

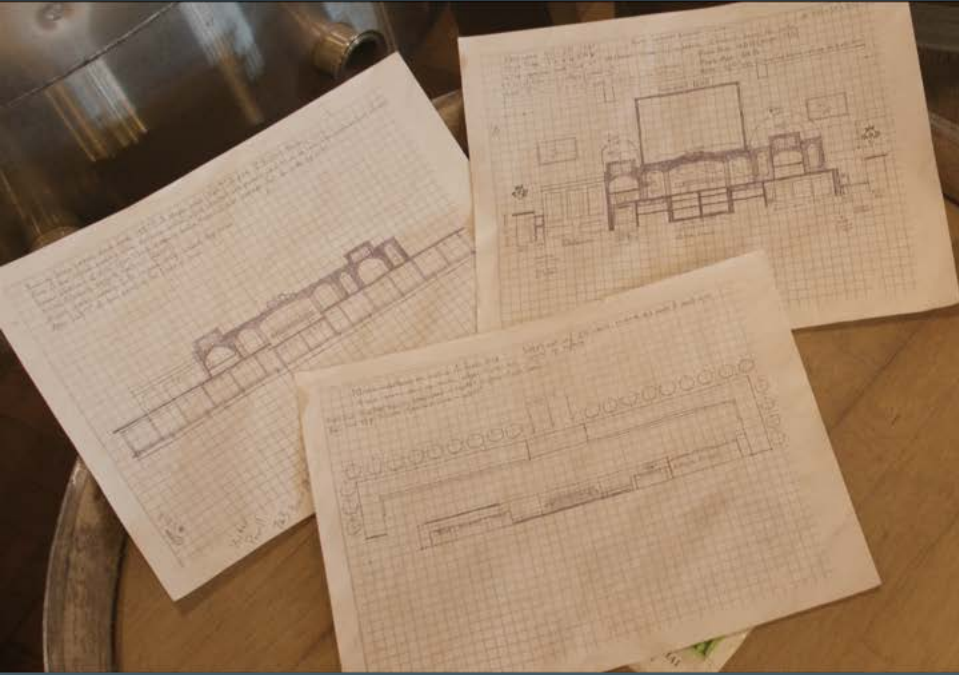


ACE ENTERPRIZES, LLC

# VIDEO PRODUCTION GUIDE

2020  
UPDATE

## THE MOST SUCCESSFUL VIDEOS ALWAYS START WITH A SOLID PLAN



Video production is a collaborative endeavor involving countless creative decisions and technical considerations. There are multiple moving parts and many variables. Taken as a whole it can be overwhelming. With careful planning, and by dividing it into manageable stages, we can create a clear path from your initial idea to final delivery.

As filmmakers we will always push ourselves to create the perfect marriage of image and sound in service of your story.

An effective video, however, is more than just a pretty picture –it is a tool that helps you engage with your target audience so that you see a clear return on your investment.

## WE CREATE VIDEOS TO HELP SOLVE PROBLEMS

Video provides an incredible opportunity to move, entertain, educate and compel your audience to action. A successful video campaign pays for itself.





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## THE MORE WE KNOW ABOUT YOUR SPECIFIC NEEDS THE BETTER WE CAN CRAFT A SUCCESSFUL VIDEO



### YOU ARE THE EXPERT IN YOUR FIELD

The more you can tell us about who you are, what you do, why you do what you do, what differentiates you from your competitors, what challenges you face, and what your goals are, the better we can help you tell your story and increase your ROI.

In order to engage your target audience we need to understand who they are, what they like, how they think, and where best to reach them. What are their biggest problems, and how do you position yourself to help solve them? Customer feedback can be a fantastic source of information, as well as the kinds of questions they ask online.

Your answers to the following questions will determine the scope, story and specifics of your project. This will serve as the blueprint for everything that happens from pre-production to final delivery, allowing us to provide an estimate of all costs involved and to form an effective strategy for targeted messaging and distribution.

If you're not sure how to answer a question just leave it blank for now. We'll work through it together.

If you find this whole process intimidating we completely understand! Just give us a call and we can work through this over the phone or, even better, we can schedule a time to meet in person to discuss your project.

