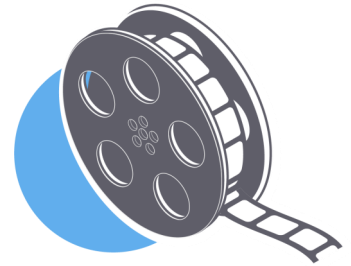


OFFSET FILMS

This document will outline the process that we use to promotional films for businesses

We have **three packages** available – [Standard](#), [Premium](#) and [Premium Plus](#). It is important that we understand what package we are creating and what the intended outcomes are.



Booking: Upon signing the contract we will book in your shoot days and ask you to pay a booking fee. We will also book in a **contingency shoot day**, in case there are any major issues.



Pre Production: The Script is the key as it will become a framework for the film, guiding us through the shots we will need. We will support you through writing the script, and suggest this process starts with bullet points. From there we can build a cohesive script that will capture the ethos of your business.

Planning the Day: Once we have approval on the script we will create a list of the shots we need to capture. This shot list can then be organised into a filming plan for the day. The schedule can set out who we need to interview and when, if there are any time constraints with certain activities and when is best to capture the cut away shots.

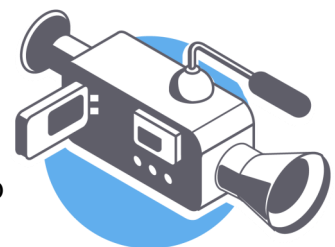


Locations: From the schedule we can identify if we have the required locations. We may need to interview a customer offsite, or visit a separate manufacturing facility. It is important to schedule adequate time for any location changes.

If there are specific locations that cannot be provided, we will help with sourcing locations at additional costs.

Some more involved shoots may require a location scout, this will be discussed with you after the schedule is created.

Filming Days: We will arrive an hour before filming is set to start which allows us the time to set up the required cameras, lighting and audio. We do ask to have a dedicated space to set up to hold the interviews, it is possible for us to staff and customers.

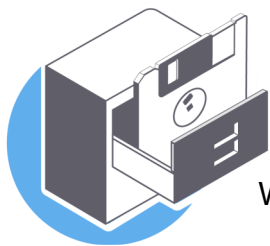




Onscreen Talent: Explaining products and the business ethos will be best delivered by the senior team. However if the story requires actors or models and you do not feel any of your staff would be confident. We can help source any actors, presenters or models.

Recording interviews: Have no fear, anyone delivering a script to camera will not need to learn it. Our crew members can support interviewees in several ways: we can read the script sentence by sentence and have the interviewee repeat them to us, we can hold cue cards or provide a teleprompter. Our crew will offer coaching to make sure that any interviewees sound engaging to the audience.

Even though the script is performed sentence by sentence, in the edit process we will make each sentence flow into the next and bridge gaps with the B-roll footage. The time it takes to record and interview varies, for the main script we recommend allocating 30-45 minutes, if we are asking a customer questions we recommend 15 to 20 minutes.



File Storage: After final approval is received we will securely store your footage for 12 months with no additional charge, but after this time your footage will be cleared.

Please send us a high resolution version of your logo.
We endeavour to deliver a first draft within 2 weeks.

Reviewing your film: Your films will be delivered through our digital portal. You can view it from your mobile phone or on a browser without downloading any software. After reviewing the film you can make notes directly on it, which will timestamp them for us and bring your notes into our editor. You can use the tools to draw, highlight and even circle anything if you want it changed.



First Draft: Our first draft will include licensed music that compliments the message and style of the film. If you do not like our choice we are happy to send other suggestions or allow you to browse the library of music available.

Feedback: This is a perfect point to send the film to managers and colleagues to gather any additional notes. Once all feedback has been collated, we will discuss with you how you would like those implemented and send you a revised draft.

Final Draft: We will repeat the same process and send you the second draft link, you can make any final amendments that will be actioned before we will send you the final digital download.



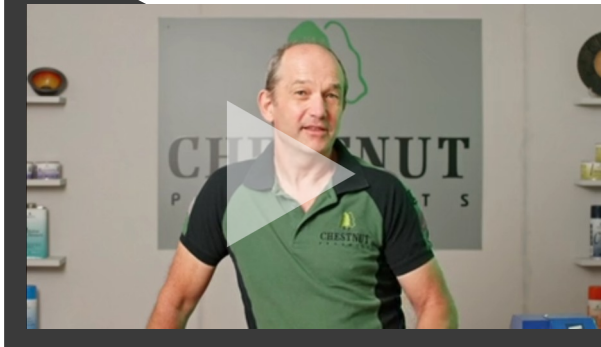
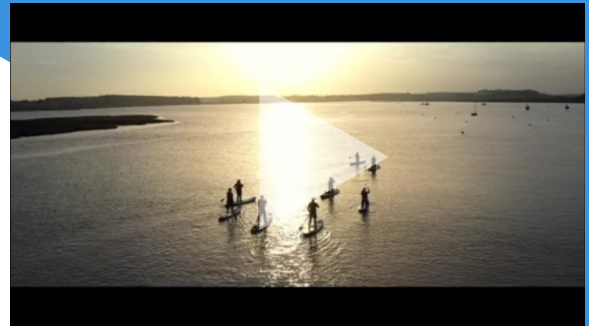


Downloading your new film: We will send you a final download link through our portal. Then its time to get using it: add it to your website homepage, send it out in your newsletter, share across social media, use it across LinkedIn to attract talented staff. Your film is a powerful tool you can now use to achieve your goals.

Peace of mind: We will store your content free of charge for 12 months, if within that time you need any amendments made to your film, we will only charge for the hours that we work on fixing those issues. Additional time would be charged at £40 an hour + VAT.



For more examples of our work: checkout www.offsetfilms.co.uk/promotional-films



See what our customers say about us: We have plenty of video testimonials on the website which cover the great things our customers have said about us.



Book your shoot today
01473 598669



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