



FROM THE HIP
VIDEO PHOTO

What is the Ultimate Brief?

A four step process which ensures on-time
and on-budget delivery of a phenomenal asset
that far exceeds your expectations



Intrigued?

Find out more in our
snap shot guide...



THE PROCESS

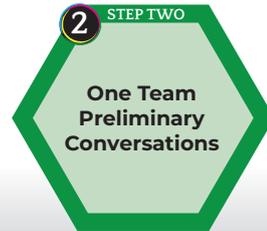
There are usually many reasons you are looking to invest in video content.

The end result has to be eye-catching and drive engagement. Plus there are the more heart-felt reactions like the smile on the face of the viewer, or the acknowledgement of the Board that the objective has been met.

Whatever you are looking to achieve, the Ultimate Brief is a 4-step approach to generating a quality asset for your business that is delivered on time and within budget – and which we hope brings a smile.



Tell us a bit about your project and then we'll tell you a bit about us, including giving you an idea of budgets and timescales, which we know helps with early planning. There's no commitment here – we know you might be shopping around. This is just a chat to see if we can help get things moving.



We meet face to face (or virtually) to put some flesh on the bones and share visions. There might be a few of these, so that you feel completely confident with plans and ideas. And so that you can go back to decision makers or budget-holders with a really clear view. As one team, we'll develop a creative direction and agree on logistics like locations, props, scripts and cast, as appropriate. This is also the time we help find ways you might save a bit of money, or use a particular option to get a better result. As we finalise the brief and the contract, everything is clear to give you complete confidence.



With all logistics outlined, and creative routes explored, we're ready to commit to the Ultimate Brief. Our pre-work together means we have a clear document for your internal use – to give to procurement or finance teams for example – as well a platform for us to develop the programme for a smooth shoot day. Your Ultimate Brief results in a contract that will also be the reference document for our post-production work, so it's important to be completely happy with everything we agree at this step.



With all the hard work done, you can leave the editing to us. We'll work to our Ultimate Brief so that the first draft can be with you quickly and ready for any final amends, approvals and sign off as agreed.

PERFECTION TAKES TIME (or 8-10 weeks to be exact!)

The best results come when we have around 8-10 weeks from initial enquiry to delivery, but we know that luxury isn't always possible. Although the below gives you a guide on how long this process takes, we can always find a way to make a project work with tighter time constraints.



**Initial
Enquiry**



**Preliminary
Discussions**



**Finalise
Contract**



**Pre-
Production**



**Shoot
Day(s)**



**Post-
Production
Part I**



**Post-
Production
Part II**



**Your
Video**

Pre-Production

**Week
1**

Open the door with some early info to get the ball rolling.

**Weeks
1-2**

We put some flesh on the bones: from locations to creative routes, from props and actors to presenter support.

**Week
2**

Share brief and ideas with your team.

**Weeks
2-3**

Source location, develop scripts, frame by frame storyboarding, actors, props etc.

**Week
4**

**Shoot
Day(s)**



Post-Production

**Week
5**

Editing begins. We usually need 2 weeks to turn the footage captured into a first cut production masterpiece.

**Week
6-7**

Approval process ensues and we finalise with music, images and logos, etc.

**Week
8**

Now ready for sharing and re-purposing for different marketing needs.

TAKING THE LEAP

We know investing in video is not a quick choice – and nor do we think it should be! There are many things to consider and you have to ensure the asset you receive is worth your investment.

Our 'pie' helps you to understand all the different elements you might think about when planning your film. Some you may not need; some you may not have considered. But we hope the 'pie' sums up all the different ingredients that go in to making the perfect film asset. Plus there's all the extra stuff you get when working with us, like a fun experience and a team you can rely on time and time again.

If you're thinking about getting started with video, the 'pie' should give you some guidance. But don't let it put you off! Whether you know what you're looking for or not, we're here to help.



THE ULTIMATE TEAM

Get to know our team! We're a creative, friendly and talented bunch who share a passion for video production. But that's just one part of the story. When working with you, we'll become 'one team'. We'll work together to bring your ideas to life.

Dan Neatherway – Creative Director

Helen Neatherway – Operations Director

Matt Hampton – Head of Production

Venetia Cook – Production Manager

And you and your team!



Matt →

Dan



Helen

Venetia →

Some of our clients:



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