

## CORPORATE VIDEO PRODUCTION RATECARD 2020

### What We Mean

A corporate video covers all the main points about why a customer should buy from you. 'Talking head' videos are most suitable for professional services companies, where demonstrating capability through visuals is difficult. The traditional 'corporate video' is often more complex than a simple monologue.

We believe in working hard in this space on communicating benefits, retaining audience attention and using creativity where possible.

For businesses offering multiple products or distinct services serving different needs or markets, we caution against trying to cram everything into one video which may become overlong. With lots to communicate, a company may need service- or product-specific video to supplement the 'corporate video', or a suite of video testimonials, team profiles, or other insights that could dilute the main message.

### What It Involves

Quite often the content is based around a 'talking head' pieces recorded on location, together with shots of products or premises, or services in action.

The importance of a thorough briefing and a meeting of minds cannot be overstressed. Things which may seem easy to film can be difficult, and vice versa. Equally, clients can often anticipate higher budgets than are needed.

Working through the business needs and aims can result in a shift in perspective and a realisation of better approaches or new opportunities.

Instrumental in the ease of production of many of our recent projects has been the use of autocue to deliver a script without the worry associated with having to remember everything. A key element of this is script writing or polishing and this is an area in which we excel.

### 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).

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.

A draft edit will be sent as soon as is practicable. At this stage the branding and visual finesse may be in a 'proof of approach' form, which we work with you on to finesse.

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 brief from this client was not only to produce a corporate laundry business video that highlighted a specific part of their operation, but which was then well optimised on YouTube so as to deliver maximum SEO benefit. As well as a video that was very well received, the run rate on Views on is 5 times their previous business video. This doesn't happen by accident.

The difference is achieved by keeping the video length manageable, the script tight and focussed on benefits and USP, and the visuals illustrative. As a result, Empire Laundry are a very satisfied client. So much so that they invited us back a year later to update the video.



## ▶ CLASSIC PACKAGE

**£925**

A meeting and a location recce to plan the project.  
A half-day 'talking heads' based shoot with a single HD camera and cameraman.  
Use of an autocue if needed, on location or in a 'studio' setup.  
Editing to create a video with your company logo added, caption for any speakers, royalty-free music soundtrack and closing slide.

Ideal for a first foray into video content. In fact, simpler options are available for small businesses or lower budgets.

## ▶ PRIME PACKAGE

**£1495**

A meeting and location recce to plan the shoot, the script and storyboard.  
A full day 'talking heads' based shoot with one or two HD cameras and cameraman.  
Use of an autocue if needed, on location or in a 'studio' setup.  
Shooting on more than 1 location if needed.  
Editing to create a video with your company logo added, caption for any speakers, royalty-free music soundtrack and closing slide.

Well-suited to businesses where there is lots to show.

## ▶ PREMIER PACKAGE

**£2495**

A meeting and location recce to plan the shoot, the script and storyboard.  
A full day shoot with one or two 4K cameras and 2 cameramen.  
Shooting on more than 1 location if needed. Use of an autocue if needed, on location or in a 'studio' setup.  
Creation of a bespoke animated logo intro or professional voiceover.  
Editing to create a video with your company logo added, caption for any speakers, royalty-free music soundtrack and closing slide.

## 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, Bullhorn**



## OTHER WAYS WE CAN HELP

### Editing Services

**from £80 ph**

Whether you are looking for production of a corporate video, content marketing through video, video case studies of your projects, insights into your products or services, we can help with a video editing service.

Need things in a rush? We have a great track record in fast project turnaround. Sometimes we've been on client site within 36 hours of an enquiry. We can produce a video from start to finish the same day. We can edit on location. We've even produced an edit within an hour of finishing the filming.

A few of our video projects have been essentially collages – sourcing library footage and editing together to tell the client's story or showcase a product.

Sometimes an old video needs to be re-branded or have elements changed – something we've done for both existing client projects and new client requirements.

### 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 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 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?

### Supplementary Services

- :: Video services for internal comms - training videos, presentation content
- :: Professional voiceovers for new or existing videos
- :: Subtitling of existing videos, voice transcription services
- :: Production of animated logos
- :: YouTube consultancy - guidance on setting up your presence, or reviewing improvement opportunities
- :: Social media management, content writing
- :: Graphic design services - logo design

## 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.

