

## 'CASE STUDY' VIDEO PRODUCTION RATECARD 2019

### What We Mean

Corporate case study video projects often comprise elements such as 'talking head' pieces to camera, shots of premises or products, graphics and voiceover. In our experience they fall into 3 categories:

- Technology projects or implementations - long factual testimonials based on client interview
- Creative projects - based on showing the finished product or installation
- Makeover projects - showing the project life through many short shooting sessions

### What It Involves

For **technology** projects (e.g. IT implementations) the interview is the bedrock - something technically simple to shoot, but requiring huge buy-in from your client and good preparation to tease out key points.

For **creative** projects, showing the finished product/installation/material in the best light is key, in a way which deals sympathetically with the subject e.g. beautiful objects filmed smoothly and lingeringly alongside a calm soundtrack.

For **makeover** projects, budgets can easily escalate if logistics are not well-planned. Each site visit needs to extract as much visual value as possible. Storyboarding the finished video in terms of explaining the project through visual and interview/narration gives a flowing and instructive end product.

### What You Get

We'll discuss the project with you, by phone or ideally in person. If necessary and appropriate, we'll visit the filming location to assess suitability or prepare for any technical hurdles. We'll look at any examples you may have of what you are trying to achieve, and we'll point you in the direction of anything relevant within our portfolio.

We'll arrange the filming date. If possible, we'll accept from you any branding collateral or other material necessary for the project (logo, company fonts, names of participants etc). You can audition background soundtracks or voiceover artists from our library if these are being used.

On the filming date(s) we'll use the appropriate camera, lighting and sound equipment to give a congruent look and feel to the video. We'll give technical, creative and content-related feedback during the process as needed.

A draft edit will be sent as soon as is practicable. For interviews, this can be a timecoded file of all the material, so that you can select the best parts to be included. At this stage the branding and visual finesse may be absent or in a 'proof of approach' form.

One or two further edit sessions will then take place to complete the final video. If necessary, editing can be done collaboratively at your office, or a cafe, to work through any complex changes without the need for lengthy emails. Then, the final video will be sent electronically. If we're handling YouTube work for you, we can upload directly, as well as send the copy for you to keep locally.

## PROJECT SPOTLIGHT

The shoot for this artwork design project involved 3 separate trips to the client premises, all at short notice due to the fluctuating project timescales. We conceived the storyboard, worked on the script and did proof-of-concept tests to ensure the client's own footage could be integrated without issue. The finished product was to be unveiled in Brussels. As the client was going anyway, he filmed it and returned immediately to the UK. He drove straight to my house to drop off the footage and I edited it into the gap I'd left at the end of the video. The press release and video went out the next day.



## ▶ CLASSIC PACKAGE

**£775**

A half-day interview-style shoot with an option for some 'cutaway' / 'B-roll' shots around the premises to add some visual interest. Shot with 1 HD camera and cameraman.  
Editing to create a single video with your company logo added, caption for the interviewee.

OR for a visual showcase, a half-day shoot of the project. Background music added, with simple captions to draw out further information.

Ideal for a first foray into this type of video.

## ▶ PRIME PACKAGE

**£1495**

A full day allowed for an interview-style shoot with some 'cutaway' / 'B-roll' shots around the premises. This is a 2 camera HD shoot which gives more visual variety in the edit.  
Editing to create 1 to 3 separate videos with your company logo added, and a caption for the interviewee.

Ideal where lots of insight is being given and different videos could target different buyer needs.

For a visuals-based project, a full day shoot or two separate visits. Output into a single video, again with graphics, company logo. Ask about alternative approaches using a timelapse camera.

## ▶ PREMIER PACKAGE

**£1795**

As above plus optional use of portable white screen background & autocue for 'talking heads'.  
Production of up to 5 videos from the content gathered. Shot in 4K for superior quality.

Or for a visual project, addition of a professional voiceover.

For either, inclusion of a bespoke animated client logo and new setup and/or optimisation of a YouTube channel.

## CLIENT TESTIMONIAL

Chris is professional, creative, courteous and a pleasure to work with. He is unflappable and his films are excellent. What's particularly helpful is that he turns the films round very quickly. I would not hesitate to recommend Chris and his business services at London Corporate Media.

**Tina Fotherby, Founder, Famous Publicity**



## OTHER RELEVANT WAYS WE CAN HELP

### The Fireside Chat

from £175

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 the video portfolio & strategy, targeted content, opportunities for correct positioning, channels for online exposure and other viable leverage. The extent of this dialogue depends on many factors, but we think it is important for us to have an awareness of the marketing context into which the video(s) will integrate.

From experience, working with a client to look outside of the immediate need - or even to challenge the whys and wherefores of the current project - can open up new opportunities.

One of the reasons clients stay with us is because we do more than just videography - we offer suggestions for better outcomes.

### The YouTube Launchpad

from £195

The end of the creative process is not the end of the project. Videos are made for an audience. Too often, the act of getting the finished video online is rushed. If it's put on YouTube, it can languish on a poorly branded channel with incorrect admin settings, little keyword optimisation, or worse - we've seen it all.

Handing the video to a marketing, social media or web specialist is no guarantee of success - again, we have the examples to prove it.

Let us handle the final mile. Over 50 clients have entrusted this task to us, from sole traders to international brands. Why? Because it can truly be the difference between success and failure when it comes to getting your video seen...and the 2,500,000+ views for our clients' videos is testament to that.

### The One-Day Wonder

from £795

Yes, you can go from not having a video to having one online in a single day without leaving your office.

We spend up to a full day at your premises. We shoot, record voiceover, screen-capture as needed. The brief can be fully formed beforehand, or created on the fly. It can be a pre-planned day or a last-minute need.

We edit onsite directly after shooting, working alongside you, creating graphics, adding company branding and supporting collateral. You can select the best 'take' to use, or even ask stakeholders to pop their head round the door to give their input!

This means that you can see the draft edit the same day, and if approved, the final edit is left with you. What could be easier?

## THE BLURB

The packages in this document are intended as a guideline; please ask for a bespoke quote for your project. Exact prices will depend on the length of the finished video(s). Where location recce, professional voiceover, logo animation, or YouTube consultancy are provided, these may incur additional costs, depending on time taken. Please note that all business is subject to Terms & Conditions available on our website.

All prices exclude expenses, travel time, supplements for unsocial hours/weekends/Bank Holidays (where applicable) and VAT.

Postponement and cancellation charges may apply to pre-arranged shoot dates.

