



How to Manage Your Corporate Video Project

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FOREWORD

This helpful handout you how to make certain that your next corporate video production is a big success.

Many managers of businesses, schools, agencies and professional associations are unsure of the video production process --where to begin, what steps to take to finish the project, how to get the desired response from the target audience.

By having this handout, you, as marketing professionals, have already taken the first and most important step to learning the professional video production process.

Whether your video is for training, marketing, sales, PR, safety, or any other purpose, every video production has four phases:

- Pre-production when you design your video on paper.
- Production when camerawork and graphics are originated
- Post-production when the video is edited and produced
- Duplication & Distribution when you package and send your video

With the proper planning and organization, producing a video can be a fascinating, sometimes complex but always a rewarding experience. With the production company and the manager-client working together as a team every step of the way, everything should fall easily into place.

The outcome is a powerful marketing, sales, training, motivating, or informing tool that can quickly return its investment many times over.

Whether this is your first time managing the production of a corporate video or not, you know for sure the success of your upcoming video is critical. If it works and does its job according to plan, then you are a very happy person. However, if it falls short of the mark, then you could be in big trouble. Nevertheless, this handout will help you eliminate any confusion and anxiety that you may be experiencing about commissioning a video for your organisation.

PLANNING YOUR CORPORATE VIDEO

A corporate video project starts when you precisely identify:

- what the purpose of the video is,
- who you are targeting and why,
- what topics will form the content of the video,
- how you will distribute the video to your audience,
- how much you want to spend on the production, and
- how you will measure quality of performance.

As a marketing executive, you know that communicating precise goals are important because you work as part of an organisation or team. You have to be sure that all the people who matter in your organisation are in agreement with your stated purpose, target audience, and costs. If you do not have this, even the slickest, most innovative video production cannot bring you success.

Gaining consensus is the right way to start. Conversely, if you have no consensus, then work at it until you do.

Step One – Determine the Purpose of Your Video

Clarity of purpose characterises effective communication. The key to a successful corporate video is focus, delivering one single message, promoting one single product or service, or expressing one central idea or goal. An unfocused, disorganized video will leave your audience confused, bored, or worse still, hostile.

The video production process begins by choosing the purpose of your video. How do you want your target audience to respond? What are you trying to get them to do? Do you want them to buy more, do more, be more, work faster, sell more, or spend more money?

Define your video's purpose and how you want your audience to react. Then, write it down and keep it in mind through every step of the production process -- it is the most important part of creating a successful video.

Case Studies

Bekins Van Lines has solved the problem of attracting qualified buyers to its **trade show** booth by sending a six-minute video with a cover letter and a business reply card to 270 potential clients three weeks prior to the show.

According to a company spokesperson, those who received the video "came looking specifically for our booth and wanted to talk more about the message of the video." Bekins **secured business from approximately 85 percent** of the visitors who had seen their video and visited their booth.

Marvin Windows sells the majority of its products to professional contractors. The company wanted to appeal to the growing do-it-yourself market with a new product --the E-Z Tilt PAC Window. They produced a 15-minute **product demo** video along with a merchandising kit, which their distributors could send to local customers. The video package included a voucher that customers could redeem at a local distributor for the re-modelling book "Before and After."

The **response rate boasted a 250 percent increase** over previous direct mail efforts.

Crathen & Smith manufactures corrugated machines and packaging equipment. The company produces four to five **sales presentation** videos each year. Their four-man sales force now conducts their sales calls after the potential client has seen a video and requested preliminary price quotes. "In most cases, we avoid having to make a trip because the customer comes to us, or visits one of our installations," says James Smith, Marketing Manager.

Sales cycles have decreased from nine months to about 90 days, and the company has witnessed a **£30,000 per year savings** in sales travel expenses.

Specialty Bindery Ltd produced a **plant tour video** entitled "The Competitive Edge" to educate buyers on mechanical binding services. This way, buyers can compare "apples to apples," informs company President Ronald Ridgeway. "We had used brochures, but they simply weren't as interesting as video." SBI offered the videos in a series of trade ads from which they received over 2,300 requests for copies, which ultimately resulted in roughly **£1 million in increased sales**.

