

PRODUCTION

We are a long established professional video production company based in High Wycombe, Buckinghamshire, west of London and close to Heathrow Airport.

Whether it's filming your CEO's message, a promotional video for your company's products, a multi-camera shoot covering your latest event, or a customer case study; Take One can always assure you of a professional approach and an end result that will enhance your company profile on-line.

We pride ourselves on our attention to detail, our experience, our proactive approach, our friendly crews and always offer value for money, making your production budget go that little bit further. We work in close partnership with you as a part of your company team, understanding what you want and interpreting your brief to deliver on time and on budget.

We will take on the whole production process for you so you don't have too; or you can simply book us to provide you with a video crew and equipment and you take it from there.

We are friendly, approachable, enthusiastic and simply love what we do and with a creative flair that makes your video stand out from the crowd.



FACILITIES



Here are some of the facilities we have in-house, however as we are broadcast professionals we can obtain any additional facilities your shoot may require, simply let us know what you want.

CAMERAS

Sony PMW EX3 XDCAM EX
Sony PMW 300K1 XDCAM EX
Sony HVR Z1E SD/HDV (x2)
GoPro 3 Kit

GRIPS

Vinten TriPods with fluid head
Manfrotto MonoPod and Fig Rig
Cartoni Jibo MiniJib
Lightweight Track

MONITORING / RECORDER

Atomos Samuri Blade HDD
Sony 9" LCD LMD 9030
DataVideo 7" HD Monitors

LIGHTING

2 x Ianio RedHead Kits (8 x 800w)
3 x Ianio Blondes (3 x 2kW)
2 x Pampalites (fluorescent)
1 x Ianio Liliput Kit (3 x 300w)
Arri Junior Kit fresnel (2 x 150w + 1 x 300w)
1 x Arrilite Kit (3 x 650w)

SOUND

SQN 5 channel sound mixer + SQN 4 channel mixer
2 x Sennheiser 416 shotgun mic with boom and windjammer
5 x Sennheiser EW100 G3 radio mic kits
Beyer Dynamic M58 handheld reporters mic
6 x Sony ECM 77B personal lavalier mics
Zoom H4N digital location sound recorder

POST PRODUCTION

3 x AVID Nitris Media Composer Edit Suites
Full audio and vision monitoring in all suites

GRAPHICS PRODUCTION

Adobe Photoshop
Adobe After Effects

AUDIO EDITING

Adobe Audition

FILE ENCODING

Sorensen Squeeze



WEBSHOTZ™



WHAT ARE WEBSHOTZ™?

Webshotz™ are a very cost effective way of getting a video professionally produced for your website. Although called WebShotz™ the video can be used in any number of ways including embedding into a PowerPoint presentation or attached to an email.

WHAT IS INVOLVED?

Write a script of up to 180 words outlining what you wish to say. Send it to us and we'll reformat it for television. We then film you presenting your 60 second piece to camera using teleprompting, so you don't have to learn your words. We will provide mentoring on the best way to present yourself to camera, so you don't need any previous experience.

WHAT DO WE PROVIDE?

- 1 hour of training in presenting to camera and the effective use of the teleprompter.
- Up to 1 hour of filming using our green screen studio using a teleprompter.
- Up to 2 hours of editing with your company logo at top and tail of the programme, one name caption and up to 4 photographs can be included.

HOW LONG WILL FILMING TAKE?

You should allow about 2—3 hours of your time.

WHEN WILL I RECEIVE MY COMPLETED VIDEO?

Allow about a day to turn the video around.

HOW WILL MY VIDEO BE DELIVERED?

We publish the video on our YouTube channel for you to approve. We then give you a link to embed the video on your website (we can help you with this) or we can send you a copy of the video for you to download. We can also provide SEO to assist search engines find your website video for a small additional cost.

WHAT'S NEXT?

Ask about our *DIGITAL MARKETING PACKAGE* to help you make the most of your on-line video presence.



CUSTOMER insight



WHAT IS A CUSTOMER INSIGHT PACKAGE?

This is where customers (respondents) are questioned about their views and opinions on a company's products or services.

WHAT IS INVOLVED?

Respondents are filmed against a green screen and an interviewer asks for their comments on a particular topic, usually to do with a company's performance or their experience of using a product or service. The questions are edited out leaving the respondent's statements or VoxPops to tell the story.

WHAT DO WE PROVIDE?

- **1 FILMING SESSION** using professional camera kit and 'Chromoflex™' green screen with basic lighting and two tie clip microphones along with a technical operator. Filming is based on a standard 8 hour day base to base (excludes media stock).
- Audio transcribing up to 40 minutes of interviews with time-code inserted for the client to provide an initial paper edit decision list (EDL) of the useable clips, so you do not have to attend the edit in person.
- **1 DAY OF EDITING** with up to 8 hours basic editing to produce a final 3 - 5 minute video. We then supply one client approval file as an MP4 of the rough-cut edit for minor amendments, then one final encoded file of your choice (e.g. MP4, Flash, WMV) of the completed programme.

WHEN WOULD MY PROGRAMME BE DELIVERED?

Allow 3 days for delivery of an approval copy.
After 1 day of filming,, full transcripts are emailed to you the next day and following the receipt of your paper edit the programme can be edited, usually the same day.
The completed programme can be uploaded to our FTP site for you to download or 'Dropboxed' depending on the file size.

**(Based on filming a maximum of 40 minutes of rushes)
Terms and Conditions apply.*



DIGITAL marketing



'Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques'



Our DMP is used to promote and increase sales by marketing your products / services using social media and video, allowing you to reach a potential wider target audience. It's a more affordable way of marketing and the results can be tracked & monitored.



BRONZE Package

- 4 x 1 minute webshotz™ videos (quarterly)
- YouTube channel set up with your own branding
- Set up your social media on Twitter, Facebook, Google+ and Linked-in
- Share videos with social media and produce at least 1 text article/blog/tweet per video
- 1 hour of media presentation training for 1 person



SILVER Package

- All of the Bronze package
- PLUS one additional day of filming to create some additional content e.g. a 2 minute case study / 90 second infomercial / 30 second client testimonial



GOLD Package

- All of the Bronze package
- PLUS 2 additional days of filming to create a case study or a product promo
- OR 4 additional Webshotz™ videos