



Corporate Video Production How Much Will it Cost?

Question: How much does it cost to produce a video?

Answer: It Depends!

When choosing a video production company, you will be quoted a range prices based on their understanding of the project. Be careful not to base your decision on the lowest price. Make sure you know what you are getting in that price. Insist on a breakdown of the budget items before signing a contract. This will make it easier to compare prices of different video production companies.

Quotes for video production are a consultative process to discover the details about the video project in order to give an exact price quote for the project.

This document was developed to share costs elements that every production company deals with to get you the quote for you corporate video project. Hopefully this will help you as you look for the best price and quality for your video project.

There are the ballpark figures that we often use to start the project discovery process are the following:

- \$3,000 - \$6,000 per minute of production
- \$5,000 – \$20,000 up to 3 minutes of video
- \$8,000 for a complex 60 – 90 second motion graphic video with voice over
- \$18,000 for a 2 actor three minute spot

There are too many variables to give an exact quote on the spot. Do we end up at these prices? Usually not. As the project scope gets defined and budgets are revealed, all parties move to a certian point of agreement. Project A at \$x,xxx.xx dollars. Sometimes the client gives in on production requirements and the production company gives a little on price or hours to complete the project.

Video Production Cost Drivers

Lets take a look at ten basic cost drivers for video production that Xcelus Studios factors into every project quote:

1. Project Management
2. Script Development
3. Talent
 - On-screen Actor(s)
 - Voice over artist
 - Union or non-Union
 - Extras
 - Customers (Release form required)

4. Video Assets

- Images needed
 - Stock photos (Royalty free)
 - Licensed photos
 - Custom photography
- Video
 - Stock video (Royalty free)
 - Licensed video
 - Custom video
- Illustrations/3d elements
 - Create
 - Purchase 3D models

5. Special Effects/Animations

6. Location

- Studio rental
- Fees and permits
- Local or travel
- Building rental

7. Music

- Stock music (Royalty free)
- Custom score

8. Crew

- DP Director of Photography
- Camera operator(s)
- Lighting
- Sound
- Grip

9. Rendering and compression time

10. Overhead

- Equipment (Cameras, Lights, Sound, Studio, Computers, Software)
- Insurance (Liability and Workers Compensation)
- Rent

You can see that there are can be a number of cost elements to developing high quality video. However, not every video project requires all of the cost elements described. We have produced several \$5,000 – \$8,000 videos without leaving our building using voice over, stock photos, stock music and motion graphics.

As you go through the video project discover process, keep in mind all of the elements and producing a video. Knowing these costs will help in the negotiation process to get the video project you want at a reasonable cost.

Client Questions to Narrow the Scope of the Project

There are typical scoping questions a video production company might ask their clients to identify the scope of the video project. Once the scope has been finalized, getting a quote for the project is now possible.

In order to provide an accurate cost for video production, you will need to provide your video production vendor with information about the video project and what you are trying to achieve with your video. As you plan your video production, be prepared to answer the following list of questions:

1. What is the purpose of the video?
2. What do you want the video to achieve?
 - Go viral
 - Educate and train
 - Increase brand awareness
 - Launch a new product or service
 - Attract new customers
3. Target Audience:
 - Who is going to watch the video?
 - Why would they watch the video?
 - Where would they find or see the video?
 - How will the video be delivered?
4. What do you expect the audience to do after watching the? (Call to action)
 - Fill out a form
 - Pick up the phone to call
 - Go to a landing page
 - Forward the video to friends
 - Add video to social networking sites
 - Purchase a product, Click a buy button
 - Download whitepapers
 - Perform a task (how to install something)
5. Where will the program be seen?
 - Web
 - Social networking sites (YouTube, FaceBook, MySpace)
 - Presentations
 - Tradeshows
 - Your web video platform
 - Email link
 - With other videos in a playlist
6. Will the video be part of a larger presentation or stand alone?
7. Will there be any accompanying literature/brochures/white papers?
8. Describe the content:
 - Provide a description of content/key messages which you want the video to get across?
 - What metaphors could be used?
 - What analogies could be used?
 - Without using words, what 10 images could describe your content?
9. What is the target video length?

