



## Where do we Start?

We like to start with the story. Because great videos don't start with great cameras. They start with great material.

What story do you want to tell? Who do you want to tell it to? Why will they care? These are good places to begin.

Sure, we'll make it look cool. But the cool factor alone rarely wins hearts and minds. Even if your video is only 30 seconds long, it can still tell a story.

## What will it Cost?

While it's true that good video isn't cheap, we always think first about value—for both of us. Because we get more excited about telling great stories than about maximizing profit margin.

So there's almost always a way to work things out if we keep an open mind.

Philosophical notes aside, here's a very general expectation setter:

Video Type	Run Time	Avg \$ / Minute
Social Clips/Ads	15-60 sec	\$1,500
Brand / Promotional	2-5 mins	\$2,500
Interviews	1-5 mins	\$1,500
Explainers	1-3 mins	\$3,000
Educational	first 5 mins	\$1,000
	after 5 mins	\$50
Podcast	first 5 mins	\$700
	after 5 mins	\$30
Documentaries	10-60 mins	\$3,500

## How do we Work?

We follow a standard (but simplified) filmmaking process, tailored to the scope of your project. This keeps us focused on the right things at the right time.

It also provides a nice way to get your input and approval during each phase (no surprise reveals).

### DEVELOPMENT

This is really the most important part. We identify audience and distribution goals. We shape the story and set the creative direction. We begin writing the script.

### PRE-PRODUCTION

The goal here is to make sure when we're ready to start filming, we know exactly what we're doing. Location plans, storyboards, shot lists and whatever else we need to make sure we hit the mark.

### PRODUCTION

We show up with the right crew and equipment to capture high-quality original footage and top-notch audio. We follow the plan—but we also know how to make adjustments on the fly.

### POST-PRODUCTION

This is where we emphasize iterative collaboration. We start with assembly edits and rough cuts, adding polish as we go and getting your input at each stage.

### DELIVERY

In most cases you'll want to use your video in various formats across multiple platforms. We handle all the packaging and we provide the variations you need for different purposes.

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