

# April Productions

Video & Photography



Corporate Video Production

# Why produce a video?

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*“Video brings your potential client right into the heart of your business”*

Getting your product or service ‘out there’, in a competitive marketplace, can often be quite a task. With a marketing video or promotional DVD you can entice your potential clients with a high impact, multimedia presentation that showcases your business in the best possible way.

A professionally made video will engage and hold the viewers attention better than any other medium, it’s like having a salesperson in their best selling mood, always enthusiastic, portraying the best possible image for your business, and more importantly a persuasive well planned message.

Utilising video also means you get to answer a potential clients question before they even ask it!

Corporate video production on Blu-ray, DVD, video or your website, can enhance your business profile, and become an essential marketing tool.

Your target audience are already used to watching high quality productions every time they switch on the television, so let April Productions partner with you to produce a visually engaging promotional video to promote your business, at a very competitive price.

Use your video to leave a lasting impression.

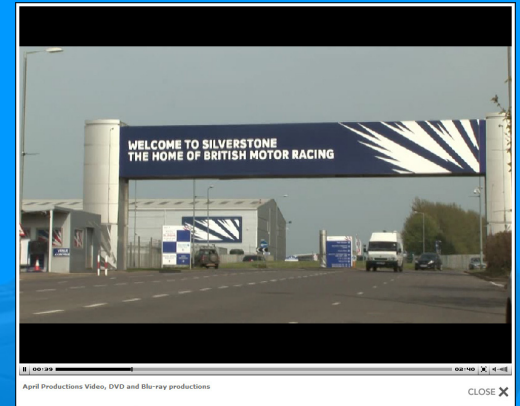
*“It’s like having a salesperson in their best selling mood, all the time!”*

What uses could your business benefit from a professionally produced video?

- |               |  |
|---------------|--|
| Welcome       | - Welcome a visitor to your website                                    |
| Product focus | - Don’t just tell someone about your product, demonstrate the benefits |
| Recruitment   | - Communicate a dynamic range of opportunities                         |
| Induction     | - A fast track introduction to your organisation                       |
| Training      | - Teaching with audio-visual aids is an extremely important tool       |
| Conference    | - Keep a record of all your presentations                              |
| Newsletter    | - Intranet/Internet video newsletter                                   |

Where would your client watch your presentation?

- In their office or at home
- Internet video on your web site
- Exhibitions - Trade shows
- Conventions - Seminars
- Internet - YouTube & Facebook
- In public places such as airports, waiting rooms, shopping centres, and stores
- Anywhere and everywhere...anytime, day or night!



# What is the process of production?

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*“Video production is not complicated, preparation is the key”*

Who is your intended audience, who and what would you like to show or promote?

Starting from an initial brief, we will partner with you to produce a storyboard to work from.

Within this we work out all the elements that need to be covered; voice over, music, scripts, locations, presenters and titles (All the elements needed before we step out of the office).

When this has all been agreed, it is time to move on to the shooting process with the actors and crew.

The day of the shoot is both demanding and time consuming. Do not expect to be in and out in ten minutes! Even with all the planning in the world, the shooting of this video has to be right; the camera operator will shoot a variety of angles so at the editing stage there are extra possibilities for production. It is advised that a representative from your business is on location with the crew at all times to agree that aspects of the production are flowing, and that the image being portrayed is as required.

So now the footage is ‘in the can’, it is time to move to the post production stage.

The editor will review all the footage taken, and working with the storyboard (editing, inserting soundtracks and titles) will create a video to be reviewed, this is supplied to the client as a draft also known as a ‘rough cut’. After the ‘rough cut’ has been reviewed, we will work with you to make any amendments needed, then we finalise the production onto your chosen media output.

All of this will be completed within your timescale and on budget.

*“Flexibility of formats allows you to prepare for all situations”*

Because all our productions are shot in hi definition, we have the option to supply your final production in a number of formats.

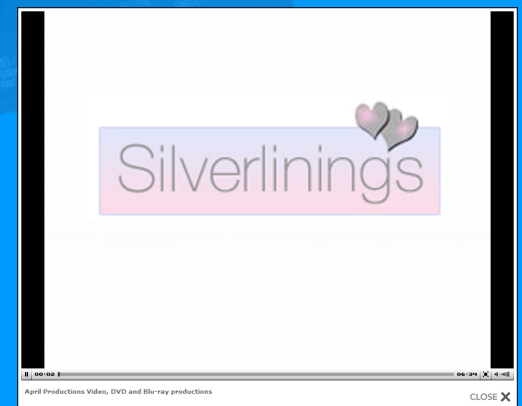
#### Formats available

- Blu-Ray
- DVD
- MPEG2
- wmv
- flash
- avi

Duplication services also available from 10 - 10,000

We also offer artwork production for your DVD and its packaging.

Now you see what we have to offer, contact us for your bespoke quotation.



# Previous client testimonials

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*“Our customers say more about OUR business, more than we ever could”*

“I would recommend April Productions to any organisation wishing to employ an agency for transferring media, editing and final production of film. As a charity we are always conscious of costs, yet seek the highest quality in our filming and production work. April Productions supported our latest project at very short notice, demonstrating both flexibility and a willingness to work within our extremely tight deadlines, often working late into the night. They were extremely professional at all times and I was always confident that our needs were going to be met. The final film was exactly what we wanted to achieve and will hopefully help us to increase awareness of the Association. The Motor Neurone Disease Association cannot thank April Productions enough for all their support.”

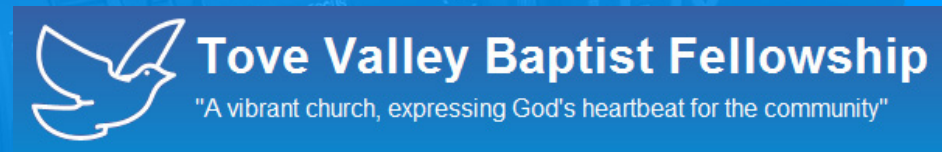
Donna Cresswell

Director of Communications, The Motor Neurone Disease Association

“As a Consultant Anaesthetist in the NHS, I am required to undertake teaching and training of junior anaesthetic trainees in undertaking practical procedures on patients. Teaching with audio-visual aids is an extremely important tool in such training especially if these are made with live procedures being performed on actual patients. April Productions has been extremely helpful in making of such a video in my own anaesthetic practice which has very cleverly and clearly brought out subtle learning points for my trainees. Their enthusiasm and hard work has given exceptional results.”

Ravi Dravid

Consultant Anaesthetist, Kettering General Hospital



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