

# Video Production Services

## Video production, editing, post production and delivery

It's predicted that video will account for 69% of all Internet traffic in 2017. Branded video content is a powerful way to introduce your company, explain your products, differentiate yourself from the competition and boost engagement. Creating video content in-house with dedicated teams can be costly and time-consuming. WTWH's experienced and professional video team is available to produce videos on-site at your company. We offer the following services.

### Company Overview Package

Company videos introduce your company, your brand and message to new and existing customers. With a high impact company capabilities video, you gain the assets to tout brand accomplishments, show leadership in the industry and explain your products or services unique position in the marketplace. Product videos extend this education by highlighting features and benefits of your products. WTWH provides a script template with accompanying shot list and works close with you to produce the ideal video. Recommended length of videos: 3-4 minutes for company videos / 2-3 minutes for product videos.

### Package includes:

- Pre-production consultation, Production, Post-Production and Publishing
- High quality HD video production with professional lighting and audio equipment
- Set-up and tear-down
- Video shoot including one company overview video and up to 4 product videos (1-2 days to complete)
- Interview with company representative or voice over (provided either by client or WTWH Media)
- B-roll of company facilities and specified products
- Rough cut provided for revision process. Includes layout of clips, addition of graphics (text, intros and outros), and lower thirds (L3s), color and audio.
- Maximum 2 rounds of edits per video (additional rounds of edits will be charged in hourly increments)
- Final, client-approved videos are published to designated YouTube brand channel(s)
- 1080p .mp4 files provided for additional uploads and client use

**Timeline:** Review within 2 weeks of production. Final videos are delivered 2-3 weeks after revisions are made, if needed (with 2 rounds of edits).

**Pricing:** \$2400 on-site setup + \$5300 : Includes company video and up to 4 product videos : Each additional video on same shoot is an additional \$1100.

Please visit <http://marketing.wtwhmedia.com/video-production-services/> for more information, to request a proposal or contact a business development representative.



### Product Video

Product videos are a visual way to educate buyers and build an emotional connection about your products. Engineers watch videos when researching products or services. Videos that highlight how products can help engineers solve problems are highly desirable forms of content.

WTWH can advise on scripting sequencing, location, background. We will provide a script template with accompanying shot list and work with you closely on the perfect script and engaging video.

WTWH also recommends an engineer or product line manager involved in the presentation. Any ancillary video content such as 3D CAD, screen captures or animation of the product or service in action is highly recommended if available.

**Pricing:** Video shot at WTWH facilities \$1100 each. If on-site travel, \$2400 on-site setup. For other remote locations or custom arrangements, please contact your sales business development manager.

