

Twoshotmedia.
Total media solutions

Starter Kit.

TwoShotmedia offers a comprehensive production service for anyone who recognises the impact that media can have on their business.

Our expertise is in video production, digital content and print media. We have been in business for twelve years and we've never met a media request we can't handle!

We can create anything from a 30 minute multi-language DVD to a feature article for a magazine.

How We Work.

Very often, our clients know that a video or DVD could be useful to them, but they're not sure what to do or where to go. Let's face it, film production of any kind looks expensive and daunting, and it's hard to know who to rely on.

Part of our job is to help you figure out how to make the best video possible, for the most reasonable amount of money. We also look to creating allegiance between our two companies, so that you feel you can trust us with what is often a challenging and lengthy process.

- You may have a very clear idea of what you want, and a budget set in stone, in which case we will act entirely on your wishes.
- You may also have a simple concept scribbled down and a vague idea of costs, in which case we'll develop the project with you and ensure that as much of your money as possible ends up on the screen.

Here at Twoshotmedia we're committed to quality, and creating a beautiful product to your specifications. Our professional reputation, now twelve years old, rests on continuing to create striking videos, and building happy and loyal client relationships.

Our Facilities.

We have total access to anything and everything that your production needs. This includes:

- Script writing and editing;
- Scouting locations, either in your workplace, outdoors or in a studio;
- Finding people to be in your video, whether that be professional spokespeople or actors. We can also train your own people to be on camera comfortably;
- All the equipment, including cameras (of any kind), sound, art department and lighting;
- Editing and post-production facilities through our affiliation with raycity* media.

Maybe you just need a simple consultation on a project, or a second opinion? For a reasonable fee we can go over an existing video project and give you some ideas of what happens next.

Your Production Needs.

We always take as much time as necessary to make sure that you get the exact video you want. For us, this involves a detailed meeting at the start of the process, which is completely free. At this meeting we

can help you work out:

- The subject, aims and objectives of your video;
- Who will be watching your video (the audience);
- How the video will be used, for example, as a support to your existing training, or to distribute to the public;
- How your existing marketing might tie in with the video;
- What approvals might be necessary, such as a classification symbol from the Office of Film and Literature Classification;
- How many copies of the video or DVD you'll need;
- How to best use the budget you have;
- When you need your production completed;
- What your involvement will be (you may want us to report to a committee, or to a specified staff member).

We'll ensure that no stone is left unturned, and that you are never excluded from the process in any way. This is your production, after all!

Our Rates.

Your video is a big expense, and also an investment. It's a tool that you might use once, or for years. So, asking "how much does a video cost" is like asking "how long is a piece of string"? It depends on a multitude of factors - which is why we don't charge you until we can tell you precisely.

We always ensure that we know exactly what you need before we start.

- You can work through this Twoshotmedia Starter Kit to ensure all areas are covered even before you call us;
- At our first and completely free consultation we'll work with you to find out what's needed from your video and how we might create it for you;
- After that, we'll create an obligation-free quote for you to think about. You can also keep a copy of our Showreel.

A video can be expensive but cost-effective. According to 2001 research conducted by Dalitz and Associates:

- A printed brochure with 1000 units can cost \$5,000 (and once they're gone, they're gone);
- A magazine ad can cost \$9,220 (and lasts for the time of circulation, in this case a month);
- A radio campaign in peak time can cost \$15,000 (and only last a few weeks);
- a TV ad can cost upwards of \$24,000 for a screening in the morning slot (and that doesn't include the costs of production in the first place, or prime time!)

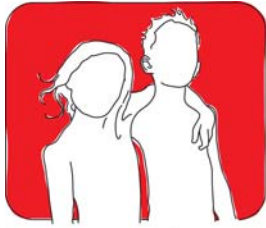
We have clients who are still effectively using (and even selling) videos we made *nine years ago*. If your initial outlay lasts the better part of the decade, it's an investment worth considering.

For consultation on an existing project, we charge \$100 per hour.

For a completed video or DVD, we charge between \$1000 and \$2000 per completed minute of your film. So, if your finished video is 8 minutes long, it's going to cost between \$8000 and \$16000, depending on your production needs.