Step Two - Define Your Target Audience

Who is going to see your video? Customers, employees, or suppliers? Human resources managers or marketing managers? Chief executives or warehouse staff? Are they young, old, or in between? Are they ready to act now or indifferent? Even though videos made for every one of these target audiences might convey the same idea – the style, content, and quality will most likely vary.

Define your target audience and then do a little research as to what motivates them. Gear your selection of settings, music background, special effects or editing towards what your target audience wants to see, what makes them pay attention and listen, and what motivates them. Of course, your selections affect your video's budget.

Step Three – Draw Up a List of Topics

Before you kick off the first production meeting, you will need to draft a list of topics that form the basic content of your video.

How much do people remember? Audiences will only remember about three main things that you tell them. They might remember more, but you can never be sure. Try to organize your main points under three main headings if you can.

For example, you may have something to say about your product. You could organise your topics under three main benefits – faster, smaller, and cheaper. Simple. Just three things. Then everyone will remember.

How much time per topic? Every topic probably needs at least one minute to cover. That means that fifteen topics in a 10-minute video does not work well.

How fast do people speak? Video narrative runs at about 100 words a minute. A 10-minute video will be about 1,000 words.

How long should the video be? Everyone asks this one. The answer is always less than you think. Unless you have a captive audience, always go for less rather than more, and avoid boring your audience.

In the space provided below, list your key points and the video runtime.

3 Key Points Audience Must Remember: Key Points/ Runtime

1. Key point -
2. Key point -
3. Key point -

Estimated video runtime:

Step Four - Decide How to Distribute Your Video

This step may seem a little premature, simply because distribution of your video is not even possible until the final print approval. We include this step in the planning phase because while determining your target audience, you also want to consider how best to reach them.

Sadly, many corporate clients create their own videos, hand them out to a dozen or so employees or clients, and then forget about them, as they get busy with other promotional tools. This is not only costly but also negligent.

Video can be and will be, your most powerful promotional and marketing tool. However, to achieve your goal, your target audience must see it. Achieving your video's goal requires both a solid distribution plan and room in the video budget to get it duplicated, packaged and sent out to your prospects.

Overall, your corporate video is distributed one of two ways. Either in-house (a training or inspirational video for employees) or to outside organisations or individuals (to corporate clients and consumers). An in-house production simply requires the inventory of the DVD copies and a DVD player with monitor or a computer with a DVD drive, as well as a selected area to view and study.

Productions generated for an outside audience require many more considerations, such as advertising to promote the availability of your video, an efficient means of sending and tracking the videos, and of course, a larger inventory of video copies and packaging supplies.

Step Five - Decide How Much You Want to Spend

"How much will it cost?" That is the very first question that most corporate video clients think, even if they do not ask. For the corporate video producer, this is a very difficult question to answer without proper consultation to get specific information needed to help you get started.

In order to work up a production budget, the producer needs to know what you have determined while planning your project – what is the purpose of the video, who is the target audience, and how do you plan to distribute the video?

If you thought business videos were just for the FTSE 100, you will discover how affordable they really are today. A truly uncomplicated, basic video production could cost the same as a printed 4-color brochure!

Nevertheless, video is a creative medium, and there will always be a variety of ways to produce a successful program with the same purpose. That is to say, a highly polished program, with a (celebrity) presenter, animated 3D graphics, exotic locations and distribution of thousands of copies could well run into hundreds of thousands of pounds.

Therefore, it is essential for you to set the budget - or at least a rough guide as to what you would like to invest in the production. That way the producer can build the proposal around your expectations and advise on how best to achieve your objective - including web streaming, duplicating, packaging, and distribution.

If you get some comfort using a rule of thumb, the industry estimates a minimum of £2,000 to £3,000 per finished minute of video for a quality corporate presentation. However, the actual cost always depends on what you want to see on the screen during those minutes.

Four Budgets of Actual Video Productions

Perhaps, the best way to answer your question about how much your video will cost, is to show samples of various productions, so you get an idea of what mix of production service elements a given budget buys. You can consider these four examples when deciding what type of video production is right for your company and budget.

