



## Working with Video as a Business Tool

a presentation

by

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## Introduction to Vidibiz

I have been a film maker (in varying degrees) for over 30 years, first as a keen amateur and for the past 10 years or so I have been developing Vidibiz as Multimedia production company.

I trained as an Accountant in the days when the pen and abacus were the tools of the trade and the computerised spreadsheet a far off dream. I quickly moved into the corporate world where my entrepreneurial spirit condemned me to a life of learning business at the coal face of enterprise. I have since been CEO of various domestic and multi-national businesses as a result I absolutely understand the need to deliver a professional, clear and concise message within a budget and in a timely manner.

For several years I have been a registered Small Business Mentor for various Universities and Business Organisations such as Mentor-net and WSX Enterprises, so I am familiar with the demand of businesses for current and accurate information.

In addition to producing corporate, educational and event videos the innovative Vidibiz team provide can script writing services, eBook Publication, Graphics, Animation and Cartoons. We can assist with the preparation and delivery of PowerPoint or Keynote Presentations for conferences and seminars where we can also deliver live “online” broadcasts. To complement our digital offering we can also offer commercial, portrait and event photography.

Vidibiz have our own fully equipped studio near Lymington with various High Definition cameras, lights, radio mics and audio recording kit. We have jib cranes, dolly tracks and all sorts of access equipment as well as a very functional and adaptable “Green Screen” facility.

If our studio is not practical for a project we can work in your premises or anywhere on a remote location with our mobile “pop-up” studio and kit!

When required we work with an associate company who use “Helicams” or Drones for Aerial filming and photography .

To summarize, Vidibiz is primarily a digital media production company who totally understand the markets you are trying to access and the messages you are aiming to deliver - *as I have been there!*

*Paul French*



As well as working directly with the client Vidibiz are happy to work alongside Marketing and PR agencies to provide the client with a seamless and unified digital media solution.

So that VidibiZ can give the customer a realistic idea of the video process, their involvement and to help prepare a realistic budget quotation for the production of their video there are a number of considerations to be made, these include – but are not limited to:-

### **1. Establishing Your Goals**

1.1. To first get an overview of your goals for the project, we will discuss:

- 1.1.1. Purpose of the project (eg. sales, training, marketing etc.), target audience, and desired response or call-to-action.
- 1.1.2. Distribution planned (eg. for use at trade shows, on website, e-Mail etc.).
- 1.1.3. If a specific timeframe or delivery date is required.
- 1.1.4. The key decision-makers & stake-holders.

### **2. Scope**

2.1. There are several things to consider when determining the scope of the requirements for the project, including:

- 2.1.1. If any filming of interviews, presentations, conferences, testimonials or 'b-roll' will be required.
- 2.1.2. Location. Location, Location permissions to be sought if necessary or is the Vidibiz studio required.
- 2.1.3. Cast, Characters and Presenters need to be arranged and necessary approvals sought.
- 2.1.4. Whether a voice-over would be used and, if so, will script writing services be needed.
- 2.1.5. How much motion graphics work (CGI) or if any technical 3D animation will be needed.
- 2.1.6. All Copyright issues with photography, images and audio need to be resolved before commencing project
- 2.1.7. The deliverables that may be required with media formats and timescales.



2.2. It would help to also see any samples of videos that may be similar to your project to give us a sense of the level of quality or 'production value' you may be expecting.

### 3. Determining the Budget

3.1. We may be able to estimate costs based on a well-defined scope, but typically your "whole project" budget will need to be considered before an appropriate solution can be proposed.

3.2. We can show you some samples of other projects that we have produced within different ranges to help you determine a budget, if one has yet to be allocated.

3.3. Pricing is typically set according to the time/hours actually spent on the project by the appropriate operative.

3.4. Vidibiz work is normally priced per person involved by the hour or day. Our charges are based on time actually worked on the project by the persons involved, for example our hourly/daily/event charges need to be agreed for the following trades if they are involved;-

3.4.1. Production Assistants

3.4.6. Animators/CGI/Graphics

3.4.2. Creative Director

3.4.7. Background Music

3.4.3. Make Up Artist

3.4.8. Special Effects

3.4.4. Cameraman

3.4.9. Scripts / Voice Over Artists

3.4.5. Editor

3.4.10. Presenter, Actors & Extras

3.5. *However, it should be noted that unless the production is very large in many cases only one person is needed to film/edit – me!!*

### 4. Proposing an Approach

4.1. We will outline in detail our approach and plan for the project, along with a summary of the estimated costs when details of the project have been received.

### 5. Getting Started

5.1. Should you choose to work with VidibiZ Digital Media, a quotation (along with our scope of work and terms of service) will simply need to be signed as our contract and an initial deposit paid.

## Recording an Interview

Interviews are particularly useful for getting the story behind a participant's experiences. The interviewer can pursue in-depth information around a topic. Interviews may be useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses. Usually open-ended questions are asked during interviews.



Before you start to design your interview questions and process, clearly articulate to yourself what problem or need is to be addressed using the information to be gathered by the interviews. This helps you keep clear focus on the intent of each question.

### 1. Preparation for Interview

- a. Choose a setting with little distraction. Avoid loud lights or noises, ensure the interviewee is comfortable (you might ask them if they are), etc. Often, they may feel more comfortable at their own places of work or homes.
- b. Explain the purpose of the interview.
- c. Address terms of confidentiality. Note any terms of confidentiality. (Be careful here. Rarely can you absolutely promise anything. Courts may get access to information, in certain circumstances.) Explain who will get access to their answers and how their answers will be analyzed. If their comments are to be used as quotes, get their written permission to do so. See getting informed consent.
- d. Explain the format of the interview. Explain the type of interview you are conducting and its nature. If you want them to ask questions, specify if they're to do so as they have them or wait until the end of the interview.
- e. Indicate how long the interview usually takes.
- f. Tell them how to get in touch with you later if they want to.
- g. Ask if they have any questions before you both get started with the interview.



- h. Don't count on your memory to recall their answers. Ask for permission to record the interview or bring along someone to take notes.

### 2. Types of Interviews

- a. Informal, conversational interview - no predetermined questions are asked, in order to remain as open and adaptable as possible to the interviewee's nature and priorities; during the interview, the interviewer "goes with the flow".
- b. General interview guide approach - the guide approach is intended to ensure that the same general areas of information are collected from each interviewee; this provides more focus than the conversational approach, but still allows a degree of freedom and adaptability in getting information from the interviewee.
- c. Standardized, open-ended interview - here, the same open-ended questions are asked to all interviewees (an open-ended question is where respondents are free to choose how to answer the question, i.e., they don't select "yes" or "no" or provide a numeric rating, etc.); this approach facilitates faster interviews that can be more easily analyzed and compared.
- d. Closed, fixed-response interview - where all interviewees are asked the same questions and asked to choose answers from among the same set of alternatives. This format is useful for those not practiced in interviewing.

