiring people through the art of film.

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