1) A three-minute marketing video for a local charity, to raise money for the refurbishment of a community hall. It took two weeks to produce, and was filmed in one location, using real employees. **TOTAL BUDGET: £5,000.**

2) A 14-minute morale booster for a global bank with CI offices, which all employees viewed. It includes name actors, a great deal of aerial photography, and specially designed and built sets. Filmed in several locations, it took nine months to produce. **TOTAL BUDGET: £250,000.**

3) A 14-minute corporate image video for an emerging high-tech company, whose audience is design engineers. It was filmed using real people in several nearby locations. It also included library footage of space from NASA and assembly line footage from Chrysler. The video took three months to complete. **TOTAL BUDGET: £25,000.**

4) A three-part video totalling 90-minutes for a law practice. The subject is a lecture conducted by a well know Advocate on Jersey employment law.

Companies and educational establishments pay £500 for it. The video series took 1 month to produce. **TOTAL BUDGET: £11,000.**

All four videos succeeded in reaching their goals. All but one video included script, narration, titles, and editing. The exception was the legal series where the lecture was the script. All four productions are broadcast quality, which means that they meet ITC requirements for broadcast television.

Step Six – Determine How You Will Measure Quality of Performance

Another key to producing a successful video is to measure quality of performance during the entire process. Performance measurement is your guarantee that if you do everything correctly at each stage in the production, then the finished video will turn out just perfect. It will meet your objectives on time, on budget, and with the approval of your peers and superiors. Moreover, using performance measurements means you will never lose control of your project.

Quality of Performance means that;

- You get it right before moving on to the next production stage.
- You break the project down into a series of clearly identifiable steps everybody can understand, and are then easy to achieve.
- You document your performance measures to ensure that you accurately and effectively translate your project goals.

Here are a few typical scenarios where it can all backfire if you do not ensure you have a purpose, target audience, budget and timeline, and that everyone who matters has agreed to all of these.

- Your video is almost complete, when unexpectedly somebody important suggests a major change that will seriously affect your budget. These changes will also slightly dislocate the message you are trying to get across.
- In the course of scripting, one member of your team feels it is essential to add a level of detail to part of the video that you had not originally envisioned. You know that to accomplish this will involve additional costs, and increase the video runtime. You also feel it will cloud the main thrust of what you want to achieve.
- During the shoot, one of your peers in another department spots something that he insists needs to be shot and included in the video. This is not in your shoot schedule, and it will take up precious shoot time to do. Yet you do not know how to say no to this person without appearing rude or arbitrary.

At each step, you and your team must monitor and approve each phase of the video production in detail. If you fail to do this, then you leave the door open for a problem similar to the ones described above, further down the line.

Whatever you do, do not proceed to the next step until the previous step is complete to everybody's satisfaction. In addition, do not be persuaded otherwise.

In the spaces provided below, list your purpose, audience, budget, completion date and who else needs to approve and support your project for your video to succeed.

The purpose of this video: Purpose

1. List the purpose of this video:

2. Audience response should be:

The video will target these audiences: Audience/ Budget/ Deadline

1. List your primary audience:
2. List any secondary audience:

The initial budget estimate is:

Required completion date:

Approval and goodwill required of: Sponsors/Champions/Stakeholders

1. List names:
2. List names:
3. List names

VIDEO PROJECT SUMMARY

Project Name:

Purpose:

1. The purpose of this video is:
2. The audience response should be:

The video will target these audiences:

1. List your primary audience:
2. Your secondary audiences:

The initial budget estimate is:

Required completion date:

Approval and goodwill required of:

1. List names:
2. List names:
3. List names:

3 Key points the audience must remember:

1. Key point
2. Key point
3. Key point

Estimated video runtime:

PRE-PRODUCTION

Step One - Establish a Video Project Team

A likely team composition is you, as the team leader, a knowledgeable producer from an outside production company, your company technical expert in the subject matter, a staff expert on the business objectives, and someone with special knowledge of the audience, such as their likes, dislikes, needs, habits, and expectations. A well-structured team will give your video that extra edge.

