



ASF.STUDIO

CREATIVE PRODUCTION STUDIO

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CeTa
Wrocław, 1 Wystawowa St.

brief: **CORPORATE FILM**

duration: from 15 seconds to 5 minutes

Business goal:

The more clearly defined goal, the more it is likely to be achieved. Let us know what made you to consider creating a corporate movie. Examples: changes within your organization, attracting attention on the labour market, brand positioning, e.g. raising prestige of the brand.

Target group:

If something is for everyone, it is in fact for no one. Describe to us who are the people that you want to address the film to (and your brand, product, service, etc.).

Creative concepts of the project:

The idea for a movie can come directly from you or we can offer you our own script based on previously conducted marketing research. We will do interviews with your employees, show your company in an attractive way - everything depending on your needs.

Defining distribution channels:

At the conceptual stage, it is important to include distribution channels and the possibility of sharing material in Social Media. Let us know which channels do you use (FB, Instagram, Vimeo, YouTube, LinkedIn) and we will offer you some dedicated solutions.

STAGES OF COOPERATION

1. Script brief:

At this stage you will receive a short version of the script with inspirations and moodboards that can help visualize the final film. We will also explain to you various stages of production, determine whether we will need a set designer, stylist or makeup artist during the shoot.

2. Cost estimate:

Created individually, depending on the size of the project. We send the quote within 2-3 days after receiving the completed brief. We are open to negotiations as well as payments in 2-3 installments.

3. Production planning:

The devil is in the details! The script is transformed into a precise shot list and well-developed storyboards (drawings of frames), we select actors and their look, as well as locations where the shoot can take place.

4. Production:

We propose a work plan divided into shooting days and schedule adapted to availability of the people starring in the film. The number of shooting days depends on the requirements of the script (1 shooting day = 12 hours). Then we set the date. On the set we provide a video preview during the recording of each shot.

5. Postproduction:

We will provide you with a first draft of the edit to which you can apply 3 changes free of charge. After accepting the edit, we will conduct color grading, sound design, animations, voiceover and subtitles. **At this stage you have to send us all the graphic materials that should appear in the film (logos, fonts, etc.).**

6. Film and/or copyrights transfer

The pleasure is ours!

We would love to share the final effect of this hard work on our Social Media channels.

https://www.instagram.com/asf_studio/

<https://www.facebook.com/asfstudio/>

Distribution:

Do you plan expanding your business and reaching new audience? Let's stay in touch! We can prepare a marketing strategy tailored to your needs.