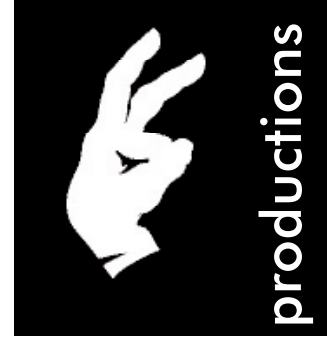


WHAT GOES INTO PRODUCING AN EFFECTIVE VIDEO.

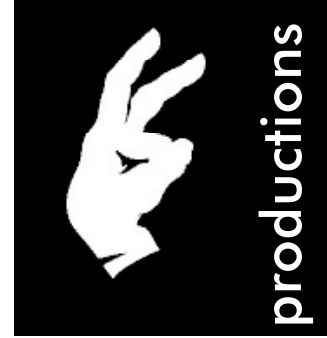


Producing video is often considered the cornerstone of a production company. While everybody knows what a video is, not everybody understands the steps in the production process. Properly conceived, a good video can tell someone more about a product or client than an entire advertising campaign. But a great video that combines a strong concept with a masterful message captures the essence of a firm, product or service and relays it powerfully to a specific target audience. These are the kind of videos that we strive to create. There are several steps involved in the production of an effective video. While not all procedures are used in every production, some are absolutely essential. Without a doubt, planning is the most important. It has been said that for every dollar you spend planning in pre-production, you can save five dollars in production and ten dollars in post-production. In essence, the planning stage flattens any learning curve and reduces the opportunity for costly errors.

Pre-production involves developing the creative concept, scriptwriting, storyboards, casting, location scouting, locating props, selecting the production crew, writing contracts, and getting approvals. It requires strong organization and an extensive knowledge of varied production disciplines and team member specialties. A typical video project takes about three weeks to produce after a final script has been decided upon. It is that "final script" that can take the most time to develop, but is the most important step in deciding cost, production time and effectiveness. After all the intricate details of pre-production are finished, we go into production. This involves shooting and directing the actual photography whether it's on location or in the studio. It includes actors, props, lighting, and production tools like dollies, jib arms, script boys, and wireless mics. When production is wrapped, we go into post-production for editing. This is where it all comes together. With client involvement, we select the most effective footage, graphics, music, video, narration, natural sound, sound effects, and visual effects for the most innovative presentation. Finally, we make dubs (copies) on a designated format such as a DVD or VHS tape. The master copy is delivered to the client for safe-keeping.



white rabbit productions



FAQ

WHITE RABBIT PRODUCTIONS

Q: Can I use my video or production footage in other formats or mediums?

A: There are many possibilities to consider when using digital video. Since video is easy to distribute to existing customers, employees or new target audiences, many of our clients repurpose the footage into other vehicles. Some of these options include advertising campaigns, television commercials, video news releases, telecourses, research documentation, and training series development. Or in-house company promotions, product capabilities, sales and departmental goals, CD-ROM enhancement, and website inclusion. Video can be used in virtually any moving-media communication program.

Q: What is a video news release (VNR)?

A: A video news release is a press release on video which is sent out to various regional and national television news programs. For instance, if you have breaking company news or a new product, using a VNR is a great way to take advantage of the wide reach of television news. White Rabbit has over 25 years of television news experience and is uniquely qualified to assist clients in this form of public relations/advertising.

Q: What can I expect during the pre-production process?

A: First, we review your goals, define what makes you unique, get into your target market's mind-frame, and identify any problems in order to clarify objectives. This is the basis for a tightly focused, effective production. Next, we listen to what you want to say in order to develop a powerful concept that will move minds and influence behavior. Your purpose, key message, and audience will dictate the format and length of the production, as well as, the script and what additional resources are needed. While this can be a lengthy process, it is key to a cost-effective production. Then we look at timelines. While most vary according to specific needs, they are based upon length and location of the production, talent and crew availabilities, set design, styling, props, approvals, and any additional planning before shooting begins. Producing a video is a

collaborative effort between many people: clients, producers, videographers, talent, set designers, grips, audio engineers, teleprompter operators, editors, and so on. Communication and coordination is key. Be ready to take a significant amount of time to plan and then be ready to make rapid and firm decisions during the shooting and editing phases.

Q: What does it cost to produce a quality video?

A: Video production is typically between \$750 and \$1500 per finished minute based on a 10 minute video. This can vary depending on project requirements. Shooting on location, hiring talent, creating original graphics, set design, props, and styling can affect the bottom line. If circumstances such as budget, time constraints or minimal audience prevents you from producing a full video, consider other mediums such as CD-ROM or the internet in order to reach your audience. The best way to find out what a video or other production media may cost is to call us. We'll be happy to meet with you and give you a bid.

