



CUSTOMER ENGAGEMENT



CUSTOMER ENGAGEMENT PACKAGE

(from £1,500)

The CE package is a special camera kit which is set up in a room where respondents are filmed against a coloured screen (usually green) and visual images or backgrounds can be electronically inserted at the later edit stage. Once set up the filming can be a very fast, effective way of acquiring a large selection of vox pops in a very short period of time but this will be determined by your Interviewer's schedule. If possible, you should advise your respondents to avoid wearing green (or blue if a blue screen is to be used) as this could cause problems in 'keying in' an electronic background later. The footage is later edited into a 3-5 minute film.

What we provide:

1 DAY FILMING using camera kit and 'Chromoflex™' green screen kit with basic lighting and two tie clip microphones along with a technical operator. One roll tape stock. Filming is based on an 8 hour day base to base. Audio transcribing up to 30 minutes of interviews with time-coded transcripts supplied for the client to provide an initial paper edit decision list (EDL) so you do not have to attend the edit in person if you prefer not to.

1 DAY EDITING with up to 7 hours basic editing to produce a final 3 - 5 minute video. We supply one client approval file as an MP4 of the rough-cut edit, then one final encoded file of your choice (e.g. MP4, Flash, WMV) of the completed edit.

What's the criteria?

The room used for filming (studio) needs to be in a quiet location away from any noise and emptied of all furniture except for 3 chairs and a small table. This should be a separate area to that used for the general focus group meeting and should be at least 4m x 5m . You should allow at least 1 hour for setting up prior to the start of filming.

Respondents should be kept out of the room until being filmed. A maximum of 30 minutes of footage (rushes) should be filmed. Ideally, as a guide, questions should be limited to between 3 and 4. The edit should be completed within one working day. Final production to be no more than 5 minutes in duration.

Payment is to be made in full within 30 days of the invoice. For new clients 50% of the total is payable in advance of the shoot so as to guarantee availability of facilities. Projects cancelled by the client with less than 24 hours notice will be charged at 50% of the total cost.

What's not included?

Mileage (charged at £0.55 per mile), or other transport costs, parking or congestion charges.
Crew subsistence or refreshments (if applicable).

WHAT IF.....

.....there is an overnight required? There is a crew overnight supplement charge of £150 pppn.

The client is responsible for booking accommodation and for paying all crew subsistence and refreshments.

.....I record more than 30 minutes of rushes? You will be charged £20 for each additional tape used. £2.80 per minute of additional transcription. £45 for each additional tape digitised into the edit suite and £80 per hour for any additional edit time which you may incurred over the inclusive 7 hours.

.....I want to use some graphics such as logos or name captions? Name captions are included in the edit, as is one logo at the beginning and end of the video. Any additional graphics to be created will be charged at £40 per hour.

.....my client wants to change something? After delivery of the completed edit, any amends will be charged at the basic edit rate of £80 per hour. If identified by Take One as a technical error, this will be corrected and a new encoded file will be produced at no extra charge.

.....I want to use some music? No music is included in the package however you can supply your own tracks for inclusion provided it is supported by evidence that all rights have been cleared. Usual copyright regulations apply. Take One can supply library music at MCPS/PRS rates.

.....my client wants a DVD of the programme? A DVD can be encoded at a cost of £1per encoded minute and then authored and a master disk burned at a charge of £35.00. Each additional DVD copy is charged at £8 each.

This package is restricted to the above criteria and any additional requirements should be treated as a bespoke project. Take One reserves the right to amend this package without prior notification. Terms and Conditions apply.