

# Mills Media Group

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## CORPORATE DVD & BUSINESS TV BRIEF

<b>Company Name:</b>		<b>Main Contact:</b>	
<b>Tel No:</b>		<b>Email:</b>	
<b>Mobile No:</b>		<b>Date:</b>	
<b>Address:</b>			
<b>Date you require our written proposal:</b>			
<b>1. What is your budget?</b>  <i>Please see package prices and budget guidelines on Page 5 to help you specify your budget.</i>		Under 5K <input type="checkbox"/> 5K+ <input type="checkbox"/> 10k+ <input type="checkbox"/> 25k+ <input type="checkbox"/> Other <input type="checkbox"/> Please specify your budget <input type="text"/> £	
<b>2. What is the aim of the programme?</b>		Promotion <input type="checkbox"/> Launch <input type="checkbox"/> Training <input type="checkbox"/> Public Relations <input type="checkbox"/> Information <input type="checkbox"/> Other <input type="checkbox"/> Please give further details ...	
<b>3. What are your key messages?</b>			

<p><b>4. Who are you going to show the programme to?</b></p>	<p>Staff <input type="checkbox"/> Customers <input type="checkbox"/> Public <input type="checkbox"/>  Shareholders <input type="checkbox"/> Sales prospects <input type="checkbox"/> www <input type="checkbox"/>  Children <input type="checkbox"/> TV audience <input type="checkbox"/>  Please give further details ...</p>
<p><b>5. What services/products do you need to include within the programme?</b></p>	
<p><b>6. Do you have an ideal running time for the programme?</b></p>	<p style="text-align: center;"><input style="width: 100px; height: 20px;" type="text"/> mins</p>
<p><b>7. What genre do you want the programme to follow?</b></p>	<p>Drama <input type="checkbox"/> Documentary <input type="checkbox"/> Promotional <input type="checkbox"/>  Interview led <input type="checkbox"/> Voice-over <input type="checkbox"/> Other <input type="checkbox"/></p>
<p><b>8. Where will the filming take place?</b></p>	<p>Indoor <input type="checkbox"/> Outdoor <input type="checkbox"/> Offices <input type="checkbox"/>  Public areas <input type="checkbox"/> Private areas <input type="checkbox"/> Head Office <input type="checkbox"/>  Factory <input type="checkbox"/> Other <input type="checkbox"/>  UK <input type="checkbox"/> Overseas <input type="checkbox"/>  Please specify geographical locations?</p>
<p><b>9. What audio does the programme require?</b></p>	<p>Voice-over <input type="checkbox"/> Presenter <input type="checkbox"/>  Library music <input type="checkbox"/> Composed music <input type="checkbox"/>  Other <input type="checkbox"/></p>

<p><b>10. Does the programme need to include any of the following?</b></p>	<p>Computer Graphics <input type="checkbox"/>      Animation <input type="checkbox"/></p> <p>Animated logos <input type="checkbox"/>      Subtitles <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p>
<p><b>11. Does the programme need to include interviews with relevant staff or people?</b></p>	<p>Yes <input type="checkbox"/>    No <input type="checkbox"/></p> <p>If Yes, please provide more details, numbers and names</p>
<p><b>12. Do you have any existing video material that can be used for this programme?</b></p>	<p>Yes <input type="checkbox"/>    No <input type="checkbox"/></p> <p>If Yes, please provide more details and what format is it on?</p>
<p><b>13. Where and how will the programme be shown?</b></p>	<p>Sales <input type="checkbox"/>    Training <input type="checkbox"/>    Exhibition <input type="checkbox"/></p> <p>Induction <input type="checkbox"/>    Conference <input type="checkbox"/>    Advert <input type="checkbox"/></p> <p>Website <input type="checkbox"/>    Other - please specify</p>
<p><b>14. What is your deadline for the delivery of the programme?</b></p>	<p style="text-align: center;"> <input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/> / <input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/> / <input style="width: 100px; height: 20px; border: 1px solid black;" type="text"/> </p>
<p><b>15. Do you require foreign language versions?</b></p> <p><i>Note: 5 minutes of foreign language translation costs in the region of £ 1,500</i></p>	<p>Yes <input type="checkbox"/>    No <input type="checkbox"/></p> <p>If Yes, please provide more details and detail the languages required</p>
<p><b>16. What platforms do you require the programme to be delivered on?</b></p>	<p>DVD Disc <input type="checkbox"/>    TV Broadcast <input type="checkbox"/></p> <p>Email <input type="checkbox"/>    CD <input type="checkbox"/></p>
<p><b>17. Do you intend to use the video on your website?</b></p>	<p>Yes <input type="checkbox"/>    No <input type="checkbox"/></p>

<p><b>18. Do you require copies on DVD?</b></p>	<p>10 <input type="checkbox"/> 25 <input type="checkbox"/> 50 <input type="checkbox"/> 100 <input type="checkbox"/>  250 <input type="checkbox"/> 500 <input type="checkbox"/> 1,000 <input type="checkbox"/> 2,000 <input type="checkbox"/>  Other please specify</p>
<p><b>19. Do you need the DVD to be authored with menus, chapters or subtitles?</b></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/>  If Yes, please provide more details</p>
<p><b>20. Do you require copies on CD?</b></p>	<p>10 <input type="checkbox"/> 25 <input type="checkbox"/> 50 <input type="checkbox"/> 100 + <input type="checkbox"/>  Other please specify <input type="checkbox"/></p>
<p><b>21. Do you require printed packaging and labelling?</b></p> <p><i>Does this need to match existing promotional material?</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/>  If Yes, please provide more details</p>
<p><b>22. Further Information?</b></p> <p><i>Please supply any relevant company literature which will assist us.</i></p>	

<p><b>23. Please give an alternative point of contact in case of holidays or absence?</b></p>	<p><b>Alternative Contact Name:</b> _____ <b>Phone no:</b> _____</p> <p><b>Email address:</b> _____ <b>Mobile:</b> _____</p>
<p><b>Budget Guidelines</b></p>	<p>Video production costs vary but the single biggest element is filming.</p> <p>Working to a tight script the filming can be minimised and the overall production costs reduced.</p> <p>Package prices for a production are as follows:</p> <ol style="list-style-type: none"> <li>1. Short videos(less than 2 minutes) start from £ 2,495. This allows for pre-production, one days filming (within 30 miles of our office), graphic titles, editing, post-production and music track. A master copy is supplied on DVD.</li> <li>2. Video of less than 5 minutes from £ 4,985. This allows for scripting, pre-production, two days filming (within 30 miles of our office), graphic titles, voice-over, editing, post-production and music intro. A master copy is supplied on DVD.</li> <li>3. Video of approximately 6-8 minutes from £ 8,765. This allows for scripting, pre-production, four days filming (within 30 miles of our office), graphic titles, voice-over, editing, post-production and music intro. A master copy is supplied on DVD.</li> </ol> <p>Typical costs for a corporate sales video of greater complexity, additional filming, with animation are in the region of £ 1,500 to £ 2,000 per finished minute.</p>