## SECTION 1 SCOPE

### 01 WHAT IS YOUR PROJECT BUDGET?

- <\$1k     \$1k to \$3k     \$3k to \$5k     \$5k to \$10k     \$10k-\$15k     >\$15k

Every project has its own unique set of creative and technical requirements that have an impact on the total cost. These may include the number of video shoots required, number of shoot locations, crew size, the optimal camera, sound and lighting package, types of assets required in post-production, the duration and style of the final video or videos, and much more.

Having a clear picture of the available budget gives us a target and allows us to plan and shape the project accordingly.

### 02 WHAT IS YOUR VIDEO EXPERIENCE?

- Beginner – This will be our first time working with video
- DIY – We have produced some video content in-house but want to take things to the next level
- Experienced – We have worked with professional video producers in the past
- Professional – We have a team that regularly produces video content for us

If you selected Professional, what do you want our team to achieve that your current team is presently unable to deliver?



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### 03 WHAT SERVICES ARE YOU LOOKING FOR?

- Audio recording
- Video recording
- Video editing
- Motion graphics (i.e. animated graphics, lower thirds, infographics, etc.)
- 3D animation
- Music
- VO / narration
- Captions / subtitles

Apart from providing a thoughtful service to the hearing impaired, uploading video files with captions (transcripts) provides search engines with text data that can be read, which is extremely valuable for SEO –helping you reach a larger audience.

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### 04 WHAT TYPE OF VIDEO DO YOU NEED?

- Event coverage
- Training video(s)
- Educational video(s)
- Other
- Product video(s)
- Sales video(s)
- Content marketing video(s)
- Health & fitness video(s)
- Social media video(s)
- Promotional video(s)

If you checked Other, please describe the type of video:

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### 05 HOW MANY VIDEOS DO YOU NEED?

The story and project goals will typically determine if a video series is necessary or if a single video will suffice, but there are other reasons why one might want multiple videos produced:

Every social media site and online video platform speaks to a different type of audience. For example, you may want a full promotional video for your website and YouTube but shorter videos produced for Facebook and Instagram where shorter, more focused content has a better chance of making an impression. This is an important consideration that may have an impact on the success of your project.





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## 06 WHAT IS THE ANTICIPATED VIDEO DURATION?

- 15-30 sec.     30-60 sec.     1-3 min.     3-5 min.     5-10 min.     >10 min.
- 

## 07 DO YOU NEED HELP WITH THE CREATIVE?

- Nope, we just need you to execute our vision
- We have ideas but could use some guidance
- We have a script but would like you to help us shape it
- We need a scriptwriter
- We'd like you to develop the creative direction and provide the script

You may approach us with a very clear idea of what you want, a fully fleshed out concept, possibly even a script. This can serve as an excellent framework for your project. On the other hand, perhaps you have a general idea but need some guidance to provide message clarity and creative direction. We're always happy to take your idea and run with it until we settle on an approach that you're excited about and sign off on.

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## 08 WHAT ARE YOUR SOUND RECORDING NEEDS?

- Interview audio
- Ambient / environmental sound
- On-stage presenter(s)
- Sound effects
- Live band
- Other

If you checked Other, please describe your audio needs:

How many people will need to be recorded simultaneously?

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## 09 HOW MANY SHOOTS ARE REQUIRED?

Ultimately, we will rely on our years of experience planning shoots to determine the crew size, appropriate camera, sound and lighting package, and number of half-day or full-day shoots, but your answer here will serve as a good starting point.

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## 10 WHEN WILL THE SHOOT(S) TAKE PLACE?

Please list the desired start date or list the shoot date(s) if already planned:

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## 11 WHERE WILL THE VIDEO(S) BE SHOT?

Milwaukee area?

Yes       No

Please list the specific location(s)

Please describe the location(s) (i.e. office, warehouse, park, etc.)

Does the project require office or studio space rental?

Yes       No

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## 12 WHO WILL BE IN THE VIDEO(S)?

Will the video(s) feature the CEO, staff, or sales people? Do you require us to hire actors for the project? Please describe who you intend to be in the video and how they will contribute to the telling of your story.

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## 13 IS THIS PROJECT PART OF A LARGER **MARKETING CAMPAIGN**?

If you are running a print or online campaign it's important that we have access to that content, including logos and associated brand guidelines, so we can be sure that your overall messaging, look and feel is consistent across the board.