Step Two – Initial Meeting with the Video Producer

Arrange for a free consultation meeting with the producer at your office. From this meeting the producer will be able to put together a proposal, describing the purpose of the video, the mix of production service elements required, and an estimate of costs.

Step Three – Accepting the Proposal

This proposal gives you a good idea of how the completed video will work, and allows you to adjust costs, add ideas and fine-tune the program until it meets your requirements. At the completion of this crucial phase, you will receive a complete proposal from the production company. This proposal requires your concentrated attention.

Now is the time to make revisions and offer suggestions. Your producer should work closely with you during this time to insure that your proposal is a good one -- and that it fully demonstrates your company's policies and views.

A proposal should remain flexible. It is simply a good starting point for the ideas and message that the video will communicate. Ultimately, the proposal should guide the video, rather than limit it.

Your approval of the proposal will move the production to its next step, which is setting budgets and signing agreements.

Step Four – Approving Budgets and Agreements

In this step, the production company should present you with a budget based on your approval of the proposal. Be sure the budget includes all aspects of the remainder of the production, such as music licenses, crew, talent, and location fees. The budget should be all-inclusive. Refer to our Master Budget Form in the Forms Appendix to see what should be included in the total, and how you arrive at that total.

Most of your budget will be spent on services. The only tangible item you are purchasing is a Video Master Tape and the right to reproduce it as often as you like.

While analysing budgets for video productions, remember the following:

- A well-produced video should serve your company for at least two years.
- Some of the most effective business video productions are surprisingly short.

Shorter videos are generally clear, concise, and to the point, and do not risk audience boredom. This is especially important if the film is to be streamed online where viewers attention spans are diminished. While the length of the video does not always determine its cost, many shorter programs will be less expensive than longer ones.

- More often, the care, planning, and attention of the producer determines the value of your video rather than how much you spend. Your producer's job is to deliver a video program that accomplishes your company's goal.

With the approval of the budget, you will sign a 'Terms & Conditions of Business (see the Forms Appendix for a sample). Terms & Conditions vary from company to company but the general language is normally the same.

Most contracts will specify payment terms. Typically, you pay for video productions in two parts – one half due upon the signing of the contract, and the final part upon delivery of the finished video master.

Step Five - Initial Production Meeting – 90 minutes

Attendance: You, your internal project members, and the producer

Agenda:

- Brief everyone on the Video Project Summary you developed in planning. It may require some further discussion or confirmation.
- Note any strong ideas anyone has at this stage. Making a video is a where good ideas can pop up at any time.
- Let the producer outline the style of video that seems most suitable, perhaps voiceover, interviews, documentary-style, or animation. Here, the producer has an opportunity to guide the team with an initial vision.
- Discuss and agree on the topics for inclusion in the video. The meeting is not over until the content is settled.
- Appoint a designated representative. It may be one of the other team members, or someone in your office. Either way, you and the producer need people at both ends who can make sure messages, pictures or details do not get lost and the project moves forward in your absence.
- Schedule the project from start to finish. Once everybody has the schedule down in his or her calendars, then completing the video becomes merely a matter of meeting agreed upon completion dates. Typically, a video will take 4 – 8 weeks from start to finish.

Marketing Executives Quality Check – Quality assurance means you verify that the content is settled and your team has agreed upon a documented production schedule before ending the meeting.

Step Six - Producer Orientation and Project Research – two hours to 2 days

The producer may well need to meet the people in your organisation who are relevant to the project. These people can supply the necessary background, technical and cultural information the producer will require to create an authentic and credible video. The amount of research and orientation varies with the complexity of the project.

Marketing Executives Quality Check – Quality assurance requires that you verify the producer has access to the people he needs to meet and is becoming familiar with your company in the manner you determine.

