



Welcome to the *Ultimate Brief*

A great result starts with a great brief. We know we are making an important asset for your business and your marketing. That's why we have developed a comprehensive process to help us understand your goals, define your requirements and ultimately, ensure we all have the same perspective and expectations.

And since we know perfection is quite personal, we've called our process the Ultimate Brief because we are confident that together – and using this process – we can achieve the best possible outcome.

“ The *entire process* from that *initial meeting* right to *delivering the video* at the end is probably the *easiest project* I've ever worked on. ”

Sean Kemp - PolarSeal

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The *Ultimate Brief* Process



The Starting Point

Tell us a bit about your project and then we'll tell you a bit about us, including giving you an idea about budgets and timescales, which we know helps you 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 you get things moving

Pre-Meeting Questionnaire

We'll send you some pointers to think about before we meet. It's not homework! Just a few logistics and considerations which will help refine the brief



One Team Preliminary Conversations

We meet face to face (or virtually) to put some flesh on the bones and share our visions. There might be a few of these, so that you feel completely confident with what we do and how we deliver – and so that you can go back to decision makers or budget-holders and give them a really clear view. As one team, we'll develop a creative direction and agree on essential logistics like locations, props, scripts and cast, if appropriate. This is the time where we help you see how you might save a bit of money, or use a particular option to get a better result. We also begin to narrow down costs and agree timescales so we can finalise the brief and the final contract. Everything is clear and agreed at each stage, to give you complete confidence.



One Team Ultimate Brief

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 as 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.

Shoot Day



Post Production Review and Sign Off

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.

Results, Next Steps


Ready to kick
things off?

Let's work together 

This is *us*



We are a *close knit* team of *hard working* individuals who are *REALLY* passionate about making *great video* and *photography* content.

 Meet the *team*

“ Everyone had a *great time* during filming – the whole process was actually *a lot of fun* and *far less stressful* than we had been expecting. ”

Codie McKenzie - University of Surrey

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