10. What style and format?

- Documentary (informative program with a voice-over narration accompanying the visuals)
- Lecture (visuals, usually with narration or presenter)
- Magazine (Presenter(s) provide information in different sections, in a lively and informal style)
- News (Presenter(s) provide information on different topics, in a formal style)
- Drama or role-play reconstruction (A story (fact or fiction) which is produced using actors to play the characters. A reconstruction may also have a supporting narration)
- Product Trailer/elevator pitch
- Motion graphics (voiceover with animations, images, text)
- Animation/Cartoon

11. What production elements are required?

- On-screen presenter
- Voice-over narration
- Corporate officer (CEO, VP, Director)
- Talent (for role plays, reconstructions, professional presenters, etc.)
- Customer testimonial
- Graphics (charts, diagrams, bullet-points, etc.)
- Music
- Key photos/2D and 3D images

12. What is the development time line:

- When can the planning and scripting process start?
- What is the deadline date for the finished video product?

Once you answer these questions, your video production vendor should be about to give you your answer to – What will it cost to produce a video?

Types of video production to meet your budget

Now you know the cost drivers for video production and typical questions to narrow your scope of your project, let's look at 5 general types of corporate video and the price ranges it cost to produce a video:

1. User Generated Production
2. Basic Production
3. Mid-range Production
4. High-end Production
5. Complex Production

User Generated Production

Examples: Recorded webinar, podcast, converted PowerPoint presentation with audio or basic video using webcam or consumer video camera.

Many user generated videos are perfectly fine. They are "good enough" for the project. It all goes back to the question, what is the purpose of the video? Most of these videos are targeted to employees for training or simple communications.

The cost to produce these videos is minimal and usually time to produce is the only cost.

Basic Production

Examples: A short, narration led program, which is scripted mainly by the client, incorporating photos or images with text and basic editing with text and graphics.

A lot of corporate videos fall into this type of production. They include basic information, but produced with a higher professional look and feel than a user generated video. The use of a professional voice talent and

stock photos add to the production quality. The big difference is the quality of the audio and graphics. Many companies have the in-house capabilities to produce at this level, but do not have the time.

The cost to produce these videos is would fall into the range of \$4,000 to \$10,000 depending on the length complexity of the script and required graphics. Length of the video could cause the price range to be even higher.

Mid-range Production

Examples: A narration or presenter led program, fully scripted by script writer, produced over a number of days, incorporating more detailed motion graphics or 3D images and some basic music production.

Mid-range productions take video production it to the next level with dimensional graphics and images and add animations of processes or concepts. This could also include a short green screen production of a video host.

The cost to produce these videos is would fall into the range of \$8,000 to \$25,000. The higher cost could be related to animation development time, longer finished minute of video, video host and studio recording time or cost to acquiring specific images or graphics and music tracks.

High-end Production

Examples: A drama or role-play reconstruction using professional actors, or a company profile video with detailed video production by incorporating sophisticated motion graphics and music.

This production value adds the use of actors, video hosts, complex video script, detailed animations, shooting specific B-roll footage, location rentals, permits, studio time and larger studio crew. This would also included videos of C level executives that create a high value of image and branding.

The cost to produce these videos is would fall into the range of \$15,000 to \$30,000. The higher cost could be related to animation development time, longer finished minute of video, video host and studio recording time or cost to acquiring specific images or graphics and music tracks. More preplanning is also required for high-end productions.

Complex Production

Examples: A longer, more complex production or a series of videos, using known actors and presenters, incorporating state-of-the-art graphics and special effects and original composed music.

The difference between this and a high-end production is adding higher quality actors or spokespersons, locations, planning, using extras, script writer, production crew, and complex motions graphics and animations.

These production start around \$25,000 and could go above \$100,000.

Remember these are all general price ranges based on unknown production needs. I tried to group these into 5 general category types of video production that most companies would use.

Now you know why when question is asked – how much will it cost to produce your video? The answer is- It depends.

About Xcelus

Xcelus, an award-winning visual communications and digital media company, develops innovative and unique online videos, allowing companies to integrate the power and persuasion of video into their training, sales, marketing, and communication strategies. The Xcelus online video platform tools allow companies to manage, deliver and measure video content to meet the needs of today's business requirements. Xcelus' video solutions include sales, marketing, customer support, lead generation, recruiting, and employee communications. Xcelus is a private company founded in 2005 and is based in Provo, Utah.