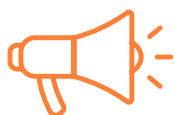


**thrive** with*Communicate your key customer messages in this highly engaging format*

# Video

**PRODUCT SCOPE**

Pre-planning, production, promotion

**How will Video benefit you?**

Videos can take a wide variety of formats including 'talking heads', animated and full blown corporate videos. Each can differ wildly in complexity and length but will have different objectives and effects.

What we do know, however, is that visual content is highly effective at getting messages across and is a serious medium that companies should be including in their marketing strategies.

**What's involved?**

With today's wide variety of communication channels, video can be a great option, but it's important to think about your audiences and communication objectives.

Once all parties are clear on what needs to be done we can help you think about the type of video that needs producing and start to build a detailed brief. When approved, we'll put the brief to one of our video production partners for their input and costs.

We then need to think in more detail about the script; who's going to say what and when they will appear in the sequence, what messages will appear on screen and when. This will help us create a storyboard that gives you a good idea of how your video will look.

Once all the minor points have been ironed out, production can start.

**What does it cost?**

Typical costs for different types of video include:

<b>Talking heads</b> <i>(One videographer, some graphic work)</i>	<b>Animated and/or strong mix of graphic and images</b> <i>(No videographer, but substantial graphic work)</i>	<b>Corporate/product team</b> <i>(Costs vary depending on whether an on-site film crew is required or if stock imagery/reels are used to create the video)</i>
Email us for costs	Email us for costs	Email us for costs

For more information on costs, please email: [info@tmccmarketing.co.uk](mailto:info@tmccmarketing.co.uk)