### 3. Types of Topics in Questions

- a. One can ask questions about:
- b. Behaviours - about what a person has done or is doing
- c. Opinions/values - about what a person thinks about a topic
- d. Feelings - note that respondents sometimes respond with "I think ..." so be careful to note that you're looking for feelings
- e. Knowledge - to get facts about a topic
- f. Sensory - about what people have seen, touched, heard, tasted or smelled
- g. Background/demographics - standard background questions, such as age, education, etc.

*Note that the above questions can be asked in terms of past, present or future.*



### 4. Sequence of Questions

- a. Get the respondents involved in the interview as soon as possible.
- b. Before asking about controversial matters (such as feelings and conclusions), first ask about some facts. With this approach, respondents can more easily engage in the interview before warming up to more personal matters.
- c. Intersperse fact-based questions throughout the interview to avoid long lists of fact-based questions, which tends to leave respondents disengaged.
- d. Ask questions about the present before questions about the past or future. It's usually easier for them to talk about the present and then work into the past or future.
- e. The last questions might be to allow respondents to provide any other information they prefer to add and their impressions of the interview.

### 5. Wording of Questions

- a. Wording should be open-ended. Respondents should be able to choose their own terms when answering questions.
- b. Questions should be as neutral as possible. Avoid wording that might influence answers, e.g., evocative, judgmental wording.
- c. Questions should be asked one at a time.
- d. Questions should be worded clearly. This includes knowing any terms particular to the program or the respondents' culture.
- e. Be careful asking "why" questions. This type of question infers a cause-effect relationship that may not truly exist. These questions may also cause respondents to feel defensive, e.g., that they have to justify their response, which may inhibit their responses to this and future questions.

### 6. Conducting Interview

- a. Ask one question at a time.
- b. Attempt to remain as neutral as possible. That is, don't show strong emotional reactions to their responses. Patton suggests to act as if "you've heard it all before."

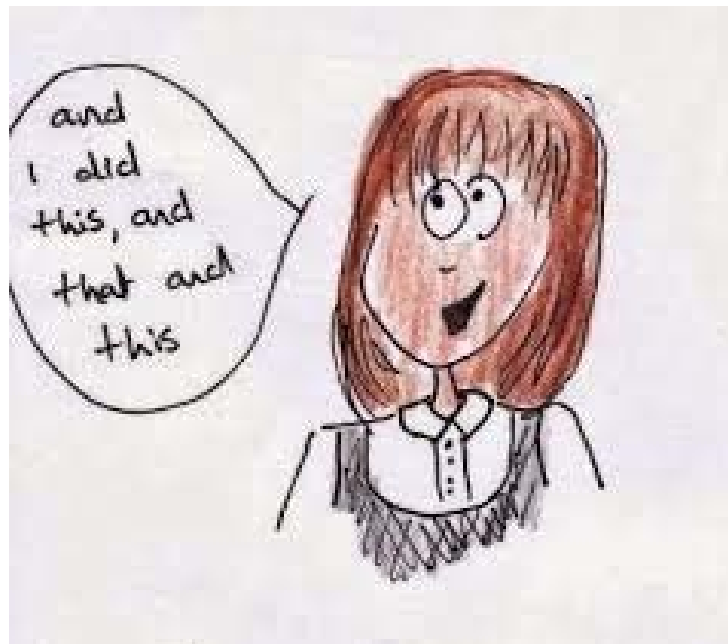




- c. Encourage responses with occasional nods of the head, "uh huh"s, etc.
- d. Be careful about the appearance when note taking. That is, if you jump to take a note, it may appear as if you're surprised or very pleased about an answer, which may influence answers to future questions.
- e. Provide transition between major topics, e.g., "we've been talking about (some topic) and now I'd like to move on to (another topic)."
- f. Don't lose control of the interview. This can occur when respondents stray to another topic, take so long to answer a question that times begins to run out, or even begin asking questions to the interviewer.

### 7. Immediately After Interview

- a. Make any notes on your written notes, e.g., to clarify any scratchings, ensure pages are numbered, fill out any notes that don't make senses, etc.
- b. Write down any observations made during the interview. For example, where did the interview occur and when, was the respondent particularly nervous at any time?
- c. Were there any surprises during the interview?





## Filming a B2B Conference or Presentation

VidibiZ need to know how many cameras are needed, venue sizes, the number of talks to be filmed and whether or not any timings clash. If any content is being Live Streamed, we have to make special arrangements for that.

Other considerations include whether or not we have to supply a sound recordist(s) or supplementary lighting, as well as matters like scenery, graphics, amplification and staging.

Travel and accommodation figures all included in the final quote, as does the timescale given to edit footage, if required.

Finally, if a DVD needs to be authored, this will also contribute to the costs.

VidibiZ will work with the event organisers to deliver a successful project i.e. having established what workflow is required from each side?

Liaising with organisers and the venue to co-ordinate the logistics of filming the event is essential.

We usually have a recce day to gauge the equipment we require.

After the event, we have to make sure that the finished product is in line with the client's wishes.

We then supply a rough cut for the client to make any final changes and once signed off, we supply the finished product, usually via DVD, WeTransfer, Dropbox or USB stick.

VidibiZ will determine the best way to capture keynote speakers, round table discussions, Q&A's and other forms of video content at events.

Keynote speakers are best captured with locked off cameras. Two is usually the minimum to prevent the finished film from looking stilted.

Discussions and Q&As are shot in a less static manner. Sound often comes from the venues PA.

With events and conferences, we tend to capture the whole talk or event.

VidibiZ avoid delays by adopting the 5P's "Proper Planning Prevents Poor Performance" prior to the event and assessing the possible causes for delay and informing the client.

### **The volume of footage.**

Digitising and logging all video and audio takes much longer than clients typically understand.

With hour long lectures, one small change still means that the entire hour has to be played out and uploaded. This takes up valuable time and explains why we ask all our clients to make sure all changes are done in one go – if possible!



VidibiZ understand why conference companies record their events and the benefits achieved!

The largest venues can only, typically, hold a few hundred delegates. Video ensures that those who are unable to make the journey to the venue are privy to the discussion.

