

# VIDEO PRODUCTION

Everyone remembers a great story. People may forget what was said and done, but will remember how you made them feel. It's why we like to buy from brands we feel we trust.

Videos are a great way of building trust in your business and are a powerful tool for telling audiences about your brand and engaging consumers' emotions on a personal level.

With HubSpot reporting that 43% of consumers want more video content from brands, below are some of the key reasons why you need to start using video today:

## MORE AUDIENCE ENGAGEMENT

Video has been proven to capture and hold more of the customer's limited attention than any other medium, and in an environment where people are suffering from content overload, video as a marketing tool gives you the best opportunity to effectively engage your audience.

## APPROACHABILITY

Due to the quick and effective nature of video, customers are much more likely to watch videos over other forms of content, especially on mobile.

## IMPROVED SEO RANKING

Serving relevant and popular video content has the same positive effect on your Google page ranking than other forms of content, and with video engaging your audience much more effectively than other media, it's bound to draw in more traffic to your website.

## VIDEO & SOCIAL MEDIA

Social media use is continuing to grow at an exponential rate, and video is proving the most popular for content on virtually all social media platforms. Over 100 million hours of video are watched on Facebook every day and this number is expected to grow even further.

## CLICK THROUGH RATES

The CTR of videos is several times higher than most other digital advertising formats, including website banners, as people find video content more absorbing.

## VIDEO CONTENT RECALL

Videos (of all types) tend to be more memorable than static or written content, especially if developed to create an emotional connection with your target audience.

## CONTACT US

GDR Group can produce tailor-made videos that slot seamlessly into any marketing campaign. Whether designed for your website, social media, email, or other media channels we can help.

Speak to one of our experienced local area marketing experts today:

**1800 657 797**

**[inquiries@gdrgroup.com.au](mailto:inquiries@gdrgroup.com.au)**

**[gdrgroup.com.au/video](http://gdrgroup.com.au/video)**



# VIDEO PACKAGES

<b>Standard Package</b> Up to 30 seconds	<b>Standard Package</b> Up to 60 seconds	<b>Premium Package</b> Up to 120 seconds	<b>Exclusive Package</b> Up to 180 seconds
Creative Treatment, Basic Scripting	Creative Treatment, Basic Scripting	Creative Treatment, Scripting, Basic Design	1 x Day Location Shoot (Client Location)
Library Sound Track, Royalty Free Soundtrack	Library Sound Track, Royalty Free Soundtrack	Basic 1 x Half Day Studio - Talking Head Shoot on Background or 'in situ'	Creative Treatment, Scripting, Storyboard
Basic Audio Treatment, Sound Design, Mix	Basic Audio Treatment, Sound Design, Mix	Voice Over Record, Edit 120 Sec - STANDARD	Voice Over Record, Edit, Talent, 180 Sec - STANDARD
1 Round of Changes, 2nd Round Tweak - Only	1 Round of Changes, 2nd Round Tweak - Only	Library Sound Track, Rights Managed, Search	Library Sound Track, Rights Managed, Search
Min 20 up to 30 Images (Hi-Res supplied by customer)	Min 20 up to 30 Images (Hi-Res supplied by customer)	Audio Treatment, Sound Design, Mix	Audio Treatment, Sound Design, Mix
Logo Treatment (Hi-Res supplied by customer)	Logo Treatment (Hi-Res supplied by customer)	2 Rounds of Changes, 3rd Round Tweak - Only	2 Rounds of Changes, 3rd Round Tweak - Only
Top & Tail Info	Top & Tail Info	Min 20 up to 30 Images (Hi-Res supplied by customer)	Min 20 up to 30 Images (Hi-Res supplied by customer)
Corporate Colours	Corporate Colours	Logo Treatment (Hi-Res supplied by customer)	Logo Treatment (Hi-Res supplied by customer)
Call to Action	Call to Action	Top & Tail Info	Top & Tail Info
Post Production	Post Production	Corporate Colours	Corporate Colours
Basic Text, Font Treatment	Basic Text, Font Treatment	Call to Action	Call to Action
e-mailed to Client, Job # and Project Archive	e-mailed to Client, Job # and Project Archive	Font Treatment	Post Production
Web Ready Files	Web Ready Files	e-mailed to Client, Job # and Project Archive	Font Treatment
<b>Appx time to complete:</b> 5-7 days	<b>Appx time to complete:</b> 7-10 days	Web Ready Files + Teaser Edit for Social	e-mailed to Client, Job # and Project Archive
		<b>Appx time to complete:</b> 10 days	<b>Appx time to complete:</b> 15 days