

target your audience

An innovative video investigation that brings your clients opinions directly to the boardroom



It has been estimated that advertisers waste \$220 billion each year on advertising that reaches the wrong audience.

Commissioning a video investigation will give you the insight to market to the right people! (It is also the best way to reach all those people who hate phone surveys!)

Best of all, people feel like experts when they are interviewed so they tell their friends about the whole experience. Effectively your market research will double as a viral marketing campaign - now that's an efficient use of resources!

#	Article Nr	Description	Unit	Price	Tax	Subtotal	
1	Cdc	Consultation. Identification of target audience, key marketing message and questions.	2.00	hourly	\$70.00	10.00%	\$140.00
2	Host	Host. An approachable interviewer who asks all the right questions.	8.00	hourly	\$100.00	10.00%	\$800.00
3	Cam	Camera Operator providing professional quality HD footage. Includes HDV Camera, tripod & HDV tape.	8.00	hourly	\$200.00	10.00%	\$1,600.00
4	Post	Post Production. Producing edited video to HDTV standard. Includes titles, credits.	14.00	hourly	\$85.00	10.00%	\$1,190.00
5	Auth	Encoding & Authoring to custom DVD menu. Includes custom designed menu layout.	1.00	hourly	\$150.00	10.00%	\$150.00
6	Web	FREE! Your final video provided in web format on CD ready to upload to your website/youtube etc.	1.00	unit	\$0.00	10.00%	\$0.00

Please Note: This quote does not include copyright. Should you wish to use copyright protected material we will assist you in obtaining a licence from the relevant organisation.

Subtotal: \$3,880.00

Total gst: \$388.00

Total amount: \$4,268.00

Want to know more?

This budget is intended as a guide based on a standard project of this nature. After we have talked with you we will customise the project to suit your exact needs and send you a comprehensive budget. We look forward to hearing from you in the near future!



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