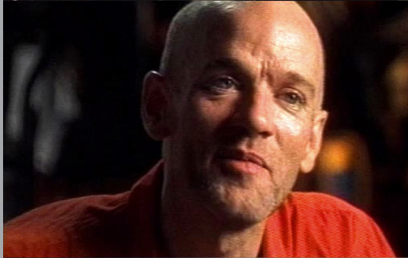


# Menu of Services



Complete Video Content Solutions



## Consultation

Consultation and assessment of needs, followed by recommendation plan.

## Shoot

Multi-day shoot on location at the client's facility anywhere in the US, to capture testimonials, products, facilities, staffers in action. Each day involves 10 hours of shooting on HD, including camera, crew, lighting package, grip, hair/make-up, producer, payroll, insurance.

## Optional Add-ons

- Host casting and talent payments
- Actor casting and talent payments
- Celebrity talent, with SAG/AFTRA signatory rights
- Camera drone, jib or crane
- Multiple cameras
- Full lighting and grip package
- 3D animation
- Original music
- Meta-tagging and archiving of footage
- Media planning and placement

## Video Menu

### **Mission/Vision Video**

Approx. 3:30 trt

*The history, people, products and services of your company, with on-camera interviews of top execs and staffers. Plus b-roll captured at your place of business, pulled from the footage referenced above.*

### **Product/Service Video**

Approx. 3:00 trt

*Brief showcase of the products and services offered by the company. Blends voiceover, motion graphics and b-roll from the above shoot.*

### **Testimonial Video**

Approx. 3:00 trt

*Personal experiences of satisfied customers, blended with testimonials from top execs, staff members and opinion leaders. Edited with b-roll of products and facilities from the shoot archive.*

### **Investor Relations Video**

Approx. 4:00 trt

*A history—recent and distant—of the company's people, products, services and successes. Melds testimonials from execs and customers with b-roll of products and services, while touching on the company's financial prowess.*

### **Employee Orientation Video**

Approx. 2:30 trt

*A version of the investor relations video, combined with the essentials of the mission/vision and product/service videos.*

### **Lobby Video**

Approx. 1:30 trt

*It's the mission/vision video, only shorter.*

## **All Videos**

*Include script; key frame production design; creating 2D titles and supers; edit suite, editor, including up-res finish; multiple voice choices from demo reels posted to FTP for approval; stock music search; music usage; sweetening of location audio and mix; non-union voiceover, buyout for session and usage; testimonial transcripts; producer to oversee all elements of production; coordinator to oversee all elements of production; posting files for review; high-res master for client archive.*

### **Video News Release**

*Selected clips of testimonials, products, services, people and execs cut down to a few seconds in length and made available to media to augment news stories.*

### **Video Clips for PowerPoints**

*Clips of testimonials, products, services, events and execs selected by your staff for use in presentations, are downloadable from our digital asset management system.*

### **TV Spots**

:30 and :15 cutdown

*Highlight a given product, service or promotion. Can be run on television or Internet pre-roll.*

### **Digital Annual Report**

Approx. 5 to 7 minutes

*An expanded form of the investor relations video, featuring a history—recent and distant—of the company's people, products, services and successes. Melds testimonials from execs and customers with b-roll of products and services, while touching on the company's accomplishments and financial prowess over the past year.*

### **Radio Spots**

:30 and :60 trt

*Highlight a given product, service or promotion—can be run on terrestrial radio, satellite radio, Internet streaming or digital music services. Includes script; record, edit and mix; multiple voice choices from demo reels posted to FTP for approval; stock music search and usage; non-union voiceover, buyout for session and usage; producer to oversee all elements of production; coordinator to oversee all elements of production; posting files for review; high-res master for client archive.*

### **Digital Asset Management**

*We'll tag, archive, empower simple searches and enable ready access to all shot footage and final masters on your own, custom-designed digital asset management system.*



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