

ZEISS

Community

# Impact Video Production

Bringing Your Community Beyond The Board Room  
(And Out Of The Bored Room)



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## Introduction

If the saying “A picture is worth a thousand words” holds true, then adding sound and motion through video is priceless. Video marketing is one of the best, strategic marketing tools on the Internet. If you do not have a video working for you, you are missing major traffic and exposure. Also, your competitors are most likely taking advantage of video marketing. Video marketing is a compelling and reliable tool to introduce people to your community and build website traffic. It also ensures a consistent and reliable message is being told about your community.

Video is the quickest way to tell potential leads about the area without personally calling them. Why? In a couple of minutes, your Impact Video will demonstrate all the key points about your community. They will not have to read website copy which prevents them from missing key information about your community.

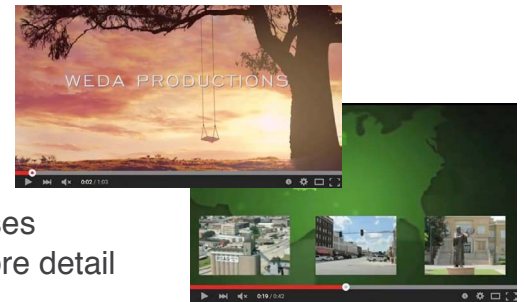
## PART 1: OVERVIEW

### Objective:

Develop and produce a video to demonstrate the capabilities, attractions, and benefits of relocating businesses to your community.

### Product Definitions:

**Impact Trailer:** A 30 to 45 second clip that provides a quick overview of the community’s benefits in an effective way to incite interest and action on the viewers behalf.



**Community Asset Video:** A two to three minute video that focuses on a particular asset of the community of message to provide more detail and information.

### Description:

A high impact video describing the advantages of relocating a business to your area. The video will demonstrate the benefits and provide details in a captivating manner that will keep the attention of the viewer while providing a compelling reason to take action.

### Target Audience:

Decision makers of diverse companies that are expanding or relocating their business which will create jobs and increase sales tax revenues.

### Key messages for the video will include:

- Unique Selling Proposition
- Quality of Life
- Workforce
- Infrastructure/Logistics
- Retail Benefits





## PART 2: VIDEO DEVELOPMENT PROCESS OVERVIEW



### Phase One: PLANNING

- Coordinate and pre-produce locations and schedule shooting days/nights
- Acquire any stock footage from client or chamber
- Create rough outline and storyboard
- Produce voice over copy



### Phase Two: PRODUCTION

- Film and log all segments
- Review of footage
- Schedule additional time for missed or added shots



### Phase Three: POST-PRODUCTION

- Complete rough edits of DVD for client review
- Incorporate client feedback, re-edit video, submit for client approval or changes
- Final edit and approval



### Phase Four: MASTERING AND DISTRIBUTION

- One master DVD
- Data DVD with various compressed videos (two versions: promotional and web interactive version)
- Flash drive (optional)
- Online version uploaded and prepped for website embedment

### Impact Video Production Schedule Timelines





## Deliverables Your Impact Video will include the following:



**Script:**  
Consultation and Development



**Camera Time:**  
Up to 8 Hours Shot in High-Def on location



**Lighting:**  
Lowell 3 Point Professional Portable Lighting



**Graphic Design:**  
Animation of Your Company Logo for Intro Shots of Impact Video



**Editing:**  
Up to two Revisions After the Initial Edit



**Video Titles:**  
Words on the Screen to Introduce New Sections, Summarize, or Reinforce the Points, Statistics, and Map Digitization



**Voiceover Talent:**  
Off-Camera Narration (Male or Female)



**Digital Copies:**  
Thumb Drive Version and one DVD Copy for Use on Your Computer



**Upload:**  
Streaming Video Preview on Our Website



**Files:**  
Windows Media Files of Your Promotional Video to Stream on Your Website

## Summary

Keeping pace with technology and trends demonstrates your community's desire to put their best foot forward in attracting and retaining businesses. Video is the best tool for clear and consistent communication about your area. Whether or not you are producing an Impact Trailer or in-depth Community Asset Video, WEDA can help you produce exactly what you are looking for and need.