Having said that, the longer your film, the cheaper it will be to produce. We have shot a 30 minute video for only \$15,000. On the other hand, we've also shot a 9 minute video for \$50,000. As we said - it depends!

Please note, all quoted rates exclude GST.



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Case Studies.

To best find out if we may be of service to you, here are some case studies of successful productions from our portfolio. Our complete portfolio is available at our website – www.twoshotmedia.com. You may also request our showreel.



Zoë Carides models
the WRAPS product

Case Study #01 : Two-For-One Training Video

We were approached by Service Skills, the Service Industry Skills Council, to create two short videos for their training purposes. One was destined to be seen by young people considering a career in retail, while the second was aimed at retail employers who could benefit from utilising the WRAPS services.

We were able to save our client some enormous expenses by shooting both videos simultaneously. This required a tremendous amount of coordination, but through our extensive experience we were able to create both videos over a four day shoot.

In order to appeal to both managers and young people, we were also thrilled to involve the talents of professional actress Zoë Carides, who acted as spokesperson and voice-over narrator for both videos.

Original jazz-style music was also written specifically for the project by renowned composer, musical director and winner of the Sydney Cabaret Convention, Peter J. Casey. To continue saving money by saving time, we also edited both programs at once, and provided training for some of the WRAPS staff who helped out on the shoot.

The whole flavour of the program was upbeat, stylish and very professional. WRAPS were very happy with the result and the videos are still in use, seven years later.



The Free Piston
Power Engine

Case Study #02 : Expo Showcase

Early in 2005 we got an urgent call from Pempek Systems. They needed a production company in a hurry – they had a new technology that they were hoping to showcase at a trade expo in Detroit USA, and they required a DVD that would be suitable for American DVD platforms to take with them.

We mobilised immediately! The production team started working on the schedule, while the post-production people at raycity* media started working on making sure that whatever we created would work on a variety of US DVD systems.

We traveled out to Pempek in North-West Sydney to conduct our shoot. While there we filmed the FP3 Engine, interviewed the people involved, and shot an overview of how the system worked. We also collected stills and existing marketing information to ensure the video worked in with Pempek's existing Expo package. We knew the DVD would be playing on a loop at the trade show, where there would be a huge amount of competition, so we had to make sure it was interesting.

Rather than create a typical ad-style video, we focused on the people as well as the technology. The end result was a documentary-style 15 minute DVD that captured the humanity as well as the technology behind the FP3 Engine.

The trade show was a success, the DVD played perfectly, and when we last checked in it seemed there was some interest in American financing for the technology. Good luck with that, our fingers are still crossed for you!

Case Study #03 : US Promotional Video

raycity* media contacted us in late 2000 to help produce a promotional video for the US-based company eBudgets. The eBudgets system is remote accounting software that allowed staff at any stage of a process to view budgets that affected their part of the overall job. It was a great business idea and we were happy to help.



Dale van Haren in the *eBudgets* promotion

The American client was launching his software to an international market and needed a video made quickly. He wisely chose to take advantage of the favourable Aussie dollar and came to us to create a solution.

The tricky part for us was that the video had to look like it was made in a variety of international locations, without the accompanying budget. We were able to create this little bit of 'movie magic' through our multi-faceted network of resources.

Part of our brief was to satisfy certain casting requirements that would make our actors seem as 'international' as possible. We worked closely with Mullinars Casting agency, and ultimately used Australian actors from Anglo, Asian, African-American and Italian backgrounds to portray people from different countries. On set we jokingly referred to ourselves as the 'United Nations' shoot.

We also employed Sydney as our host of nations. Western Sydney played a remote country road, an office in the CBD looking over the Cahill Expressway became Hong Kong at night, and a bar on Broadway became a New York City hot spot. We even turned a factory in Sefton into a Chicago based operation!

Our client was very happy with the finished video. The venture was extremely successful for him, and his program eventually became part of a larger and very well-known software family.