Step Seven - Script Briefing – half day

The purpose of this meeting is to work out the wording of the video. Work on just the words. Visual ideas are not too important at this stage. Are you surprised? Here is the reason why ... The script is the engine that powers your video. A strong and meaningful script, even with weak visuals, will always be more effective than a weak script with strong visuals. Scripts do the work. Often it takes considerable discussion to figure out quite what you can say and what you cannot. This needs to be the central focus of the meeting, defining your script. The rest can come later. Nonetheless, if someone spontaneously erupts and gets a brilliant visual idea, do not dismiss it. Just note it down for the next meeting.

The producer, who we will presume for now is the scriptwriter, will have an agenda prepared in advance, based on your topics and the results of their research. This means the meeting can stick to mapping out the topics as a script. To do this effectively, consider that you may need a couple of additional specialists to attend. Remember: the script briefing is a gathering of the best intelligence of your company. In due course, the finished video will reflect this.

So do not be frightened of inviting people in. The small improvement a specialist makes is always worth having.

Marketing Executives Quality Check – Quality assurance requires that you determine and verify the quality of input into the script.

Step Eight - Script Approval

The producer will email a 1st draft of the suggested script to you for comments and amendments. You should mark the script like homework. Document your comments and email them to the producer.

After editing in your initial comments, the producer emails the script back to you for wider approval. Typically, a script takes three drafts to get right. You should also consider that there are people on the periphery of your project who should receive copies of the script. The last thing you want is for a director or senior manager from another department to come in at the end and complain that you did not consult them over the script. It makes more sense to get their input and approval early. Moreover, if they have an important input to offer, well that is so much the better. Include it.

Marketing Executives Quality Check – Quality assurance means the producer will not proceed further until the script meets with your and your team's 100% approval.

Step Nine - Storyboard or Creative Concepts Production

After script approval, your producer will create and compile a storyboard or creative proposal for you depending on the nature of the project. This is a highly detailed document covering every aspect of the production. It is the blueprint of your project and indicates all the required shots, where to take them, who needs to appear in them, what they will be wearing, and what they will be doing.

You will also receive a list of required locations to organise for the shoot. With this there will be a list of cast and props required, any power supply required, parking for the crew, plus any photographs or any other material required for the shoot and post production.

Finalise your choice of voiceover, presenter, cast and any graphics ideas at this stage. In short, everything goes into the storyboard or project design document.

Marketing Executives Quality Check – Quality assurance requires that you review a complete project design document for approval. Pre-production is now complete.

PRODUCTION

Step One - Shoot Planning Meeting – 90 minutes

Attendance: You, your internal project members, and the producer

Agenda: Allocate individual responsibilities to team members for

- Briefing others outside the Team involved in the shoot
- Arranging locations and times for the shoot.
- Planning a route for the video crew
- Arranging for props, equipment required
- Briefing any of your people who may be involved
- Arranging video crew/cast parking, meals, and accommodations.

You may also need to provide a Location Manager, someone who can help pave the way for the crew's arrival at each location.

Expect to find all preparations required for the production in the storyboard or Creative proposal documentation provided for you during pre-production.

Preparing for the shoot is often the toughest part of the whole project for many people. What started out as great fun and big smiles is now a list of things to do that you cannot avoid. However, like any other job, if you allow plenty of time, you should not find any real problems. A couple of week's time between your shoot planning and the actual shoot is usually fine. Less than two weeks can mean you will end up rushed, and your other work may well be affected.

Marketing Executives Quality Check – Quality assurance means ensuring that preparations for the shoot are ready in a timely fashion.

Step Two - Pre-shoot Check

About 24 to 48 hours prior to the shoot, you or your representative will telephone all persons and locations involved in the shoot to check for completion of all the preparations agreed at the Shoot Planning Meeting.

Marketing Executives Quality Check – Quality assurance requires that you verify that all your instructions are completed.

Step Three - The Shoot – 1 to 7 days +

Most shoot crews consist of a:

- Producer who will interpret the storyboard and direct all shots
- Camera Operator or Lighting Cameraman to arrange lights and take shots
- Soundman/Rigger who will arrange mikes and sound recording, and help with rigging all the equipment.

In addition, there may be a cast, which may include a mix of professional actors, a presenter, and some of your own people. The producer will organise and rehearse the cast for the shots.

