

CORPORATE VIDEO PRODUCTION RATECARD 2017

Corporate and promotional video projects can vary enormously so we work closely with you to ensure that your vision is met with a realistic budget proposal to achieve exactly the result you want.

How your video integrates with your marketing strategy is important in achieving a return for your investment, and this is a key area in which we focus. We work with you to discuss how video fits with your marketing strategy, targeted content as well as the best channels for online exposure.

Promotional videos are usually short and snappy, making the most of the content in the time available. The style is governed by your business, your message and your audience. To help you craft the best visual tone we provide diverse experience, our industry associates and our creativity. A key element of this is script writing or polishing and this is an area in which we excel.

The main types of video projects we specialise in include:

- "Corporate" - On-line corporate promotional videos - an overview of the business
- "Content Marketing" - How-Tos, FAQs, training videos and instructional guides
- "Product" - Individual product or service showcases
- "Case Studies" - Video case studies of projects and/or customer testimonials
- "Animations" - Whiteboard animation and motion graphics that explain something such as a service or benefit.

The list of packages in this document is intended as a guideline - please ask for a bespoke quote for your project. We have a range of additional services including specially composed music, presenters, voiceover artistes and front-of-camera training, all available on request.

* Please note that all business is subject to Terms & Conditions available on our website. All prices exclude expenses, include VAT.

"Myself and 5 other work colleagues filmed at our Head Office for a video to promote ourselves and our incredible business Forever Living. Jon was amazing, his professionalism is second to none and the way he made people felt comfortable was superb. I would highly recommend Jon."

David Charles, JDC Specialist Business Coaching



CORPORATE VIDEO - 'TALKING HEAD' PACKAGES

'Talking head' videos are the best option for professional services companies, where demonstrating capability through visuals is sometimes tricky to do. This is also the most cost-effective route for a small business to get on the video marketing 'ladder' in a professional way that really connects with potential customers.



SILVER PACKAGE

As per Bronze package PLUS

- Script consultation and feedback on your existing YouTube channel
- Optional 'B' roll footage, i.e. footage of locations, etc.
- Multiple pieces or interviewees
- Edited to create 3 videos, each less than 5 minutes in length.

£567.00



GOLD PACKAGE

As per Silver package PLUS

- Full day's shoot using HD camera, lighting
- Sound recordist & make up artist
- Bespoke animated company logo
- Edited to up to 5 videos each less than 10 minutes in length
- Set up and optimisation of a new Youtube Channel

£1347.00



BRONZE PACKAGE

- Pre-production meeting
- Half day shoot with HD camera and lighting kit
- Sound recorded to mic and camera
- Optional auto-cue for smooth and clear delivery
- Edited to create 1 video under 5 minutes in length
- Delivered digitally in web ready format

£347.00

CORPORATE VIDEO - 'BUSINESS OVERVIEW' PACKAGES

Traditional 'corporate video' is often more involving than a simple monologue to camera and are often longer in duration. We work hard to create a business overview that communicates benefits, retains audience attention and uses creativity to be engaging and interesting. These packages can also be applied to product or service-specific videos.



SILVER PACKAGE

As per Bronze package PLUS

- Additional script consultation
- Sound recordist
- Optional use of high key (white) studio and autocue
- Bespoke clean titling (non-animated)
- Review and feedback of existing YouTube video channel

£897.00



GOLD PACKAGE

As per Silver package PLUS

- Two camera shoot featuring HD cameras, lighting and sound recordist
- Edited to 1 video less than 10 minutes in length or 2 separate videos
- Bespoke, animated client logo
- Set up and optimisation of a new YouTube channel

£1447.00



BRONZE PACKAGE

- Pre-production meeting and storyboard consultation
- One day shoot with HD camera & lighting
- Sound recorded to mic
- Various shooting options at client premises
- Edited to create 1 video under 5 minutes in length
- Delivered digitally in web ready format

£547.00

CASE STUDIES & TESTIMONIAL PACKAGES

Case studies are an excellent way to demonstrate your products and services and specifically their benefits, by drawing on a real life example of the value your business has added to a client. This becomes even more valuable if it is the client providing the insight through a testimonial. Case studies are usually based around a Q&A session, supplemented by shots of the work concerned.



SILVER PACKAGE

- Pre-production meeting and storyboard consultation
- One day shoot with 1 HD camera, lighting and sound recordist
- Various shooting options at client premises
- Edited to create 1 video under 10 minutes in length
- Delivered in web ready format

£897.00



GOLD PACKAGE

As per the Silver package PLUS

- Optional use of white background studio and autocue
- Professional make up artist
- Edit to create 1 video under 10 minutes or 2 separate videos
- Inclusion of animated client logo
- Set up and optimisation of a new YouTube channel

£1197.00



BRONZE PACKAGE

- Pre-production meeting
- Half day shoot with HD camera and lighting kit
- Optional auto-cue for smooth and clear delivery
- Edited to create 1 video under 5 minutes in length
- Delivered digitally in web ready format

£347.00

VIDEO CONTENT MARKETING

There is a rapidly growing trend in the use of "How To" videos or informative content for brand awareness among businesses and entrepreneurs. Explanatory content is a great way to engage and motivate customers to a call to action and is ideally placed to help in SEO improvements. It's also a great way of demonstrating your own personal expertise and can also be very economical to produce in bulk, with the cost of several videos at once can be less than commissioning them separately.



SILVER PACKAGE

- Pre-production meeting
- Full day shoot with HD camera, sound recordist and lighting kit
- Optional auto-cue for smooth and clear delivery
- Edited to create up to 10 videos each 3 minutes in length
- Delivered digitally in web ready format

£897.00



GOLD PACKAGE

- As per the Silver package PLUS
- Two day shoot
 - Script consultation
 - Professional make up artist
 - Edit to create up to 20 videos up to 3 minutes in length each
 - Bespoke animated client logo or sting
 - Set up and optimisation of a new YouTube channel

£1997.00



BRONZE PACKAGE

- Pre-production meeting
- Half day shoot with HD camera and lighting kit
- Optional auto-cue for smooth and clear delivery
- Edited to create up to 5 videos each 3 minutes in length
- Delivered digitally in web ready format

£397.00

EYE FILMS

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WHITEBOARD ANIMATIONS & MOTION GRAPHICS

Increasingly popular are videos that use motion graphics - animated texts and images - and white board animations, where an image is "drawn" out on screen to explain a service or product. Both of these types of video are an ideal way of communicating your offer or introducing yourself to potential clients offer without having to commit any individual to camera or arrange a complicated shoot. Like video content marketing, they can also be very economical to produce in bulk.

ANIMATIONS

- Pre-production meeting to develop concept
- Script consultation
- Creation of clean titles using client's branding
- Creation of animation / motion graphics
- Rendered to a single video
- Delivered in web ready format



Extending your animation costs £99 per minute or part thereof. Advertised rate applies to both motion graphics and whiteboard animations. Contact us for details of bulk discounts.

ADDITIONAL SERVICES

We are able to offer the additional services to supplement the other offers on this ratecard:

- Performance artistes (actors, etc.) - £150
- Voice over artistes - £150
- Scriptwriting service - £99
- Script consultancy (where not offered) - £49
- Edit Only (you provide footage, we edit with your branding and deliver digitally) - £179
- Camera only (we film and deliver raw footage) - £299
- Licensed music - £50



“Jon filmed my 40 second 4N presentation in a very relaxed and calm way. Really pleased with the result which I can use as an introduction to my business through all kinds of media. Jon also topped and tailed the video so it looks really professional to send out to new prospects.”

Sue Sharp, Synergy Health Worldwide