If an event's video content is made available online, it can be seen by an unlimited number of people, located nationally or globally, greatly increasing the scope of the client's message.

Those companies that film conferences and post them online increase their reach and penetration.



## Generic services offered by VidibiZ

### VidiBook

VidibiZ can produce iBooks and eBooks from printed, audio and video content provided to meet the demand of the rapid development of digital eReaders like the Kindle and other Tablets.

The Apple definition of ..... iBook

Reading on your iPad, iPhone, iPod touch or Mac is just like reading a book. But once you get started, you'll see it's so much more. Turn pages with a flick on your iOS device or a two-finger swipe on your Mac trackpad. Read one page at a time, or turn your iPad on its side and view two pages at once. Read everything full screen, with no distractions, or read in white-on-black night-time mode. Alter the look of most books by changing their text size and font. And open as many books as you like when reading on a Mac.

The Wikipedia definition of ..... eBook

An electronic book (variously: e-book, eBook, e-Book, eBook, digital book, or even e-edition) is a book-length publication in digital form, consisting of text, images, or both, readable on computers or other electronic devices.[1]Although sometimes defined as "an electronic version of a printed book",[2] many e-books exist without any printed equivalent. Commercially produced and sold e-books are usually intended to be read on dedicated e-book readers, however, almost any sophisticated electronic device that features a controllable viewing screen, including computers, tablet computers, and Smartphone's can also be used to read e-books.

### Photography

VidibiZ have very competent photographic skills to complement our Video production capability.

### Animation, Cartoons & Graphics

VidibiZ work in collaboration with some of the very best painters, sculptors and especially CGI artists in the film making industry, with credits in films like "Harry Potter" on their CV.

If necessary we can make elephants fly in your video, basically if you have the budget we have the ability to deliver!

### Voice Over Artists

There are times when a professional voice over adds the final touch to a video presentation, Vidibiz work with a number of Voice Over Artists who complement our services.

### Branding & Logo Design

Vidibiz are associated with various design houses and marketing agencies who we work with to deliver new concepts, ideas and designs to support the marketing initiatives of our clients.



## The VidibiZ Charter

***It is the long established business practice of VidibiZ to avoid making commercial decisions based purely on assumptions, accordingly we work to a set of standards that can be defined as our “Charter”, we list these below for your information. These are not contractual or legal conditions that are set in stone but simply a guide for our customer basically describing our approach outlining reasonable expectations from VidibiZ.***

VidibiZ Digital Media aim to deliver on time and to specification as promised and uphold our agreements; if VidibiZ Digital Media can't, we say so in advance, and VidibiZ Digital Media try to mutually work towards a solution with our Customer

VidibiZ Digital Media do our best and aim not to accept compromise unless there is no other choice; VidibiZ Digital Media inform our Customers so there are no misunderstandings

There are occasions when due to the conditions, equipment limitations, facilities, resources and general circumstances compromise is the only realistic, viable and achievable solution.

VidibiZ Digital Media will always do our best to try and work to your needs; for whatever reason, what you think you need may not be the same as what you actually need

VidibiZ Digital Media will deliver at a self-consistent (or improving) level of quality regardless of external circumstances that may affect us personally

It is better to under-promise and over-deliver

VidibiZ Digital Media uphold basic standards of courtesy; this includes timeliness and professionalism of replies whether in person, on the phone or via email

VidibiZ Digital Media will respect your time

VidibiZ Digital Media will respect our subjects — whether this be treating models/talent with courtesy and friendliness or carefully handling product and props

VidibiZ Digital Media will have integrity and be fully transparent in our pricing and honor quotes, even if VidibiZ Digital Media get things wrong; if there are big variances or changes in scope, then VidibiZ Digital Media communicate this and reason with the Customer

The scope and deliverables of all assignments are clearly detailed in a Scope of Work document, Script and/or Storyboard if appropriate.

VidibiZ Digital Media do our part to educate Customers where necessary; whether this be to do with technical or creative choices, licensing or otherwise

VidibiZ Digital Media respect the creative rights of other videographers, cinematographers, photographers and Customers, so that they shall respect our own

VidibiZ Digital Media value our own work and do not fight others on price alone



If failure to deliver is our fault, VidibiZ Digital Media endeavour to rectify at our cost.

VidibiZ Digital Media always endeavour to have spares and backups when practical and affordable

VidibiZ Digital Media is a commercial business with the associated cost and as such needs to generate a profit to maintain and sustain the business.

### ***To keep things fair this Charter goes both ways.....***

In order for us to deliver, VidibiZ Digital Media need some things from our Customers:

VidibiZ Digital Media can make contingency plans for most eventualities, but there will always be things that are outside our control (e.g. Weather/People/Animals)

Respect the agreed scope and price — you would not do extra work for free, please do not expect us to. When it no longer makes financial sense, there will not be any more photographers

Please respect our time and experience; that is why you hired us in the first place

Please uphold your end of commitments — whether that be supplying product of a certain finishing level or quality to photograph, or delivery on a certain time and date

‘Fixing it later in Photoshop’ is not an primary objective as this can compromise quality and integrity. However, we will use Photoshop or similar techniques to alter images

Digital Photo / Video editing tools are used by VidibiZ Digital Media as necessary, these include Final Cut Pro X, iMovie, GoPro, Adobe Premiere Pro, Avid Studio, Sony Architect Studio and other digital media products.

VidibiZ Digital Media expect all Customers to understand that all work requested by the Customer will be charged for at pre agreed rates.

VidibiZ Digital Media expect all Customers to pay invoices in full and on time when presented.



### **The Vidibiz guide to optimizing the benefits of a Video.**

*When you use video on your website, you have a powerful tool that can increase the popularity of your web pages. Whether you want to earn money, share your knowledge or increase page views, you can use video to create a dynamic web site that attracts and keeps visitors, Vidibiz can help you .....*

#### **Basic Facts**

There are many reasons why video helps promote and develop business opportunities in these days of the Smart Phone, Tablets and YouTube. Internet linked mobile devices are becoming more and more popular, the free and easy access to Wi-Fi is rapidly growing in public areas as well as in the home and business centre, the various 3G & 4G mobile phone networks provide increasing online facilities and features.

#### **Use Video to Enhance Your Website**

Use video to turn a static website into a dynamic, interactive destination. There are many types of videos you can use to enhance your website, including:

Promotional web videos are an exciting internet marketing tool for businesses large and small. Like a traditional TV commercial, a promotional web video will advertise your business's advantages to potential customers. Unlike traditional TV commercials, promotional web videos can be broadcast directly to your target audience for free through email, search engine marketing and video sharing sites such as YouTube.

