



WHERE FILM OR DVD MIGHT HELP YOUR BUSINESS

1. Launching a new product or service
2. Visual impact on your website
3. Marketing/Awareness of your brand/company
4. Looking for strategic partners
5. Reaching your target market
6. Web adverts
7. Launching a franchise or similar
8. Education (E-Learning) or reminders after courses/workshops
9. Testimonials from genuine happy customers

“A picture paints a thousand words.....video can tell (and sell) the whole story!”

The relative low cost of video production means that this medium is now accessible to everyone.

But be careful who you chose to create your films. You want a company who understands the process of film making

At a professional level, who you can trust to deliver a quality product to your brief, and to your total satisfaction.

WHO MIGHT BENEFIT?

A short video tease on a website can really capture the imagination of a potential client. It will elevate your image

And enhance your presentation. Short testimonials from *genuine* satisfied clients are worth their weight in gold.

If your business is event catering, or you run an amazing market stall, want to show people that can't get to your site how well run your production facility is or you would like to give them a virtual tour of your deli, then adding a DVD as part of your brochure would be a vibrant and dynamic showpiece for your business. Not to mention using it in blogs, on Twitter, on your website and on Youtube

Case Studies.... Continue on next page

TWO CASE STUDIES

CASE STUDY 1

"Crafty Cooks" – is a small start up business which teaches pre-school children the basics of cooking and helps introduce healthy food into their diet in a fun based way. The owner of the business commissioned a 20' DVD in order to promote the idea of Crafty Cooks as a model for a franchise. It served other purposes as well. When parents wanted to see what their children would be up to before booking a course, they could watch the DVD; it was also used as a marketing tool, and to promote a product (cooking kit) to a major supermarket chain. A further spin off was that it was used as a pilot (taster) for a children's TV series.

CASE STUDY 2

"Lindy's Cakes". Lindy Smith - one of the world's leading authorities on cake decoration, commissioned 2 X 2hr DVDs to sell worldwide, to showcase her specialist skills. The DVDs sold like "Hot Cakes" online, as well as POS and through Amazon, creating an additional revenue as well as gaining great publicity for Lindy as it was picked up by many specialist journals. The DVDs are also offered for sale at conferences and after workshops.

HOW DO YOU KNOW WHICH COMPANY TO CHOOSE?

You need to find a Production Company who can oversee the whole project from the germ of an idea through to the finished product. A Company who will hold your hand and support you throughout. A professional and experienced outfit with a proven track record and evidence of recent and successful productions in your field.

Always get recommendations and referrals – do your homework rather than just sticking a pin in Yellow Pages. Anyone can make a video and put it on U-tube – but it's your reputation at stake – so make sure you are going to achieve what YOU want to achieve, and always ask to speak to previous Clients. Make sure you are aware of all the costs, and that there are no hidden extras. Few Production Companies have their own duplication facilities, so check out the cost of this in addition to the actual filming and editing price.

Produced for The Food Network by



www.magiccarpetfilms.tv

e-mail: production@magiccarpetfilms.tv

Tel: 01628 478 479

Mobile: 07770 977 033