



CORPORATE VIDEO PROMOTION

A clean-cut solution at a can-do rate

The formula for a professional video:

1. Consultation to conceptualise.
2. Pre-production work-through.
3. Language treatment & adaptation of script. *
4. Team of 3 with with broadcast recording & lightning equipment for 2 days.
5. Two lapel microphones **or** one lapel-mic & one boom-mic.
6. One page of studio voice-over with pro voice artist.
7. 3D Logo Splash-Screen **or** pie charts & pictorial graphics.
8. Three days of editing & one free rework.
9. Picture & video stock unlimited.
10. "Caned music" & sound fx unlimited.

R20 000 all inclusive for corporate promo or in-house training video*

*This is not a substitute for a proper quote.
Terms and conditions apply.

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About this Promotion

Often we are approached by clients in want of a video. They know what they need depicted but, very little consideration is given to the rest. A potential client often departs from the video producer with a spinning head and a disillusioned heart.

On a quest to save you the endless footwork and ourselves a tedious quoting presses, we came up with a formula; a recipe if you wish; of a corporate promo or in-house training video.

This promotion is no substitute for a proper quote. It will give you a good idea, however, of what goes into a very well made video.

Procedures, terms and conditions:

The consultation to conceptualize typically takes a morning (8-12). We do charge for consultations, regardless if you plan to make use of us or not. But the consultation charge are subtracted from the total cost of the package, will you decide to make use of our fine service.

Language treatment and script adaptation is where the production starts to take on form. Half of your audience is visual and the other half is verbal. Some are left-brain thinkers and some are the more emotional right cortex creatures. Our job is not just to video and edit, but to know when to flip what switch.

You supply the research and script. We then adapt it, where applicable, into messages that is narrated, pictorial, written-verbal, abstract-visual etc.

After we have a roadmap, which is the adapted script, we start with the pre-production work-through. We set up shooting times with the people from your organization that must go on camera, do a location recognizance and get up to speed with the mechanics of what must go into the video.

After al the interviews are scheduled and premises are booked, the production is ready to officially start.

Our package deal includes two broadcast cameras, each with a cameraman and one assistant that doubles as a sound-guy. You might have need (for example) of only one camera person but over 3 days, in which case we will adjust the package to fit your need.

A charming voice artist always makes for a pleasing end product. We have a wide selection of voices and personalities to fit your need.

A 3D animated logo or splash screen is a great aid throughout for brand reiteration and overall perceived value. Or, you might have a heavier need of pie-charts and graphics to get the message across. The package includes either one. May it be that you would like both; the one becomes an optional extra.

The next step is editing- also called post-production.

For the most part of it we work according to the script, often adding all sorts of niceties to evoke an emotional response. A ruff-cut is then presented for your consideration. After checking for factual correctness and overall esthetics, you report back with alterations and suggestions. According to your report, we then make the final cut.

Rands and Cents

After the 1st consultation, a 50% deposit of the total quote is needed for production to start. Before delivery of the final cut, the difference plus optional extras must be deposited.

Optional extras include: (although seldom used in corporate video)
Hair and make-up. Film permits where needed. Transport for distances further than 50km from Cape Town. Set-dressers and décor. Costumes and props. Celebrity appearances. Technical and grip work over and above what is included in the quote (steady-cam, dolly or jib).

Restrictions and allowance of use:

The final video is allowed to be used as promotional material and for in-house purposes. The industry is regulated in such a way that, when a video is used for broadcast or public screening, a whole different royalty structure kicks in for stock-material, canned music and voice talent. We are required to ask of you, the client, to sign a letter of intent. In this letter you must state the intent of use and please refrain from use outside of what it is made for. If you develop a need to use it over and beyond that intent, a new rate of use will be (re)negotiated.

The same letter must please include affirmation that all the intellectual property such as research, insignia, products etc. is your own property.

The same letter will have a declaration, which must be signed, that none of the production will be used for illegal purposes.

Apart from a little admin in the beginning and at the end, participating in a video is great fun and better even for team moral.

Hope to be of service soon.

Regards

Deon C. Louw
Director DCL Creative
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www.youtube.com/rudefdude