

## OUR VIDEO PRODUCTION OUTLINE

*If a picture is worth thousand words, then a video has to be worth 1.8 million words. Video tells a story, inspire and transmit an emotion, and show feelings in trusted format. Bottom-line, Video's are helpful in information retention.*

### **Our Video Production Services includes,**

- ✓ CORPORATE VIDEO PRODUCTION
- ✓ PROMOTIONAL VIDEO PRODUCTION (BOTH VOICE & NON-VOICE BASED)
- ✓ TRAINING VIDEO PRODUCTION
- ✓ INTERNAL COMMUNICATION PRODUCTION
- ✓ VIDEO CONTENT MARKETING

### **RESEARCH AND PREPARATION:**

We do lots of research before an actual shoot happens. To understand your target customer, we conduct series of interview with you, to know more about your business background and profile. This helps us to align the content correctly and tells us how to showcase your story in video format, according to customers expectations.

### **IDEAS:**

Once our research is completed, we will come up with an idea of storytelling or work upon some references which you might have in mind. This is where the building blocks of final video/output are created. We discuss the layout and starts working on the pre-production stage for shoot as per the idea decided.

### **INITIATING:**

At pre-production process, we starts planning on gear needed, green screen required or not, location scouting, number of shooting days, pre and post-production timelines and number of team members to be involved and much more. Delivery of work generally depends on the scope of project.

This is where the magic happens!!  
and **ACTION....**

### **ESTIMATED COSTS:**

Costing depends on numerous factors such as,

- ✓ Research.
- ✓ Ideation.
- ✓ Pre-Production process.
- ✓ Onsite crew management.
- ✓ Putting motion graphics/animation.
- ✓ Editing and Designing the draft copy of content for final changes.
- ✓ Post production layers.
- ✓ Original music composition or licensing.

The confirmation and consent of every commitment & decision, will be put on an email and/or hardcopy letter.

**HNI TIMES**

A Video Production Company