

## PRODUCT VIDEO PRODUCTION RATECARD 2021

### What We Mean

A corporate video covers all the main points about why a customer should buy from you.

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'.

If you want to showcase, demonstrate, or go into detail about one part of your offering, a self-contained "product" video is the way to go.

Something we do a lot of is software demo videos, taking screenshots and adding graphics, music and voiceover. These solution-specific videos may be for general marketing, online or offline sales collateral, or internal training.

### What It Involves

Usually the video is based around shots of products or services in action. This may be supplemented by a voiceover from a company representative or a professional voiceover artist.

The filming is therefore usually not about obtaining good sound but showing the item, its features and benefits.

As the project is very visual - its often about what things look like - it's important to discuss how any supplementary graphics or text will work harmoniously without distracting the viewer's eye.

Obviously its great for your budget if multiple videos can be shot in 1 session.

### 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, list of features 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 fine tune.

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

Years ago we advised a client not to showcase 4 products and their business together in 1 video, but to create separate videos.

The result was that a customer was able to find what they wanted quickly and get the insight they needed to spend £50k. We get excited about a result like that.



## ▶ **CLASSIC PACKAGE**

**£875**

A meeting to plan the project.  
A half-day shoot with a single HD camera and cameraman, OR a half-day screen capture session.

Editing to create a 60-90 second video with your company logo added, simple text, royalty-free music soundtrack and closing slide.

Ideal for a first foray into product videos.

## ▶ **PRIME PACKAGE**

**£1595**

A meeting and a location recce to plan the project.  
A full day shoot with a single HD camera and cameraman, OR a full day screen capture session.

Editing to create up to 3 videos with your company logo added, simple text, royalty-free music soundtrack and closing slide.

Well suited to businesses with multiple products or services.

## ▶ **PREMIER PACKAGE**

**£2475**

A meeting and a location recce to plan the project.  
A full day shoot with a single 4K camera and cameraman, OR a full day screen capture session.

Editing to create up to 6 videos with your company logo added, graphics, royalty-free music soundtrack and closing slide.

Creation of a bespoke animated logo intro for all videos. Professional voiceovers on all videos.

## **CLIENT TESTIMONIAL**

I have worked with London Corporate Media on a number of occasions producing product videos for online sales promotion, specifically for the web. As well as helping with the strategy development behind the videos, the service that Chris gave with shooting and editing was exactly right for our client who in turn was very pleased with the results. I would have no hesitation in recommending his services.

**Ginetta George, Managing Director, Detail Design Consultants**



## OTHER WAYS WE CAN HELP

### Editing Services

**from £85 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.

