

Online Video Presence



The evolution of the internet saw a variety of rich media come and go. These days videos are fast and easy to watch and integrates seamlessly with social media. Nothing is more clean cut and straight forward as a video. Another good reason is that Youtube.com is the second biggest search engine after Google.com. Thus, an online presence would be only half complete without a good video strategy.

Social Media Loves Video

8 simple steps

1 Meeting to conceptualize

We discuss the objective of the video and how it will integrate with existing strategies. Please have the main points of attention written down with samples of the existing corporate identity.

2. Pre-production presentation.

We return with a proposal which include a shooting plan and references of existing campaigns.

3. Interpretation, adaptation & language treatment.

After your suggestions have been incorporated, a shooting script is drafted and handed in for language treatment.

4. Live presenter or Voice Over

With a finalized scrip, the voice over is recorded or the presenter is shot on location.

5. 3D animation, graphic depictions or video artwork.

For clearer explanation of abstract concepts, 3D animation or graphic art might be employed. That is to say if a straight forward demonstration on camera does not suffice.

6. Music and sound design.

Getting the mood right with sound and music is very important.

7. One free tweak.

A ruff cut is presented to you, the client. Final changes and tweaks are suggested.

8. Upload to the internet or off to duplication

In this final step we ensure that your video is integrated into your existing media campaign.

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