Producing a Vidibiz promotional web video doesn't have to be complex or expensive. With a little bit of planning, you can produce a promotional web video that becomes a priceless marketing tool for your business.

Making a good commercial with Vidibiz is all about crafting a message that speaks to your customers and a production plan that stays within the limits of your video skills. With proper planning and efficient production, Vidibiz can make a commercial that wins over audiences

- A website tour that tells visitors what they can find on the website, and where it is
- A virtual tour that lets web visitors see what your physical location is like

Online virtual tours are perfect for Estate Agents, Yacht Brokers, Guest Houses, B&B's, Hotels, Restaurants, Tourist attractions or Destinations and anyone who wants to show off a space. It's easy to make a short film to create a virtual tour and post it on your web site.

#### **Video Testimonials**

Nothing has greater impact than a customer speaking to the camera about how your company has delivered on their promise and met their expectations, a testimonial is one of the best forms of recommendation and extremely effective.



### **Use Video to Demonstrate a Product or Activity**

There are many ways to use video to educate customers on how to use your product, and also save time and money on customer service.

You can make how to videos to show off your skills, explain a product, or promote your business.

- Use video to demonstrate how to install, configure or set up your product
- Use video to show your product in action
- Use video to train clients and staff remotely
- Use video to deliver induction procedures or Health & Safety messages

### **Use Video to Share Your Expertise**

Many businesses have created a marketing niche for themselves by using video to establish their expertise on a particular topic.

Create educational videos that provide website visitors with in-depth information related to your industry

- Produce a video newscast updating viewers on the latest headlines in your field of work
- Aggregate and publish other expert videos related to your topic

### **Use Video to Drive Traffic to Your Website**

Search engines love video, indeed Google bought YouTube to endorse that view. With proper video SEO, you can use video to drive lots of traffic to your website.

- Use targeted keywords when titling and tagging your videos
- Create a variety of videos, each focusing on a different search term
- Use multiple video sharing sites to increase links back to your main website

### **Use Video to Earn Money**

If you have the right content and access to the right audience, you can use video to earn substantial money from your website.

- Some ways to use video to earn money include:
- Charge visitors to download informational or entertainment videos
- Place advertising on video pages
- Sell sponsorship for a popular video podcast





### **Use Video to Promote a Sale or Special Event**

Just as many companies create a special advert to let customers know about an upcoming sale, you can use video to advertise specials on your website using Facebook and Twitter

- Use video to show off new products you're selling
- Include promo codes within videos to reward viewers
- Use video to notify customers of upcoming specials

### **Use Video to Give Your Business a Personal Face**

It's easy to use video give a human face to your corporate website. Some ways to use video to communicate with web viewers include:

- A short video welcoming visitors to your website
- Profile videos that introduce your executives and employees
- Customer testimonial videos that communicate your company's value

### **Use Video to Engage Customers With Your Brand**

You can use video as an interactive medium to get consumers engaged with and excited about your brand. After all, you don't have to be the one producing the videos, many customers will be happy to do it for you!

- Start a video contest to promote your brand
- Ask users to upload videos of themselves using your product
- Invite users to embed your videos on their own web pages



### **Use Video to Encourage Regular Visits to Your Website**

You can use video to get people to come back to your website over and over again. By providing regular, quality content, visitors will come back again and again to see what new videos you're offering.

- Produce daily (or weekly) video podcasts with timely information
- Use a RSS feed to update visitors about new videos
- Use videos to promote events and recent activities at your business

### **Use Video to Stand Out From the Competition**

Web video is becoming more and more widespread, but there are still many industries that don't use video as a common practice. If your competitors don't yet use video, you'll be able to set yourself apart by using video on your website.

- Add a video to your business listing in online directories
- Promote your web videos on local websites
- Spread your videos virally by allowing viewers to share and embed them

### **Making a Viral Video**

Making a viral video is a little about talent and a lot about luck. While there's no surefire formula for making a viral video, these tips will help increase the chances that your next video goes viral.

- Put your viral video everywhere. You should post it on every video sharing site you can find. Vidibiz offer services that make this easier by uploading your video and you can distribute to your contacts.
- Promote your viral video. Email the link to Family, Friends, Customers, Facebook and Twitter links. Make it easy for everyone to then forward the video to all of their friends and contacts.
- Keep your viral video short. You want this video to be watched as many times as possible, and that's more likely to happen if people can watch the video quickly. Thirty to sixty seconds is generally a good length for a viral video.
- Make your viral video funny. Humour can be hard to get right, sometimes, but it's the surest way to make people want to share your video. Think about all of the viral videos that you've seen—most of them have been comedies.
- Don't make your viral video an advertisement. Some companies have successfully used viral video to promote a product, but "going viral" is usually a spontaneous by product of a great video, not an intentional goal.
- Content beats quality in a viral video. Most successful viral videos are made by amateurs, so good content is more important than high production quality. If viewers enjoy what they see, they'll overlook a shaky camera or focus troubles.



- Don't use copyrighted content in your viral video. If you hope to have your viral video seen by thousands of people, make sure you're not using any unlicensed music or images that could get you in trouble with record companies, television networks and their lawyers.
- Keep trying to make viral videos. Often, it's completely random videos that go viral, and no one can predict with much accuracy what is going to catch on and become a big hit.

### **How Vidibiz will produce and create your Video.**

Vidibiz own and use industry standard professional High Definition Video Cameras and High Quality Audio recording equipment.

Our fully equipped dedicated studio is located close to Lymington in the New Forest.

We use leading industry standard editing software on both Apple and PC computer platforms including

- Apple Final Cut Pro X, Motion 5 & Compressor
- Avid Pinnacle Studio, Sony Studio
- Adobe Premiere CS3, After Effects, Photoshop, Creative Suite etc.
- We author, produce and print DVD's as required.
- We can scan old photographs or convert old cine film

We are associated with a leading 3D Animation director for producing special effects and any CGI that may be needed, as well as award winning photographers and musicians for original soundtracks.

At Vidibiz Digital Media we understand -

Your Business

Our Business

Technology

Innovation ..... *and People!*



### Various Statistics endorsing the use of Video

This is a list created from different sources showing, in no particular order, the various compelling reasons for considering the use of video as part of your online marketing strategy!