While the shoot is mainly in the hands of the director and the shoot crew, you or a designated representative you trust, will need to oversee each day's shoot.

You may also need a technical advisor present if the shoot involves health and safety, equipment or complex or regulated issues.

While shooting, there should be arrangements made for you or your designated representative to be able to see the footage on a portable monitor.

If for any reason you would like a shot retaken, indicate this to the Director who should be pleased to do this for you. Always remember that you are in the driver's seat.

Marketing Executives Quality Check – Quality assurance requires that you, or your designated representative, approve the footage as it is shot.

Step Four - Graphics, Stills, Voiceovers and Music

During or soon after the shoot, work will commence on graphics such as your logo, any icons that need to be developed, charts, and captions. If your company has a *Brand Guidelines*, you will almost certainly need to provide one.

If required for the video, the producer may record voiceover separately at a sound studio. You should not have to attend this session unless you have a particular concern about the script's delivery.

The producer may score the music or obtain copyright permission at this stage.

Marketing Executives Quality Check – Quality assurance requires that you receive in advance any graphics, particularly technical graphics, or any other work requiring prior approval. The production phase is now complete.

POST PRODUCTION

Step One - Editing

Editing can take one or two weeks. Under the producer's direction, the editor will interpret the sequence of events from the storyboard, the footage, and additional director's notes from the shoot, the voiceover, and any preferences you or your designated representative may have offered while approving the footage during the shoot.

Marketing Executives Quality Check – Quality assurance guarantees that if everything else is according to plan, then editing should run smoothly, and on time.

Step Two - The Rough Cut Viewing – 2 hours

You and your team review a Rough Cut of the video in detail. This may be at the studio or at your premises.

Because the producer has worked closely with you throughout the production, the Rough Cut will be close to your finished video. Nevertheless, you will need to identify any small amendments. Formally document all modifications required.

Manager Quality Check – Quality assurance means you and your team approve the video for content and continuity.

Step Three - The Fine Cut – 1 hour

The producer will have incorporated any suggested modifications from the Rough Cut stage into the video. You will have attended to every smallest detail prior to this meeting. Because you have adhered to a Quality Assurance Check throughout the production process, you can rightly be confident the result will achieve its purpose. The video will now be complete.

Marketing Executives Quality Check – Quality assurance means you and your team approve the video before the Final Viewing.

Step Four - The Final Viewing – 1 hour

Invariably this is a formality where you present the finished video to your organisation.

Marketing Executives Quality Check – Quality assurance means the finished video is complete and ready for use. The post production phase is now complete.

It is now time to stream, duplicate, package and distribute the video to the target audience.

DUPLICATION & DISTRIBUTION

Stand-Alone Video

A stand-alone video has the advantage of simple distribution. You end up with one file, a video, which can be compressed as small as you like and uploaded to a Web site, saved to a DVD, or left alone on the hard drive uncompressed for optimum playback quality.

There are two primary ways to package your stand-alone video for delivery:

- VHS tape
- DVD

VHS Tape

You should choose VHS tape if your audience will most likely view the video on a television set using a video player. You should consider including additional training or marketing materials inside the video case. Someone will have to design, approve and print covers.

Double size presentation cases are useful if brochures or questionnaires are included in the package.

DVD

If your target audience wants to open a package, take out your video, and play it immediately at their desk, then DVD is the obvious choice. DVDs are less expensive than VHS tape to mail, smaller to store, and run well on any half decent multimedia PC with a DVD drive.

DVDs offer a variety of options for packaging. Each choice has a different cost/benefit, with different merits for each.

