

Heathfilm

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Things to Consider Before Developing Promotional Video Material

Concept Development – Do we need to do scripting?

This is the most important stage of any promotional project and may include research, scripting and storyboarding. The scope of our involvement at this stage depends on how advanced you are in developing your concept for the project.

In broad terms, we need to pinpoint:

- the purpose of the project;
- who the desired audience is;
- the main message you want to convey to that audience as well as the detailed points; and
- how you will use the product to reach them.

We need to create an end product that is both “on message” and “visually compatible” so it aligns comfortably with your existing marketing collateral.

The Shoot – What is the scope of the production shoot?

This can vary greatly from a 1 production person shoot of about \$550/\$1100 per half/full day to larger scale 3 or more production people starting from \$1100/\$2200 per half/full day.

If you have pre-existing footage and stills, they can sometimes be incorporated to cut down on shooting time. The general rule is that more time spent planning equals less time shooting.

Post Production – How long? How sophisticated? What Style?

Editing is basically time and so the length of the final product has a big determining role in the final cost. Editing one 5 minute eye catching montage, colour grading, sound sweetening, authoring to DVD and artwork design will most likely take at least 2-3 weeks of post-production time.

Montages have a lot of layered footage, and this takes a long time to edit.

Talking heads take much less editing time per minute, so a more corporate style product is cheaper.

Number of DVD Units – How many? What packaging?

The more you produce, the cheaper it is per unit. If you know exactly what you want beforehand, we can lock a quote into the contract. There are different ways of packaging too, with variable pricing structures.

You also need to decide whether you need us to design the artwork on the DVD.

Alternatively, we can just provide you with one master which you can duplicate or replicate as needed.

Television (TVC) Re-editing

Shooting a TVC can be very cost effective when shot at the same time as your DVD or website video. This is especially relevant for schools with regional target markets.

Make sure you decide if this is needed before the project commences.

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Web Streaming – Do you need files for your website?

Segments of the DVD can easily be made available for streaming on your website. This will be incorporated into the cost of post production. If you are not set up to stream video on your own website, we can organise for the video to be externally hosted and provide you with a link or embed code. Keep in mind that you can potentially build substantially on your brand credibility by producing non-promotional, information rich and useful video content in website videos. Ie “How to” style segments.

Music Rights – Do you require music and what sort?

If any production music is used, we'll need to budget \$103.40 for every 30 second unit of music in up to 1000 units. Ie a 5 minute production music song in a montage will cost \$1034 for 1000 DVDs. (These licensing fees are just passed on from APRA)

If you need to use music other than production music, it will generally cost a lot more. A licence to use a full song published commercially by EMI or Sony in a run of 1000 DVDs could be \$3000 to \$10,000.

We can also create copyright free music or use music that you have copyright clearance for already, but you need to take into account that it might not be as effective for use at trade fairs if that is how you want to use the DVD.

Even though it can be expensive, the right choice of music can make a huge difference to the final product.

Voice Over Narration – Do you want professional voiceover?

Standard Voice over artists will charge about \$350 to \$500 per five minutes of narration, however, we can record your own voiceovers during the shoot if you are using them, or have members of staff or clients present to camera.

Quoting

When we make a quote, we will quote for the completed project and then contract to finish the production for the agreed price. The variability in price will only be in the number of units you require and in the amount of production music that is used.

You can either request a video production quote online or call us on **07 3869 4660**.

Hope this is of some assistance, and I look forward to discussing your requirements further once you've had time to mull it over.

Warm Regards
Jonathon Heath