1. Videos Increase People's Understanding Of Your Product Or Service by 74%
2. YouTube Is The Number Two Search Engine In The World
3. A Third Of All Online Activity Is Spent Watching Video
4. The Average Internet User Is Exposed To An Average Of 32.2 Videos In A Month
5. Every Day 100 Million Internet Users Watch An Online Video
6. 50% Of Users Watch Business Related Videos On YouTube Once A Week
7. 75% Of Users Visit The Marketer's Website After Viewing A Video
8. 75% Of Executives Watch Work-Related Videos On Business Websites At Least Once A Week
9. An Average User Spends 16 Minutes 49 Seconds Watching Online Video Ads Every Month
10. 80% Of Internet Users Remember The Video Ads They Watch Online
11. 26% Of Internet Users Look For More Information After Viewing A Video Ad
12. 22% Of Internet Users Visit The Website Named In A Video Ad They Viewed
13. After Visiting A Video Ad, 12% Of Viewers Purchase The Specific Product Featured In The Ad
14. Website Visitors Are 64% More Likely To Buy A Product On An Online Retail Site After Watching A Video
15. Real Estate Listings With Videos Receive 403% More Inquiries Than Those Without Videos
16. Click-Through Rates Increase 2-3 Times When Marketers Include A Video In An Email
17. Subscriber To Lead Conversation Rates Increase 51% When Video Is Included In Email Marketing Campaign
18. 80% Of Your Online Visitors Will Watch A Video, While Only 20 Percent Will Actually Read Content In Its Entirety
19. Your Website Is 50 Times More Likely To Appear On The First Page Of A Search Engine Results Page If It Includes Video
20. In 30 Days More Video Content Is Uploaded in 30 days Than All Three Major U.S. T.V. Networks Combined Have Created In 30 Years
21. 90% Of User Say That Seeing A Video About A Product Is Helpful In The Decision Process
22. 5% Of Internet Users View At Least One Video Online Over The Course Of A Month
23. 45% Of Viewers Will Stop Watching A Video After 1 Minute & 60% By 2 Minutes
24. 72 Hours Of Video Are Uploaded To YouTube Every Minute



25. An Introductory Company Email That Includes A Video Receives An Increase Click-Through Rate By 96%
26. Videos provide a 74% increase in visitors' understanding of a product.
27. 5% of Internet users view at least one video over the course of a month.
28. An average user spends 16 minutes and 49 seconds watching online video ads every month
29. 80% of users remember the videos they watch online
30. 46% of users take action after viewing a video online
31. Your website visitors are 64% more likely to buy a product after watching a video
32. When video is included in email there's a 2 – 3 times increase in Click through Rates
33. When video is included in email there's also a 51% increase in subscriber-to-lead conversion rates
34. Videos Increase People's Understanding Of Your Product Or Service by 74%
35. YouTube Is The Number Two Search Engine In The World
36. A Third Of All Online Activity Is Spent Watching Video
37. The Average Internet User Is Exposed To An Average Of 32.2 Videos In A Month
38. Every Day 100 Million Internet Users Watch An Online Video
39. 50% Of Users Watch Business Related Videos On YouTube Once A Week
40. 75% Of Users Visit The Marketer's Website After Viewing A Video
41. 75% Of Executives Watch Work-Related Videos On Business Websites At Least Once A Week
42. An Average User Spends 16 Minutes 49 Seconds Watching Online Video Ads Every Month
43. 80% Of Internet Users Remember The Video Ads They Watch Online
44. 26% Of Internet Users Look For More Information After Viewing A Video Ad
45. 22% Of Internet Users Visit The Website Named In A Video Ad They Viewed
46. After Visiting A Video Ad, 12% Of Viewers Purchase The Specific Product Featured In The Ad
47. Website Visitors Are 64% More Likely To Buy A Product On An Online Retail Site After Watching A Video
48. Real Estate Listings With Videos Receive 403% More Inquiries Than Those Without Videos
49. Click-Through Rates Increase 2-3 Times When Marketers Include A Video In An Email
50. Subscriber To Lead Conversation Rates Increase 51% When Video Is Included In Email Marketing Campaign
51. 80% Of Your Online Visitors Will Watch A Video, While Only 20 Percent Will Actually Read Content In Its Entirety



52. Your Website Is 50 Times More Likely To Appear On The First Page Of A Search Engine Results Page If It Includes Video
53. In 30 Days More Video Content Is Uploaded in 30 days Than All Three Major U.S. T.V. Networks Combined Have Created In 30 Years
54. 90% Of User Say That Seeing A Video About A Product Is Helpful In The Decision Process
55. 45.5% Of Internet Users View At Least One Video Online Over The Course Of A Month
56. 45% Of Viewers Will Stop Watching A Video After 1 Minute & 60% By 2 Minutes
57. 72 Hours Of Video Are Uploaded To YouTube Every Minute
58. An Introductory Company Email That Includes A Video Receives An Increase Click-Through Rate By 96%
59. 51.9% of marketing professionals worldwide cite video as the type of content with the best ROI (eMarketer)
60. Internet video traffic will be 69% of all global consumer Internet traffic in 2017. (Cisco)
61. Video promotion is over 6 times more effective than print and online (b2bmarketing.net)
62. A minute of video is worth 1.8 million words (Forrester Research)
63. Professionally produced video optimised for eCommerce outperforms user-generated video (UGC video) by 30%, delivering a 24.7% lift as compared with an 18.7% lift for the UGC video (Comscore)
64. Over half of 25-54 year olds share video online (eMarketer)

### **Video For Websites**

65. Retail site visitors who view video stay two minutes longer on average (Comscore)
66. 73% of consumers are more likely to make a purchase after watching a video (ReelSEO)
67. 96% of consumers find videos helpful for making online purchase decisions (ReelSEO)
68. The chances of getting a page one listing on Google increase 53 times with video (Forrester Research)
69. Posts with videos included will attract 3 times more in-linking domains than a plain text post (Moz)
70. Videos in universal search results have a 41% higher click-through rate than plain-text results (Econsultancy)
71. Using video on landing pages increases conversion rates by 80% (EyeView Digital)

### **Video For Social Media**

72. Of the top 50 most-shared pieces of content, 48% were video, and 24% were image-based (Moz)
73. YouTube receives over 1 billion unique visitors each month (YouTube)
74. Over 6 billion hours of video are watched each month on YouTube – that's 50 % more than last year and equates to almost an hour for every person on the Earth (YouTube)



75. YouTube is now 28% of all Google searches (Google)
76. YouTube reaches more adults aged 18-34 than any TV network (Nielsen)

