



GENEVA LIFESTYLES

VISUAL MEDIA AGENCY

VIDEO STYLE SHEET

*Please note this is a helpful guide on your video production - not an absolute.
Your choices here will help streamline your video production.

VIDEO STYLES

Please check all that apply, we can mix various styles into one amazing video.

- Interview - Have an appropriate background to conduct the interview that showcases your brand and message. Make sure that ambient music, conversations, cell phones and other distracting noises are silenced during the on-location video shoot.
- Voice Over - (you, your staff, or outsourced by us) The client provides a script to Geneva Lifestyles for interview or voiceover in advance of filming. The scripted portions must fit nicely into the client's edited video duration.
- Editorial - capturing "natural" employee / customer interactions or employees performing their tasks.
- Text Overlay – on screen words will help narrate the video for the viewer.
- Video Series – An ongoing series of videos that showcase your brand and business through creative and original concepts that evolve and keep the viewer engaged on a continuing basis. (Additional rates apply for multiple video series)

B-Roll – All video styles will have b-roll footage where we will place relevant branding footage in with the main video.

AERIAL FOOTAGE

- Will drone footage be appropriate for your video? Yes No

If so, we will have to verify if there are any flight restrictions around your business.
Also, drone videography must be conducted during fair weather.

MUSIC

Please select one of the following:

- Ambient / World Bluegrass Blues Classical Contemporary
- Country Jazz Rock Other:
- No music Editor decides best music

All music must be licensed and referenced or Royalty Free Music. We cannot use copyrighted music in your video. Geneva Lifestyles has a library of Royalty Free Music

RESTAURANTS

- Is food specially prepared for the video shoot or are we filming dishes that are already coming out of the kitchen to customers? Prepared Ordered
- What kind of prepared food will you have ready for the shoot?

If you would like to feature real restaurant patrons, we must ask for their permission to be in the video prior to filming. It is best to choose a time that will feature many patrons.

FILMING DAY TIPS

- Make sure that your employees and/or “customers” to be filmed are dressed appropriately.
- Make sure anytime that your logo or any other relevant branding might appear that it is up-to-date and current.
- Make sure no competitor brands are in the frame.
- If you are looking for a video to market year-round try to avoid any holiday/seasonal decorations or special sales in the scenes.
- If you would like some outdoor video of your business or if your business operates primarily outside, or if you want aerial footage, let’s choose a day that forecasts either a sunny or partly cloudy day.

VIDEO STRUCTURE EXAMPLE

- Intro (3 - 7 seconds)
- Bumper / Brand Intro (1 - 5 seconds)
- Content
 - Call to Action (30 seconds into video and near the end)
- Outro / Call to Action (1 - 5 seconds)
- Brand Outro (1 - 5 seconds)
- It’s probably best to end your video(s) with a Call to Action. Guide your viewers on how you want them to react after viewing the video.

Note that even a 30 second video can have much of this structure

TERMS FOR STANDARD VIDEO

- Videographer will conduct a Pre-shoot conference call with client at least two days prior to filming: (Up to 30 minutes)
- On location video production, one-time shoot: Up to 1.5 hours
- Client will preview their edited video within one week after shooting in private mode on YouTube for approval or suggest any slight edits at no additional cost.
- Any extra on location re-shoots and extra editing time will result in additional hourly rates
- Approved 4k and 1080p videos will be emailed to client for download.
- Standard edited videos are between 30 seconds and 5 minutes in length.
- Large projects and specialized video productions are also available. Call for more info and rates.

For questions and rates please reach out to Phil Bonyata
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