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## SECTION 2 STORY



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### 14 WHAT IS YOUR PROJECT **ABOUT**?

How would you describe this project in a sentence or two? A short, concise answer helps provide focus.

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### 15 WHAT ARE THE **KEY MESSAGES** YOU WISH TO COMMUNICATE?

This could be as simple as promoting the benefits of using your products or services, describing what makes you unique, or creating a feeling that you would like your audience to associate with your brand.

Fight the urge to say everything about your company, product or service in a single video. Focusing on the most important aspects allows for much more targeted messaging.



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## 16 WHAT DO YOU WANT YOUR PROJECT TO **ACHIEVE**?

Your goal could be to attract new customers, announce a new product or service, reach out to your partners, improve sales, educate your customers, raise awareness about an issue, etc.

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## 17 WHAT IS THE OVERALL **STYLE AND TONE**?

Is there a specific color palette, mood, lighting style, emotional undertone? In short, how do you want your audience to **FEEL** about your story, company, products and/or services.

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## 18 CAN YOU PROVIDE LINKS TO **VIDEO EXAMPLES** THAT REPRESENT THE DESIRED STYLE?

Because we value the artistic integrity of our peers we will not directly copy any specific video or stylistic approach, but we will use any examples you provide as a springboard to creativity.

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## 19 WHO IS YOUR **TARGET AUDIENCE**?

Are you trying to reach your customers or is this project more B2B focused? Is your target audience young or old, primarily male or female, middle class or more affluent? Is your message for the general public or, say, a group of doctors or engineers?

It can be helpful to envision a "buyer persona", or fictional representation of your ideal customer.





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## 20 HOW DO YOU WANT YOUR AUDIENCE TO **RESPOND**?

Do you want your audience to visit your website, visit your location, call and inquire about your products and services, schedule an appointment, "Like" or subscribe to your social media page or media channel?

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## 21 WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS?

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## 22 WHAT ARE YOUR GREATEST **STRENGTHS**?

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## 23 WHAT ARE YOUR BIGGEST **CHALLENGES**?

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## 24 WHAT ARE YOUR LONG TERM **GOALS**?

## SECTION 3 SPECIFICS



### 25 WHERE WILL YOUR PROJECT BE **SEEN OR HOSTED?**

- |   |  |
|---|--|
| <input type="checkbox"/> Company website                          | <input type="checkbox"/> Video platform (YouTube, Vimeo, etc.) |
| <input type="checkbox"/> Social media (Facebook, Instagram, etc.) | <input type="checkbox"/> Trade show                            |
| <input type="checkbox"/> Broadcast television                     | <input type="checkbox"/> Film festival                         |
| <input type="checkbox"/> Electronic billboard                     | <input type="checkbox"/> Other                                 |

### 26 WILL YOUR PROJECT BE FOR A **PRIVATE AUDIENCE?**

- Yes       No

### 27 ARE THERE ANY SPECIFIC **FORMAT REQUIREMENTS?**

While most video content is delivered in standard sizes such as HD (16:9) it is becoming increasingly more common to provide 4K deliverables (UHD or DCI), as well as custom aspect ratios such as 2:35:1 for more cinematic content. At times content is produced for custom video screens such as advertising billboards, and vertical video (i.e. Instagram) has grown in popularity. Each format must be planned for in advance of shooting.

- Yes       No

If yes, please list the specific requirements:



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## 28 WHAT ARE THE FINAL DELIVERY REQUIREMENTS?

Typically we provide a link to download the final video(s) but we can upload directly to a specific site if given proper credentials. If your internet connection is a concern we may have to ship a USB flash drive or mobile hard drive. We no longer encode DVDs or BluRay discs but can contract out that service for you.

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## 29 WHAT IS YOUR IDEAL PROJECT TIMELINE?

How soon would you like us to start working, and when do you hope to have a finished and approved video?

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## 30 WHO ARE THE KEY DECISION MAKERS?

Please list all individuals (or at least the number of people) who will be involved with or responsible for the video collaboration and review process. Keep in mind that the more people involved the longer these steps will take.

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## 31 HOW WILL YOU MEASURE THE SUCCESS OF YOUR PROJECT ?