Option One – DVDs in plastic jewel cases with full colour covers and labels

- They look impressive when new, and definitely create the best image of all the options
- They stand up on a shelf and stack easily
- The title can be read from the spine, shelved or stacked
- The front, back and inside cover provide ample room for instructions and secondary sales or training messages
- They are relatively expensive to produce, package and mail compared to other DVD packages. They are the premium option.
- Jewel cases scratch or mark quickly
- Jewel cases protect sensitive DVD media
- They are still inexpensive to mail compared to VHS videotape

Option Two – DVDs with full colour labels directly printed onto the DVD

- Eliminates high cost of printing and packing covers for jewel cases
- The printed DVD is effectively its own cover
- Offers good clear appearance, but quality is below printed cover artwork
- Stacks easily but has no spine label for shelf reading
- Postage remains the same as other DVD package options

Option Three – DVDs with printed color label in design printed card sleeves

- Card sleeves can look good if well designed
- There is room for a secondary sales message on the cover
- Reduced packing and postage costs
- Best option for high volume individual overseas delivery
- Bulk delivery is half the weight and size of jewel cases
- Small, and fits neatly in the pocket
- Sleeves do not stand up on a shelf or stacking system
- They tend to get lost or overlooked more easily

Option Four – DVDs in clear plastic wallets with colour label printed on DVD

- The least expensive option of all
- Looks like a freebie
- Cases get lost and loose DVDs scratch
- Good label design is essential to avoid “free magazine CD” image
- Good option if DVD has very short life or massive quantities required
- Functional

New Media Options

The Internet is a great vehicle for distributing your videos worldwide. With proper planning, digital versions of your corporate video will cost much less to distribute.

Moreover, digital video allows you to repackage, repurpose, and distribute your video in a few additional ways:

- Embedded in a PowerPoint slide
- Inserted into an HTML page on a Web site
- As an Adobe Acrobat file embedded with your video PowerPoint

Video is an essential element in every effective presentation today, to help deliver your message and reinforce your position.

Your PowerPoint presentations will come alive with a professional video clip inserted within a slide. Best employed as introductions or bridges between major presentation segments, video clips add visual and emotional impact. PowerPoint video presentations are great for viewing in a corporate conference room on a powerful computer where portability is not an issue

HTML

You can easily create a simple HTML page of links with descriptive text that directs viewers to open each video segment. This would be fast, convenient, and easily updateable. If the videos are small enough and in the right format, such a presentation could easily be uploaded for Web viewing or bumped onto a CDROM for broad distribution. On the downside, videos would have to be small, quite compressed and saved in a Web-friendly format.

Embedding videos in a Web page allows visitors to click through and view your video freely. You can add videos to your site any time you like and change the selection whenever required.

Adobe Acrobat

Adobe Acrobat is the primary tool for creating universal documents. It is very easy to embed a video in an Acrobat file, and as long as you transport the videos

along with the Acrobat file, the playback is very smooth. You can distribute the video presentation to its largest possible audience using Adobe Acrobat.

What Makes a Good Web Video

A video that does well on the Web will most often be short and to the point. You will cut any scenes that do not have a quick payoff and opt to show mostly close-ups of main subjects. Showing panoramic, big spaces on Internet video usually does not work. In the Web video medium, subtleties get lost. Note that videos with fewer colours transmit faster on the Web than densely coloured films based on complex images. For example, interviews or performances against single-colour backdrops transmit nicely. Avoid the transitions between scenes that you ordinarily see on films and television. Because each frame in a transition is different from its predecessor, transitions greatly add to download time. So, if a video is destined for the Web, use straight cuts.

Cut ruthlessly. Length is a real issue on the Internet. Resign yourself to the fact that your Web version of this project will cut to the chase much quicker than the CD or tape versions.

SUMMARY

Spike Productions has prepared this handbook with two key points in mind:

- 1) To make you an informed client, and
- 2) To ask for your video production business.

Having read this booklet, you already know what it costs to produce a video, where the money is spent, and exactly what you receive for your investment.

We believe that the more you know about managing the video production project, the more certain you can be that your next corporate video production is a big success.

If you have any questions or comments regarding any of the points made or implied in this hand out, please contact us. We will be happy to clarify any points you wish to discuss, without charge or obligation.

Call us today, and tell us about your video project!



