

The logo features a teal triangle pointing right, partially overlapping the letter 'R' in 'ROCK'.

ROCK PAPER VIDEO

**A Guide for our
Marketing Partners**

teddy@rockpapervideo.com

GETTING STARTED

- What video does my client need?
- How much should they spend?
- What is the process?
- What should it include?
- How long will it take?

These are the top five questions we get from both our direct clients and marketing agency partners.

We've put together this guide to help establish the need from the start of the process. Video can be a tricky service to price as requirements vary from project to project but knowing which category your client falls into will serve as a good starting point for future conversations.

Essentially, we work at three different levels: **Videography**, **Production** and **Premium**.

VIDEOGRAPHY

What is it? - Videography is a one-person crew with a basic set-up that can serve multiple functions.

What/who is it for? - Any project that doesn't require extensive technical prep. For example: interviews, presentations, events, demonstrations or even basic website videos. If the client doesn't have the time or the expertise to do it themselves but still needs professional quality.

Why choose this instead of production? - It could be all that is needed. If, for example, the persons featuring in the video are not in a position to be directed it simply isn't worth spending the extra money as it would lead to shots being rushed and the attention to detail would be lost. If the shots are of people doing their jobs (sat at a desk working, for example) then no direction is required as disruption is kept to a minimum.

What else do I need to know? - These projects do not include Design and Prep as standard. Essentially, we arrive and shoot what is asked for. If planning is required this will need to be factored in and it will include: competitor analysis, shot listing, location scouting, script writing, and up to 2 hours of further consultation. This is completely optional as it may not be required.

In short: It's a professional video but it's basic professional.

VIDEOGRAPHY COSTS

To secure bookings we take a 50% deposit. The remainder is payable upon delivery and will include hard drive where all the footage will be stored. All footage is owed by the client.

Editing time of 10 hours is included at this level.

Videography Pricing Guide:

Events - Day/Evening £950 (5 hours)

Full Day - (visuals only) £1650

Optional Extras -

Sound - £350

Still Photography - £350/£600

Drone - £350

FVP Immersive - £1000

Design and Prep - £500

Second camera - £350

Second camera + Op - £750

*Discounted packages are available for Regular Content Plans.

PRODUCTION

What is it? - Projects that have a higher production value using cinema-grade cameras, lighting, and sound with a crew of at least 2-3.

What/who is it for? - Image-dependent businesses dealing with high-value goods/services and/or high-net-worth individual clients.

Why choose this over videography? - If the film needs to stand out among competitors and have a more overall polished look. Also, if the film has a life beyond social media such as being screened at an event, for example. These projects are far more specific and brand-dependent.

What else do I need to know? - These projects do include Design and Prep as standard. More time is taken over every shot at this level and can include things like camera movement and more elaborate set-ups.

In short: Higher production value that involves more craft and higher-grade equipment.

PRODUCTION COSTS

Production projects require a crew of at least 3 and are only available as full days. Days are 10-hours but set-up time will need to be factored into this for set-up and any location changes.

Clients may choose a voiceover option if they prefer not to be on camera but we would always recommend a standard interview as the audio can be detached and it gives us the freedom to use both.

Production Pricing Guide:

Production costs - £3,500 (includes camera, Camera Operator, Director, lighting, crew)

Optional Extras:

Drone - £350

FVP Immersive - £1000

B-Roll - £500

Sound Recordist - £600

Second camera - £500

Second camera + Op - £1000

Example: One day of filming interviews + B-Roll would come to £4,000

*At this level we can also include camera movement, focus pulls, etc but this will obviously use up more time.

PREMIUM

What is it? - This is full-scale film production for budgets ranging anywhere from £8000 to £200,000+.

What/who is it for? - Clients with larger budgets needing something creative/story-led that can be used across all formats, including mainstream television.

Why choose this instead of production? - If the project is high-concept and/or needs special effects, actors, models, etc.

Why no pricing guide here? - It's completely impossible to estimate this without knowing what is required as there are multiple factors and variables.

In short: Multifaceted "Hollywood style" projects that are shot to the highest standard involving talent and large crews.

A FEW POINTS...

Since nobody likes a complicated process, we have also put together a few more points to consider when having professional film content made. We like to ensure the process goes as smoothly as possible and we find it helps to be fully transparent from the start.

If you have any further questions or would like to book an informal meeting, please do reach out to me at the email below. I look forward to speaking with you and answering your questions.

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1. Always allow plenty of time for filming; especially at the production level. We've found that those not used to filming tend to drastically underestimate the time required to achieve the desired results. It simply cannot be rushed as this can lead to problems in the edit we may not be able to rectify.
2. If planning to shoot outside, it's always best to do so in warmer seasons as daylight is longer and there is less risk of rain.
3. The cancellation policy is 48 hours otherwise full charges will apply. Deposits (50%) are nonrefundable but we can move to a different day if given enough notice.
4. When the finished version of the film is delivered it will remain watermarked until the final invoice is paid.
5. Each day entitles yourself/the client to 10 hours of setup/filming time.
6. Half days are not available as a single service but can be added on mid-project if required.
7. It is possible to have a hybrid of Videography and Production. For example, you could have production-level interviews with more basic B-roll shots to accompany them.
8. We do offer an edit-only service for clients shooting their own content. This is simply charged by the day.
9. ALL the footage is 100% owned by the client upon delivery and they will receive an external hard drive from us to keep it all on. It's also backed up on our Cloud for 12 months.
10. We don't host videos for clients but it is something we can help them set up.