



## Website Video Advert for £600

### Video Works!

This is because people are used to watching video, and they take notice of it. Video wins people's attention and they remember what you tell them.

So, transfer your flat web pages! Plain web pages are just text that people scan at speed, frequently missing the point - show your potential customers exactly what you do in a short engaging, professionally made video.

Use a video on your website to promote yourself and to explain your products or services in a way that is real and believable.

We have worked hard to put together a package that is truly affordable in the current economic climate. There is no compromise on our part though - production quality and customer service remain at their highest.

So, take advantage of this great offer and get yourselves a professionally made, quality advert for your website.

### The £600 website video advert package...

We will shoot and edit a 1 ½ Minute internet video for you and deliver it for you to use on your own website, all for just £600.

#### You will get:

- Initial telephone consultancy with your cameraman
- Up to 8 hour shoot at your location
- An experienced television cameraman
- Professional television camera, tripod, radio microphone
- Edited 90 second video
- Inserting of titles, graphics & logos
- Royalty free music
- A Flash video file for use on your website - including technical support on how to add the video advert to your site and a Quicktime file for you to place on other sites - eg. YouTube.

# Frequently Asked Questions

## How do I pay?

You pay a deposit of £300 when you book your shoot. You pay the final £300 once you have approved your edited video. We accept cheques and BACS payments.

## Couldn't I just make my own videos?

Yes. But unless you have professional camera and sound equipment, someone who really knows how to shoot, and someone who can tell your story efficiently in 90 seconds, how good is the video likely to be? What would a poorly made video say about you?

## What happens on the shoot?

You will already have outlined your ideas on our booking form and spoken to your cameraman on the telephone prior to the shoot. He will ask to be shown around the location, give you some guidance for your interview, and then start shooting according to your outline, and making suggestions of his own.

## Where, geographically, do you operate?

Our £600 package currently covers Southern England post codes: PO - not including the Isle-of-Wight, SO, BH, SP, RG, GU, RH, BN, but we are able to work anywhere - subject to additional transport costs.

## What about choosing music?

We would normally choose for you, but if you prefer, you can choose a track for yourself.

## How long will it take?

We will deliver your film to you within one month of your order, although it could be much quicker. If your requirement is urgent, please let us know and we will do what we can.

## Can I make changes to the edit?

Yes. We will edit the video according to your brief, upload the film for you to view online, and give you the opportunity to suggest changes. We cannot re-edit indefinitely, so you must be sure to give us all of your recommended changes at this stage.

## What about copyright?

We share the intellectual rights of all our customers' video on a 50:50 basis. Customers are free to use their video as and how they wish.

## How do I get my video into my website?

We supply a Flash video file to enable you or your web designer to place the video onto your website, your blog and for digital press releases.

## How do I put the video onto other networking sites & online directories?

The video is also supplied as a Quicktime file. This can be used to place the video on other websites.

We hope this fact sheet has covered all of your queries, but please do call us if there's anything else you'd like to know about our service.

Call Matt Wild directly on 07711 225888 or e-mail: [matt@digitalaction.co.uk](mailto:matt@digitalaction.co.uk)