

Our 5 Top Tips for your...Video Editing Project

- ▶ We're very open about the fact that the edit process is not necessarily a time-consuming operation. With a tight brief to work to, often the work is of an 'assembly' nature, rather than cutting, pasting, fixing, choosing...
- ▶ Our ability to work remotely, editing on location, allows huge flexibility for you. It allows you to see the edit unfold and have input immediately. If timescales are tight, this could be a great solution for you.
- ▶ It's always best to work from the best quality source material. Liaise with original content providers where possible, or if self-shooting, use highest quality settings and retain all original media.
- ▶ If photographs or images are to be included in the edit, landscape format obviously works the best as it fills the screen.
- ▶ We're sticklers for brand harmonisation. Its useful if you have all brand assets to hand, and the 'top and tail' elements of the video have been considered e.g. loco, call to action etc.

CLIENT TESTIMONIAL

From the first point of contact through to final delivery of the video package, Chris was totally professional. His approach instilled confidence, his work during the meeting was unobtrusive and the finished product was wonderful. I am confident in recommending Chris' work to anyone looking for professional video production.

Richard Maybury, IoD Surrey Ambassador



PROJECT SUCCESS STORY

We produce annual videos of the Ceremony of the Christmas Cheeses, a traditional event at the Royal Hospital Chelsea, on behalf of agency Media House International.

This is a 1-man 2-camera shoot with a twist – as this is a PR-focused event, the video needs to be turned round very quickly. As such, we edit onsite immediately to produce a brief 30-second clip that can be sent to the media. This is achieved within 1 hour. Later, 3-minute and 30-minute edits are produced for use online.