Q: What do I need to bring to the first meeting?

A: Producing a good video is a collaborative process where everyone brings something to the party. For the first meeting, we will need to know about your business, target audience, competition, and what message you want to get across in simple terms. We prefer this in written form so there will be no confusion later. With this information, we can identify your unique selling proposition and begin to develop a concept. Be prepared to toss around creative ideas with us if you'd like. (Some clients like to be involved with creative conceiving; others want to meet with us later after we've developed a few concrete ideas.) All we ask is to keep an open mind and consider ideas from a different perspective than your own.

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Q: What if I'm not sure what I want to say to my audience?

A: Nail your target market down in writing. While you may be clear on your target audience, we need to know who we're talking to before we begin concept development. The more you can say about your audience, the better. Next, zero in on a message. Think of customer benefits. What is the ONE thing that you want your audience to take away from the video? Video is an amazing medium that can make a lot of impressions but having too many messages instead of one main idea just confuses the viewer. If you can't focus on a main message, write down everything you want to say and together we'll create a focus through a process of constructive elimination. Of course, supplementary messages are fine. But an effective video is never just a laundry list of features.

Q: Do I have to write a script? I'm not a writer!

A: You can outline a script but you don't need to write one if you are not comfortable with it. We can outsource with many highly experienced scriptwriters who can write the script if necessary. Since the script is so heavily influenced by so many factors, we only begin scriptwriting after meeting with the producer several times. No use writing a script that exceeds the budget or that cannot be produced for a variety of reasons.

Q: Can I use copyrighted material in the video?

A: We will need to know about any copyrighted materials upfront in order to get usage permission if necessary. Bring any books, photos, music, video or audio clips that you are considering to the first meeting so that we can plan for copyright research.

Q: How is a website developed?

A: Here are some points to consider when developing a website:

- >Understand audience.
- >Consider access issues.
- >Develop work plan, outline, and flowchart.
- >Design graphic look of site.
- >Identify sources of information/content developers.
- >Make sure content is informative.
- >Consider updates.
- >Repurpose print collateral for campaign consistency.
- >Organize pages from user perspective.
- >Keep content in small, easy-to-read sections.
- >Open with general information; click through to specifics.
- >Use easy-to-understand graphics for simple navigation.
- >Identify technologies.
- >Write code.
- >Perform quality assurance testing.
- >Revise based on client feedback.
- >Develop launch.
- >Develop update plan.

Q: How is a great website created?

A: For a start, ask yourself these questions:

- >What are three adjectives describing the look and feel that I want with my site?
- >If I could hire any artist living or dead to design my site, who would it be?
- >Do I want to design with stock photography or original photos?
- >Should my site utilize moving graphics or sound?
- >If background choices were black or white (they're not), which would I choose?
- >What age is my average intended visitor?
- >Does my company intend to utilize existing branding/advertising in the site?
- >Should my site be heavily interactive or just deliver information?
- >Which type font best typifies my image?
- >What existing website evokes the personality I imagine for my company?
- >If there was a soundtrack to my site, who would it be?

Q: I keep hearing about flash. What is it?

A: Flash is what makes images move and dissolve, and it allows for vector-based graphics, text, sound, and data-base interactivity. Flash technology has taken the internet to places only imagined several years ago. Visit our client section at whiterabbitproductions.com. to see examples of flash "works in progress" in animation, web design, graphics and branding.

Q: How can I use CD-ROM or DVD for my business?

A: CD-ROM and DVD are mediums that allow you to do more than just show text. You can use video, audio, animation, and interactive forms to accomplish your goals. They are convenient, interactive and cost-effective solutions for making an electronic brochure, catalog, or even computer-based training programs. The advantages of a CD-ROM/DVD presentation are clear: strategic marketing objectives are attained, content is updateable, and a captive audience is created—all for a fraction of the cost of traditional print media.

Q: Can I customize the shape of a CD?

A: Absolutely. Imagine an ordinary compact disc that can be customized into virtually any shape—from the shape of your logo to a visual representation of your brand or product and everything in-between. CDs are no longer just a medium to deliver your message. Through customizing, they can become a compelling and strategic part of your communications message.

Q: What is DVD and should I consider using it?

A: As the successor to CD-ROM, DVD delivers the highest quality video or film to a wider base of customers—both on DVD-ROM (computers) and DVD video (TV players). With the ability to hold 20 times more audio, video, or data—over 4 gigs of information—DVD also offers superior picture and audio quality, instant access, interactivity, internet convergence, high storage capacity, and extreme durability.

Q: How long does a typical production project take?

A: A typical project at White Rabbit takes 3 - 4 weeks to complete after a script has been approved. However, the project timeline largely depends on material organization and the scope of the project.