

# THE ROADMAP TO A SUCCESSFUL VIDEO

## PRE-PRODUCTION

### DEFINE THE GOALS

What are the goals of the video? Announcing an event, brand awareness, or new product? This is where we define the goals, deliverables, and direction of the video(s).

### PRE-PRODUCTION/SHOOT SCHEDULING

In-studio or on-location? Multiple locations? We handle everything, from booking industry professionals, confirming a location, to sourcing props. You look over the bookings and make the final decision before we begin production.

### SCRIPT/STORYBOARD

We work closely with you to make sure the deliverables are created to elevate your brand and reach your goals. We create a script and storyboard, the bones of the production, with review and input from you.

## PRODUCTION

### LIVE ACTION

Director, producer, videographers, and talent are in the studio or on location. You are welcome to join our account manager on set. Be it wrangling 30 summer school kids, a marching band, or a Grammy-winning musician, we are ready and able to work with anyone who will contribute positively to your brand and goals.

### ANIMATION/GRAPHICS

Our animator or videographer reviews the script and storyboard to create animations or use previously shot footage to create your videos. A director, editor, and/or animator work together to match the storyboard.

## POST-PRODUCTION

### EDITS & PROOFS

Once we have all of the content, we begin crafting your story. One to two rounds of your edits and additional proofs are delivered so you have maximum control over your product. Timing and number of edits are dependent on your timeline and needs.

### MUSIC & VOICEOVER

As we move through the editing process, we begin creating any needed voiceovers and sending music recommendations for approval. We have a vast audio library to fit the mood and genre of any video. Custom music is an option, available upon request.

### SUBTITLES

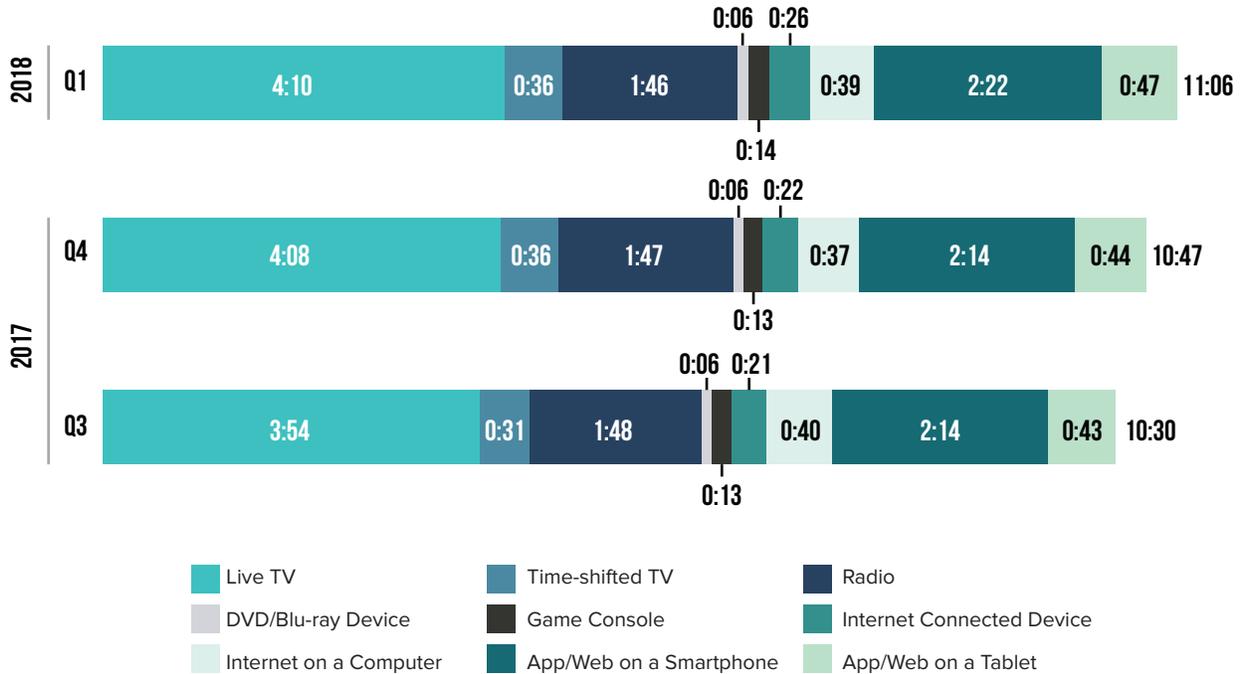
When subtitles are added to videos, 80% more people watch videos to completion. We can add simple text to all video and also offer Closed Captioning.

### FINAL FILES & DELIVERY

Once you've approved the final video, toast your success and give yourself a pat on the back. Now you can spread your message far and wide. We can help with pre-roll, socials, TV commercial booking, and more.

# VIDEO MARKETING

## THE FACTS



U.S. adults are now spending almost **6 hours per day on video**, on average (Nielsen 2018)

## WHAT WE DO

Your company's video should be as unique as you. From large scale commercial productions to personal testimonials, we have everything you need to tell your story through full-service video. In addition to 4K production, video drones, virtual reality and time-lapse, our tools include heart, humor and vision.

### On-Location

The possibilities for your company's video are endless. We film on-location at your business, and we've got the tools to create the ultimate video experience you want.

### In-Studio

Get creative with our in-house professional photography and video studio, capable of live-streaming and perfect for any of your business's video needs.

### Custom

Custom projects can be scaled to fit your specific needs, including pre-production, production and post-production services.