### **Video For Mobile**

77. Mobile makes up almost 40% of YouTube's global watch time (YouTube)
78. Mobile and tablet shoppers are three times as likely to view a video as laptop or desktop users (Forbes)

### **Video For Email**

79. 82% of Marketers say that video email marketing is effective (ReelSEO)
80. Approximately half of marketers who use video in email campaigns see increased click-through rates, increased time spent reading the email, and increased sharing and forwarding (eMarketer)

### **Online Video Advertising**

81. Marketing agencies will spend 83% more on their video advertising campaigns in 2014 than they did in 2013 (ReelSEO)
82. 31% of brands say they will pull campaign funds from broadcast TV advertising to invest video advertising, up from 19% last year (ReelSEO)
83. 57% of consumers say that product videos make them more confident in a purchase and less likely to return an item, up from 52% a year ago (MediaPost)

### **Facts direct from YouTube**

84. More than 1 billion unique users visit YouTube each month
85. Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
86. 100 hours of video are uploaded to YouTube every minute
87. 80% of YouTube traffic comes from outside the US
88. YouTube is localised in 61 countries and across 61 languages
89. According to Nielsen, YouTube reaches more US adults aged 18-34 than any cable network
90. Millions of subscriptions happen each day. The number of people subscribing daily is up more than 3 times since last year, and the number of daily subscriptions is up more than 4 times since last year
91. Created in 2007, YouTube now have more than a million creators from over 30 countries around the world earning money from their YouTube videos
92. Thousands of channels are making six figures a year
93. Thousands of advertisers are using TrueView in-stream and 75% of YouTube in-stream ads are now skippable
94. YouTube have more than a million advertisers using Google ad platforms, the majority of which are small businesses



95. Mobile makes up almost 40% of YouTube's global watch time
96. YouTube is available on hundreds of millions of devices
97. Content ID scans over 400 years of video every day
98. More than 5,000 partners use Content ID, including major US network broadcasters, movie studios and record labels
99. YouTube have more than 25 million reference files in their Content ID database; it's among the most comprehensive in the world
100. Content ID has generated hundreds of millions of dollars for partners





## Standard Terms & Conditions

### Introduction

A contract is formed between a customer (referred to as the “Customer”) and VidibiZ Digital Media (referred to as the “Company”) when an Order is received from the Customer. An Order may be in written, verbal or electronic form. The Product or Service shall mean any product or service that is provided by the Company to the Customer. These conditions do not affect your statutory rights.

### 1. Supply

The Company agrees to supply the product(s) or service(s) to the Customer as detailed in the Order and according to the terms and conditions of this contract.

### 2. Rights reserved

Should the Company choose not to enforce any or all of these conditions it should not be interpreted as a waiver of any of the Company’s rights. By providing the Company with an Order, the Customer accepts these terms and conditions.

### 3. Payment

The Company shall issue an invoice to the Customer in respect of products or services supplied, or to be supplied, the payment terms for which will be stipulated on the invoice. The Company reserves the right to charge interest on overdue amounts at an annual rate of 5% above the UK Bank base rate ruling on the date payment is due. Title in the goods or services shall remain with the Company until full payment has been received, unless otherwise stipulated in the Order.

### 4. Health & Safety

The Company and Customer will act in accordance with all relevant health and safety requirements in order to provide the product(s) or service(s).

### 5. Creative Brief

Unless otherwise agreed in writing, the Customer accepts the Company’s decisions on creativity within the product(s) or service(s).

### 6. Booking Fee/Cancellation

Monies paid by the Customer to reserve the product(s) or service(s) of the Company will be accepted as a Booking Fee. If the Customer cancels the order less than 8-weeks prior to the Company supplying the product(s) or service(s), the Customer will be liable for the whole invoice value less any Booking Fee already paid. If the Customer cancels their Order more than 8-weeks prior to the Company supplying the product(s) or service(s), they shall forfeit the Booking Fee.



### **7. Liability**

The Company accepts no liability for any loss or damage that may arise from the supply of the product(s) or service(s). In the unlikely event of the Company being unable to supply the product(s) or service(s) as specified in the Order, liability shall be limited to the total invoice value – or monies already paid by the Customer.

### **8. Copyright**

Unless otherwise stated in the Order, the Company retains copyright in all their Original Material. Original Material includes video recordings, graphics, iBooks, soundtracks, printed material and any other design or artwork commissioned by the Customer in relation to the Order. The Customer must ensure that permission is sought for the inclusion of any copyright material they supply to the Company to enable them to deliver the product(s) or service(s). The Customer must also ensure that permission is sought for the inclusion of any performers or performances, trademarks and locations. The Company retains the right to use this material in its original and edited form as they see fit, unless otherwise agreed in the Order. The Customer agrees to indemnify the Company in the event of any breach of copyright claims being brought against the Company in respect of material supplied by the Customer.

### **9. Data Protection**

The Customer must ensure that all necessary arrangements have been made with, and permissions obtained from, people and places that may be recorded on video as a result of the Company supplying the product(s) or service(s) – and that such recording is in compliance with Data Protection.

### **10. Complaints Procedure**

In the unlikely event of a dispute over the supply of product(s) or service(s), the Customer and Company agreed to accept the findings of an independent Arbitration Office. Any disputes must be notified within 28-days of the Customer receiving the product(s) or service(s).

### **11. Insurance**

Vidibiz has arranged and maintains Equipment Insurance, Professional Indemnity and Public Liability Insurance with a limit of £1 million with Imagemaker Insurance (Policy IMG00 7058)

### **12. Care and Damage to client property**

Whilst every care is taken in the handling of the Customer's property, the Company accepts no responsibility whatsoever for any loss or damage, howsoever caused, or any other loss by unforeseen circumstances whilst they are in the custody of the Company. Liability for such loss or damage will be limited to the replacement cost of the materials or media and in no circumstances will any liability attach to any claim for the value of the content. The Company is not to be held liable for any uninsured loss or damage caused by the Company or Customer.



### 13. Right of Assignment

The Company retains the right to assign the supply of the product(s) or service(s) to the Customer to another suitable company should they be unable to complete these terms and conditions.