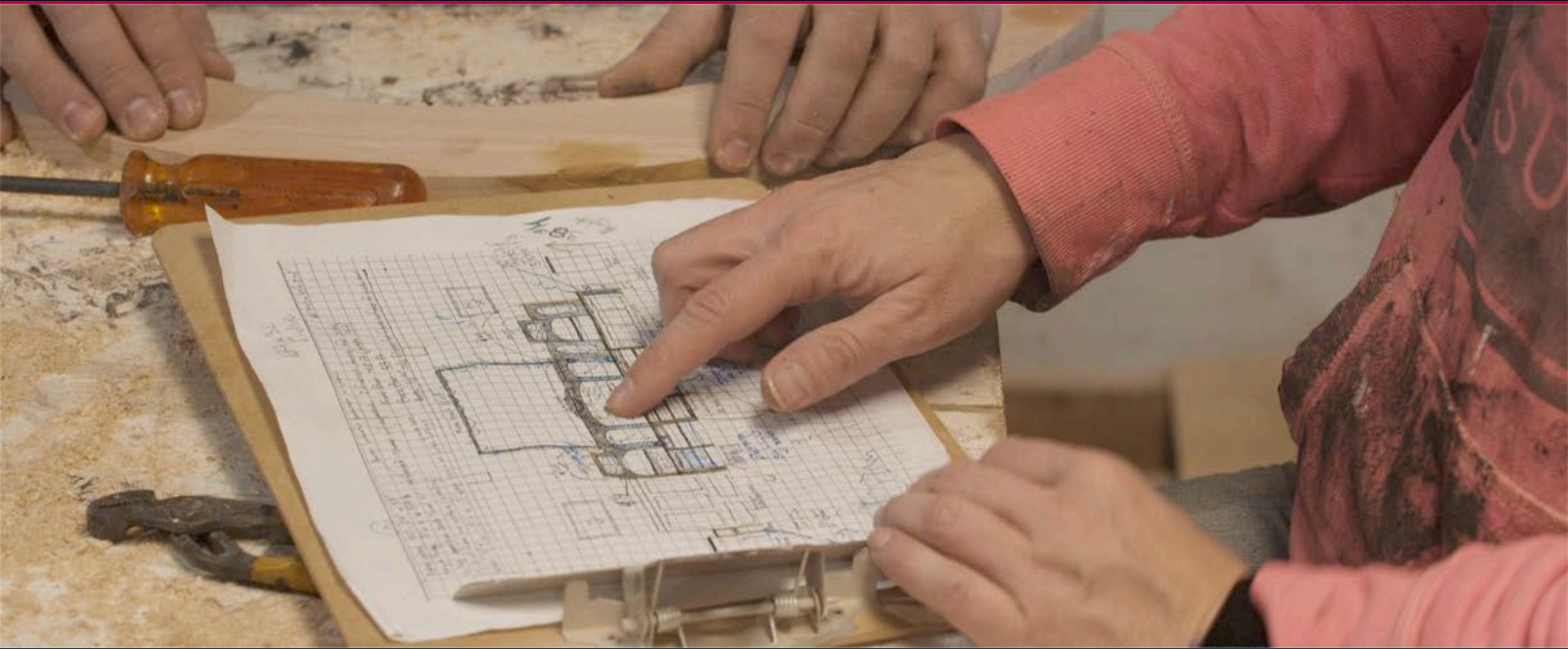
Reactions like "We loved your video!" are wonderful, but typically the goal is to motivate viewers to visit your website, book an appointment, contract your services, or buy your products. How do you measure your ROI?

Many video hosting platforms (ex. YouTube, Vimeo, Wistia) provide various metrics that help measure the success of your video (number of views, impressions, viewer demographics, etc.). Social media platforms (ex. Facebook, LinkedIn, Twitter) provide their own targeting tools (ex. tracking average reach and number of clicks, audience retention, view duration, comments, likes, and shares). If your video is embedded on your website Google Analytics will provide you with a ton of useful data. You'll be able to track clicks, conversions, revenue data, and much more.



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## CONTACT INFORMATION

Please provide the following contact information. We respect your privacy and will not share your information with anyone.

Full name

Business or organization name

Phone number

Email

Preferred method of communication