FORMS APPENDIX

- Sample Research & Development Agreement
- Sample Production Agreement
- Sample Master Budget

VIDEO SCRIPTWRITING AGREEMENT

Date: _____

Client: _____

Title: _____

Company: _____

Address: _____

Dear _____:

When signed by you and us, the following will constitute our agreement: Spike Productions agrees to provide _____ hours of scripting and preproduction planning services for a video depicting _____. We will make every effort to write a script and production plan that meets your needs. Your active participation in this process will help us create an approved script that becomes a blueprint for the filming and editing of your video should you decide to proceed. Additional scripting services are available at £_____/hour or £_____/day subject to your prior approval.

With your approval of the script, we will attempt to secure a separate contract with you for the production of this video. You are not obligated to enter an agreement for the production of the video with us or anyone else.

Spike Productions

VIDEO SCRIPTWRITING PAGE 2

In full payment for our undertakings contained herein, you agree to pay us and we agree to accept the sum of _____ payable as follows:

£ _____ 1st payment upon execution of this agreement, receipt of which is acknowledged by us.

£ _____ 2nd payment to be made on the delivery of the completed master.

Very Truly Yours,

By: _____

Spike Productions

The foregoing is approved and accepted

By: _____

Title: _____

Company: _____

VIDEO PRODUCTION AGREEMENT

Spike Productions

Date: _____

Client: _____

Title: _____

Company: _____

Address: _____

When signed by you and us, the following will constitute our agreement: Spike Productions agrees to produce _____ video(s) based on the script dated _____. This video will have a total running time of approximately _____ minutes. We will provide the following services for this production:

We will provide _____ days of principal photography at the location(s) specified in the script. We will produce your video in the SVHS format and will supply all necessary equipment and personnel.

We will provide all offline editing according to the approved script. You shall have the right to screen and approve this offline edit to insure that it conforms to the script. We will give you reasonable notice of such screening. You shall apprise us within three days of such screening of any changes to conform the offline version to the script.

With your approval of the offline edit, we will perform all necessary online editing. Subject to causes beyond our control, we will deliver the SVHS Edit master and _____ VHS copies within _____ weeks of the completion of photography. You shall have the right to order an unlimited number of copies of the video.

VIDEO PRODUCTION PAGE 2

Date _____

Cancellation of a scheduled filming, or editing session with less than 48 hours notice will incur a kill fee equivalent to _____.

In full payment for our undertakings contained herein, you agree to pay us and

we agree to accept the sum of _____ payable as follows:

£ _____ 1st payment upon execution of this agreement, receipt of which

is acknowledged by us.

£ _____ 2nd payment to be made on the first day of filming or on

_____ whichever comes first.

£ _____ 3rd payment to be made on our delivery of the edited SVHS master of the program and _____ VHS copies.

Very Truly Yours,

By: _____

Spike Productions

The foregoing is approved and accepted

By: _____

Title: _____

Company: _____

MASTER BUDGET

Production Budget

Date

Client

Contact

Above The Line

Producer: _____

Director: _____

Staff: _____

Office Overhead: _____

Casting: _____

Talent #1: _____

Talent #2: _____
Talent #3: _____
Cast Payroll & Fringe: _____
P & W - AFTRA: _____
Music Rights: _____
Non-Payroll: _____
Insurance: _____
Contingency: _____
Above The Line Subtotal: _____

MASTER BUDGET PRODUCTION

Camera Equip: _____
Sound Equip: _____
Grip Equip: _____
Booms, dollies: _____
Aerial Photography: _____
Director of Photography: _____
Audio Engineer: _____
Grip: _____
Production Assistants: _____
Materials (stock): _____
Graphics: _____
Location Fees: _____
Crew Support: _____
Props: _____
Transportation: _____
Misc.-prod: _____
Production Subtotal: _____

POST PRODUCTION

Off-Line Editing: _____

On-Line Editing: _____

Window Dubs: _____

Add-ons (video effects): _____

Stock(edit master): _____

B-Rolls: _____

Protection Master: _____

Audio Sweetening: _____

Credits: _____

Duplication: _____

Misc.-post: _____

Post-Production

Subtotal: _____

Below The Line Subtotal: _____

Above The Line Subtotal: _____

TOTAL BUDGET: _____

Spike Productions is a corporate video design, marketing and production company.

References are available upon request. Call us today and tell us about your video project.