### 14. Expenses

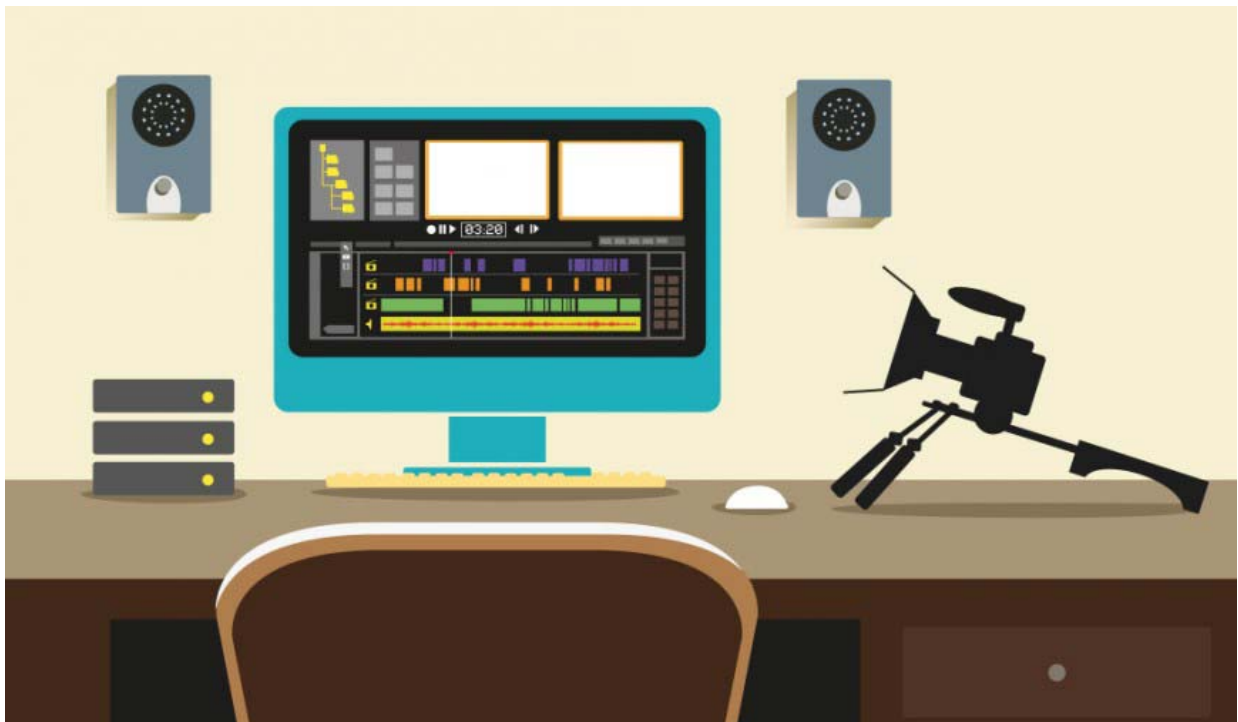
The Company retains the right to charge out-of-pocket expenses incurred in providing the product(s) or service(s) – subject to being able to provide the Customer with proof of expenditure. All out-of-pocket expenses will be charged at cost.

### 15. Confidentiality

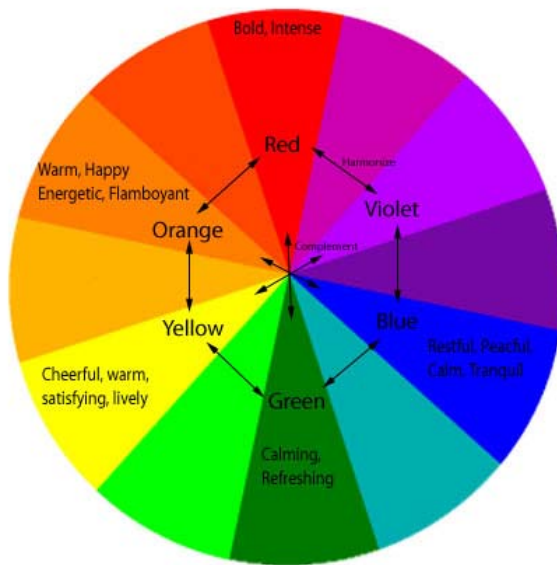
Unless otherwise agreed the Company will treat any information gained during the supply of the product(s) or service(s) as being private and confidential. Likewise, the Customer shall keep confidential any methodologies and technology used by the Company to supply of the product(s) or service(s).

### 16. Basis of law

These Terms and Conditions and any accompanying letter and/or contract are governed by the laws of the United Kingdom



## The Influence of Colour



### Complementing Colours

Two colours complement each other if they appear at opposite sides of the colour wheel. For example orange and blue or red and green. They serve to clash and increase each others intensity which can produce a striking image.

### Harmonizing Colours

Colours harmonize with each other if they are one colour zone apart. This makes it more pleasing to the eye of the viewer and creates an inner sense of order, calm and peace. If colours don't harmonize then they can appear boring or chaotic. For example orange harmonizes with red and yellow.

### Emotional Response

Colour provokes an emotional response, especially the colour of the background.

#### Yellow

Yellow is cheerful, warm satisfying, lively and stimulating. It is the first colour that the eye notices. This is why pictures of yellow birds and flowers are eye catchers.

It can also be overpowering if overused because its the most difficult colour for the eye to take in. Yellow and orange are the dominant colours of autumn.

#### Red

Red is bold and the most emotionally intense colour. It attracts attention and stimulates a faster heartbeat and breathing. Anything red in a wildlife photography picture will get noticed. Because its hard not to notice something in red, be wary of anything in the background that is red as you don't want it to draw attention away from the subject. Its qualities are enhanced further if it is against a dark background.

#### Purple

Purple is associated with royalty, wealth, prosperity. It should be used carefully to communicate something mysterious and mystic.

#### Blue

Blue is restful, peaceful, calm and tranquil. It causes the body to produce calming chemicals - completely the opposite effect to red.

It is the colour of Sky, water, ice, coolness, masculinity, mist and shadows.



**Green**

Green is the easiest colour on the eye and symbolizes nature. It is calming and refreshing. It is the colour of fertility, rebirth and freedom.

**Brown**

Brown naturally balances stronger colours. It is the colour of nature, trees and wood.

**Grey**

Gray is Neutral, middle of the road and timeless .It enhances and intensifies any colour it surrounds and makes an excellent background colour.

**Black**

Black denotes Elegance, class, authority and power. It Contrasts with most colors well. It makes an excellent background colour in photography especially if the other colours are bright.

