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MARKETING / COMMERCIAL PRODUCTION PROCESS

PROJECT INFORMATION GATHERING--This is the first step in the process of creating your video. We arrange a meeting to discuss all the needs for your project. The purpose for this meeting is to gather all necessary information for preparing a quotation.

QUOTATION--After careful review of the notes from the initial meeting, we prepare a quotation based on your needs and goals. Upon approval of the quotation, we proceed through the production.

OUTLINE AND SCRIPT REVIEW--This is the meeting where you give us all the relevant information you want included in your video. When we receive all your outlined materials, our writers work with your staff to develop a script.

SHOT LIST PREPARATION--Based on the script, all of the needed shots are mapped out before any shooting begins.

PRODUCTION VIDEO SHOOT--At this point we begin acquiring video from the shot list.

NARRATION RECORDING-- The final script is sent to the voice over talent to be recorded and subsequently added to the video.

POST-PRODUCTION EDITING--The editing process begins. We deliver a rough edit for your review. A final edit is created based upon your feedback and creative input.

MASTERING AND DUPLICATING-- Once the final edit has been approved the video is mastered and the duplication process begins.