Image used to promote the Divorce Recovery videos

Case Study #04 : A Life-Changing Documentary

In 1998 Gillian Firth of the Divorce Recovery Centre approached Twoshotmedia to work on a series of self-help videos aimed at people who were newly divorced or separated. She was counseling people in small groups and individually, but felt that there was a greater need in the community for the kind of help she was providing. She also wanted to interview real people about the process.

Gillian herself hosted the videos, and we were able to provide her with the necessary media training on order to do the best possible job on-camera. We also interviewed some of her clients who had been through a divorce or separation, and been counseled by Gillian.

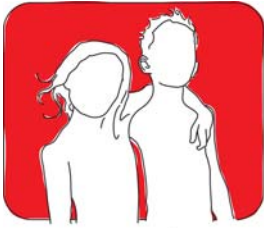
To reduce Gillian's expenses, we also shot all three videos at once, over a three-week period. Twoshotmedia also entered into a profit-share arrangement with the Divorce Recovery Centre so the up-front expenditure was kept to a minimum.

Gillian has since sold the videos all over the world. She has been able to create an ongoing income for her business through these sales, and seven years later she still commends us for helping her make her vision into a reality. She says:

"I have no expertise in video production. Monica's positive, no nonsense approach was perfect. The video script I had prepared was a little sketchy but Monica intelligently and professionally worked out the best ways to direct these videos, using the limited budget to great creative effect."

"During the filming Monica was encouraging and empathic to me and to the separated people whom I interviewed on the videos. This was often a tearful and emotionally charged experience for us, but Monica seemed to know how to get the best from us with her perceptive intuition. Monica so efficiently organised the team she had to assist in the filming, that shooting time was kept to a minimum by her careful and accurate planning."

"The finished videos were expertly edited into a series of three, forty five-minute videos which have proved very popular, interesting and informative both to professional counselors and to everyday Australians struggling to understand the breakdown of their relationship. The videos have also sold successfully in the UK and USA."



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Your Production Brief.

Before we can begin discussing what your video will look like, we need to create a brief that help us determine exactly what you want.

In order to do this we have put together a list of questions about the various aspects of your video that need to be addressed. It's not important if we cannot answer all these questions now, but ideally we like to have all the answers before we begin shooting.

Thank you for your time in helping me complete this brief. I can assure you it will make the production of this video much more efficient, professional and successful.

Subject

Exactly what is this video going to be about?

Aim

How is this video going to be used? For example, will it be a video to entertain, or to educate the public about an issue, or train staff, or promote sales, or demonstrate a product, or some other use? Will the images be used for a CD-ROM or website?

Objectives

What do you hope to achieve through the use of this video? For example, will the video increase your marketability, help your staff understand a new job function; increase the sale of a particular item; or some other use?

Audience

Who do you expect will watch this video?

How much does your audience already know about your chosen topic?

Video Use

VIDEO USE

Will the video be presented by somebody, screened by itself, or used in another way?

Will the audience be watching this video in small, medium or large groups? Will the audience be required to interact with the video?

Are printed training aids or any other kind of support materials required?

Objectives

Is this video going to be tied in to any marketing strategies, existing promotional materials, or planned PR activity?

Will you be needing media support, such as a press release or web content, provided?

Production Requirements

Where so you see this video being shot?

Will you need or like a presenter or spokesperson?

Would you like performers to re-enact anything? Do you need voice over?

Do you have any previously shot material or footage that you would like incorporated?

Will you be needing any foreign language or sub-titled versions of the video?

Will you be able to provide any research about this video?

Do you have any other production requirements that need to be mentioned here?

Approval s

Who is nominated to be our contact person on this project? Are the scripts and budgets subject to committee approval?

Dubbing and Distribution

How many copies of the completed video/DVD/CD-Rom would you like?

How would you like them presented? Do you need us to organise a designer for the cover art, for example?

How will this video be distributed to your audience?

Budget

Has an allocation been considered or determined?

Delivery Dates

If possible, we need a rough idea of when you will need:

1 st draft script:		finished script:	
unedited video:		completed video:	

If you have any additional information that we may need, please include it separately.

Thank you for your information. From this we can work out a budget estimate. You will receive a letter outlining this brief and quote within one week of our receipt of this completed Starter Kit.