

## VIDEO EDITING & ANIMATION RATECARD 2019

### What We Mean

Some of the projects we undertake involve no new filming - they are purely based in the edit studio. These types of work usually fall into one of the following;

- Editing or re-editing a previous client project, or creating a video from content provided by you
- Creating a new video predominantly based around stock “library” footage
- Creating an ‘explainer’ video based around screen capture of e.g. a software package in action
- Graphics or “animation” based pieces, supplemented by images and text

We have over 14 years experience in a wide variety of genres, from promotional and corporate, to documentaries, Kickstarter videos, timelapses, project retrospectives and even music video-type endeavours. More than that, an understanding of narratives and storytelling can be vital and this is an area where we offer a great deal of experience and creativity.

### What It Involves

You’ll get a single point of contact throughout - working with Chris to define and discuss the project, and then alongside him as he completes the edit. We have the flexibility to work **on location**, which can be vital where screen capture is involved.

These projects generally involve more “creativity” and subjectivity than live action shoots. As such, a tight brief is very helpful for us both, as even simple things like how text moves around the screen can divide opinion. An understanding of the required “look and feel” is important.

The editing process for projects such as these can be very iterative, quickly ballooning budgets, if a detailed storyboard - ideally with examples - is not worked out in advance. We’ll initially discuss the project with you, by phone or ideally in person. If you have examples at this stage, this is very helpful in terms of budgeting. The future use of the video - where and how - can impact the visual design, so we like to talk about how the project is to be used in your marketing process.

It is useful for us to understand the review and signoff process within your business - how many stakeholders are involved - as this can impact both costs and deadlines.

We’ll ask you for necessary collateral, especially brand assets. With projects such as these, we pay great attention to corporate colours and fonts. Where a finished video can be visually “busy” with many elements, the brand language can dictate much about the style chosen.

The initial edit is a rough guide as to how the brief comes across in practice. Edits are exchanged with you via a file transfer service. Feedback is by phone or email, unless a meeting or collaborative edit session is deemed the best way to achieve the changes needed to reach your final goal.

### PROJECT SPOTLIGHT

The brief from this client was to produce a video to kick off an annual international conference, whose headline presentations had previously been quite flat.

We worked closely with the client’s PR, taking 2 planning meetings, to refine the storyboard.

The finished video incorporated library footage, client-supplied data and photos, and a bespoke globe graphic which highlighted individual countries. It was delivered to a tight deadline, with last-minute client feedback the day before. The video went down a storm.



▶ **BESPOKE - BY THE HOUR**

**£80 ph**

Studio or mobile editing service

▶ **LIVE ACTION PACKAGE**

**from £395**

Edit from existing footage

Take the editing video or your footage, combined with a storyboard we have discussed.  
Addition of brand assets.  
Production of final video.

▶ **SCREEN CAPTURE PACKAGE**

**from £625**

Product / software demo

Discussion of storyboard, video “look and feel”.  
Screen capture session at your premises.  
Addition of brand assets, captions & graphics.

Professional voiceover available at additional cost.

▶ **GRAPHICS PACKAGE**

**from £995**

Graphics or library-footage driven video

Meeting with you to discuss requirement, business aims & storyboard.  
Initial proof of concept using existing templates or “dummy” library footage.  
Production of video from bespoke elements, brand collateral etc  
Sourcing of assets to include as needed.

Excludes variable cost of any assets (e.g. copyright-cleared footage).

## CLIENT TESTIMONIAL

Chris is simply amazing! I've worked with Chris on a couple of projects in only a few weeks and I expect this to be a long and successful relationship. Following the initial brief, Chris has interpreted, consulted and managed the production of a number of videos & voice overs with ease, clarity, calmness and utter professionalism. I can't rate Chris enough! Corporate Video has never been this easy!

**Clair Bush, International Marketing Director, Broadbean Tech.**



## 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 Content Launchpad

from £595

YouTube performs best for you when it has a slew of related videos - you become a knowledge centre.

Getting on the Content Marketing ladder can be surprisingly quick and easy. Short 'talking head' videos, filmed with or without autocue are technically simple to create and edit. With a uniform approach to branding added, it can be a professional way to get a lot done than is more cost effective than buying your own gear and learning how to edit.

If we're handling YouTube for you, then it can be a case of turn up, do some talking, and get back to work. This is exactly what our client with 90 videos in his portfolio does.

You can start with just a couple of hours and go from there.

### The One-Day Wonder

from £795

Yes, you can go from not having a video to having one online in 1 day without leaving your desk.

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 planned day or a last-minute need.

We edit onsite directly after shooting, working alongside you, creating graphics, adding company branding, adding 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 travel, expenses and VAT. Meetings are chargeable. A deposit may be required.

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