**White**

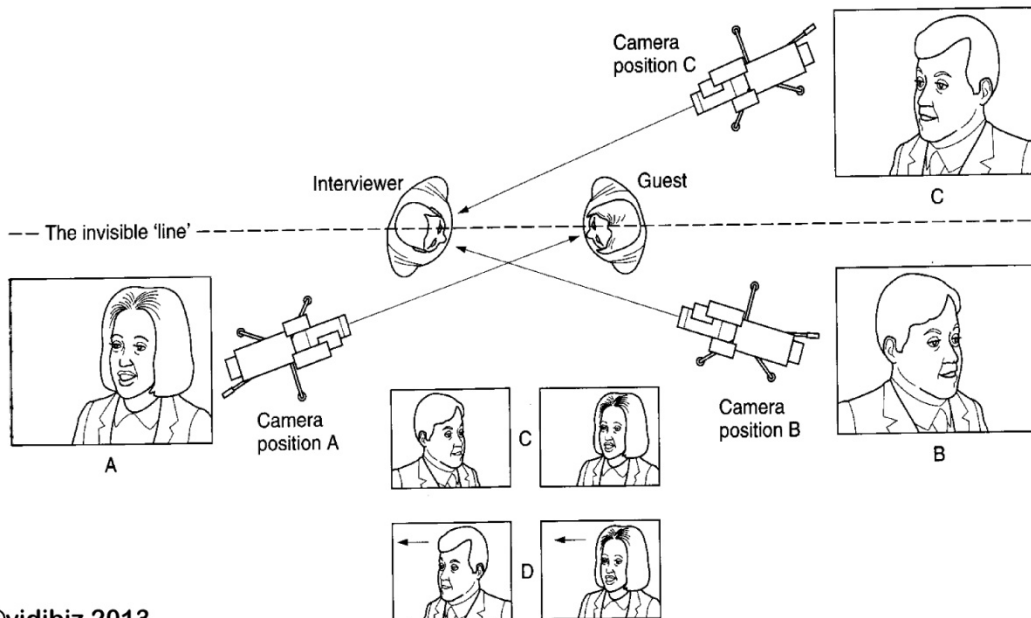
White is associated with purity and innocence and establishes clarity and contrast.

**Orange**

Orange is a hot colour but not as aggressive as red. It is associated with joy and enthusiasm and increases oxygen supply to the brain, producing an invigorating effect.

**Framing a Piece to Camera (P2C)**

This is a typical “conventional” setup Vidibiz would adopt when filming a typical Piece to Camera, normally using two cameras A & B. We aim to focus on the people delivering the message not the environment, unless it is relevant when we would typically use cut aways.



©vidibiz 2013



## Personal Profile Summary



To briefly summarize my corporate background, after leaving the Inland Revenue in 1975, where I was a Tax Collector, I trained as an Accountant eventually taking what I learnt into commerce where after working to open one of the first Wholesale Wine Warehouses in the UK (The Noble Grape) I established a Property Maintenance company employing over 50 men located in Central London. In the recession of the late 1980's I switched from the labour dependent building industry to the technology side of the security industry and started developing solutions using innovative radio (RFID) technologies, this evolved into access control systems and finally door lock design and manufacture (2003).

As CEO of a lock design business that needed external funding this involved my preparation of a detailed Business Plan, involving delivery of presentations to VC's, Equity Funds, Business Angels, "Dragons" and Private Investors with the eventual "successful" investment by an Indian/Malaysian manufacturing company of funds, management and technical resource totalling well over £1 million. This led to the productionisation of what, to then, had been a proof of concept for an innovative automatic lock design.

After securing the investment in 2007 my day to day involvement in the locking business decreased; this allowed me to develop my passion for videography from a hobby into a new business venture. The idea for development of professional quality Training Videos came initially from a need identified in the beauty industry. In 2008 thru 2011 I shared my time between locks and video eventually leaving the lock business in 2011 to concentrate full time on the new Video Production Company "Vidibiz" and allow me more time to work as a mentor for new business.

## Business Funding

In 2004 Taylor Lock Company Ltd, a lock design and security innovation company was started as a joint venture between myself and Andrew Taylor, internationally recognised as one of the leading lock designers. I prepared a fully detailed and costed Business Plan and eventually secured investment of over one million pounds plus a full manufacturing resource from a Singapore/India based company - after making countless presentations to UK funding / finance bodies and business angels.



During the funding process I worked closely with Solent Innovation Group and advisors within BusinessLink and I presented to about 100 potential investors or “dragons” at Venturefest receiving interest from 10 that eventually resulted in funding from an external source. I worked closely with Finance South East to develop the Business Plan and met with or presented to various Business Angel groups.

### **Small Business Mentor**

Starting in September 2011 I joined with the Enterprise First team as a Volunteer Business Mentor providing support to new businesses on the New Enterprise Allowance programme funded by the Government through Job Centre Plus to assist those starting their business providing mentor support from Business Plan through to trading stage.

During 2013 I was invited to join with WSX Enterprises and the Mentor-net project to provide mentoring support to their clients and as part of their Appraisal Panel for Start Up Loan applications.

I was also Invited to join with Transmit Start-Ups to support their clients in the Hampshire area as they are based in County Durham and they desire to offer a “national” coverage to their SUL clients.

In 2014 I started to work with Southampton Solent University both sitting on their Small Business Grants Panel and as a mentor to their graduates starting out in Business when they leave the protection of Academia and move into the big bad real world of Business!

### **The Epilogue**

As a result of my corporate experiences and my routinely working with a large number of diverse businesses I can generally understand and translate the “Message” required by those who are looking to create a promotional, marketing, corporate event, archive or educational video to support creating digital content for either your Internet or Intranet campaigns.

*If you are the potential client or an agent acting on their behalf there is only one way to determine if we can help you and keep within your budget ..... call me to get the answer!*

*Paul French      07525 405999*

There are examples of the scope of our work on our website and browse Google to find a lot more!



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t 01277 243016 f 01277 243100 e Info@imaginginsurance.co.uk

**Imaging**Insurance

Mr Paul French  
Vidibiz Productions  
12 Greenways  
Milford on Sea  
Lymington, Hampshire  
SO41 0RU

25 June 2014

Dear Mr French,

**Imagemaker Insurance - Policy IMG00 7058**

With reference to the above numbered policy I can confirm that we have arranged Public Liability Insurance with a limit of liability of £1 million for the period of 25 June 2014 to 24 June 2015 inclusive.

Should you have any work where they ask you to produce a document to prove that you are covered, this letter should suffice.

I trust this assists you and should you have any further queries, please do not hesitate to contact me on 01277 243 016

Yours sincerely,

**Cheryl Pearce**  
Imaging Insurance