

GETTING STARTED

guide

THEIDEA
STUDIO

theideastudio.co | 678.671.7260

Why Business Video?

When it comes to digital marketing, it's no secret that video content is highly effective at engaging viewers and increasing conversions. According to [HubSpot](#):

"Where both video and text are available on the same page, 72% of people would rather watch a video to learn about a product or service."

This is why many companies are taking a break from constantly adjusting their marketing activities and turning to a tactic that gets results. The results are in...video wins. And that is why The Idea Studio specializes in creating custom videos that showcase your team, your products, your services to your target audience in a powerful way.

Our production team is based right here in Georgia and is made up of camera operators, post-production specialists, and marketing strategists...all highly skilled and looking forward to film you in the best light. We've produced over 300 videos for clients for brands such as Autotrader, Blue Cross Blue Shield, Mohawk, and Concourse Atlanta.

We can help equip your marketing team with the following types and styles of videos:

- **Narrative Commercials**
- **Branded Videos & Campaigns**
- **Interviews & Testimonials**
- **Announcements**
- **Live action**
- **2D animation**
- **Social Media Cut-Downs**
- **Product Launch**
- **Case studies**
- **Training Videos**
- **Web Series**
- **Aerial drone**
- **3D animation**

What is the production process?

Our team follows a simple, four step approach to understand your goals, craft strategic messages, develop visuals, and produce content. Here is what happens along the way:



STEP 1: ONBOARDING & RESEARCH

Our first step is to gather all the information we need about the project - your organization, goals, messages, and target audience. We'll send over a questionnaire, and will then discuss everything in detail on our kick-off call.



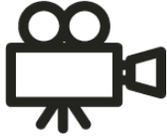
STEP 2: PRE-PRODUCTION MESSAGING

Next, we will develop the script for the project. This includes the copy that will be read by the participants or narrator, as well as some written ideas of what the visuals might show. The script is a critical part of the project, so we work closely with you to get it right.



STEP 2b: PRE-PRODUCTION VISUALS (OPTIONAL)

Once the script is complete, and if we're working with a story based project, we begin planning the visuals. This includes rough storyboard sketches that help us visualize the shoot to come.



STEP 3: PRODUCTION

When the planning is finally complete, we launch into production. This includes filming the story or event, and includes all the planning around that (equipment procurement, crew planning, etc).



STEP 4: POST-PRODUCTION

After the story or event has been filmed, we edit the footage, add motion graphics then add final touches such as music and sound effects. Then we deliver it to you in a format that's easy to distribute within your channels.

Why The Idea Studio?

At the end of the day, our mission is to help you communicate effectively with your target audience. Because of this, we work hard to ensure your videos have the right tone and concepts to engage viewers and deliver your key messages. We also customize every project to match your brand, so it will fit seamlessly with your other content.

If you shop around for videos, you will find a tremendous range in quality and price. We aim for the middle of the spectrum so that we can provide professional, polished results that are still within reach for many enterprises and businesses.

So, what does it cost?

You can find some standard video budget ranges in the table below, but for everything else **we recommend a custom quote** based on your unique requirements.

This is because a brand video to raise awareness will be very different from a promo video to generate leads. And these will also be very different than an internal educational video about a process or internal training video.

Ballpark Pricing - Full Production		
Live Action - 2 minute runtime ranges		
Production Type	Ballpark	Example
Narrative	\$6k to \$10k	Big Peach Running
Corporate/About	\$4k to \$6k	GXG
Branding/Campaign	\$5k to \$7k	Hoss
Aerial	\$300per/hr or \$850 half day	Concourse Atlanta
Animation Based Explainers - 90 second runtime ranges		
2D Animation	\$7k to \$10k	Now4Real
Mixed Media	\$8k to \$11k	Panasonic
3D Animation	\$11k to \$18k	Carpilot

Budgets are based on project scope, which is determined by a number of factors including the number of videos you need, runtime, complexity of the visual style, level of polish and finesse required, and intended use. We can adjust scope to fit your needs.

Why does it cost this much? (cont'd next page)

FAQs

Why does it cost this much?

Creating compelling videos takes time and skill. Many people are surprised to learn that a standard production can take three weeks of continual work from pre production through post, and requires a team of professionals.

How long does the process take?

For story based videos, our process typically takes 4 to 5 weeks if your team is able to provide quick feedback at each step. For event based projects, it's based on the date/time, then a post-production interval afterwards. If you need something sooner, it may be possible to accelerate things, so let us know if your deadline is closing in!

How can you provide feedback throughout the process?

At each of the steps in the production process, your team will be able to review our progress and provide feedback. We ask that you collect feedback from all of your stakeholders at each review point and send it to us at one time. This counts as one round of revisions. The number of rounds you get at each step is based on the package you select.

Who owns the final video?

At the end of the project you will own the final video and can use it on your website, social media, for events, for groups, or pretty much however you like. Just let us know at the beginning of the project if you plan to use the video for broadcast or paid ads, as we may need to get special licenses for the narration and music.

Ready to learn more?

Whether you are just beginning to consider a project or are ready to roll, we would love to learn more about your goals so that we can provide recommendations and options for you to consider! Feel free to reach out via the contact info below.

Scott Campbell | 770.713.2472 | scott@theideastudio.co

We can't wait to work with you!

- The Idea Studio Team