

# Guide

TO BUDGETING YOUR VIDEO



## iVideo Production



### A Guide to Budgeting a Corporate Video

The cost of iVideo Production producing a video can range from as little as £249 to over £10,000 depending on the specification and therefore if you contact us and ask how much a video will cost we are not likely to be able to give you a figure. The cost is dependent on many variables. Before we give you any idea of cost, we are likely to start asking you a lot of questions in order to have something to work on. If you are not prepared for this it can be quite daunting. However, if you have written a brief before contacting us you should be able to give us enough details to enable us to provide you with at least an estimated cost.

#### How to establish a realistic budget

A guide for establishing your budget for your video would be to consider the value that having your own video would add to your company, your services or products. However, you may feel that this is difficult to ascertain if you have not produced a video before and you may still feel the need for more guidance. It may save time to tell us

the allocated budget. If we know from the onset how much you are able to invest in the project, we will often work around that figure and advise you on how best to meet your objectives whilst remaining within your budget.

#### Keeping within your budget

Once you have decided on a budget you may need to consider carefully the factors affecting the price in order to keep within your budget. Some of these factors are listed below:

**The number of locations** - You may need to take into consideration that the more locations there are, the more expensive the production of your corporate video is likely to be.

**A voice-over or presenter** - You may consider it essential to have a well-known presenter or voice-over in order to present your message but if you merely require a talented voice-over or artist regardless of celebrity

status this will keep the cost down considerably.

**Actors** - it can be an advantage to have actors in front of the camera rather than members of the staff who may be camera-shy. However, you may need to have skilled members of your workforce demonstrating techniques. It really is a case of prioritizing your requirements in order that you do not compromise the quality of your corporate video in order to save money.

**Titles, graphics and animations** - You are likely to need more in the way of titles and graphics in order to enhance the vision often taking the place of a voice-over or presenter

**Duration** - this will be dependent on the purpose of your corporate video but there is often little need for a long corporate video which will cost more.

*Finally, never compromise on quality, working to a script is by far the best way of getting a cohesive and quality video.*

