

# FILMS4FUTURE



## WHY SOCIAL

In a world where attention spans are fleeting, captivating your audience requires more than just an aesthetically pleasing Instagram post or a clever Facebook status. Videos have the unique power to hold attention longer and forge emotional connections unlike any other advertising medium. Ensuring your brand stands out means producing professional-quality video content. Explore our top ten video services tailored to elevate your brand's presence and impact.

## VIDEO - SOCIAL MEDIA 15' - 30'

1. Interview/Q&A
2. Client B-the-Scenes
3. Feature/Product Video
4. Podcasts and Series
5. Live Videos/Awards
6. Promos and Deals
7. Weekly Announcements
8. Tutorials/How-Tos
9. Events
10. CEO Clarity of Vision

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CREATIVE  
FILMMAKING &  
ADVERTISING

ONE STOP SOLUTION  
FOR ALL YOUR MEDIA  
NEEDS

[www.huianu.com](http://www.huianu.com)

[films4future@huianu.com](mailto:films4future@huianu.com)

07806691850

**STANDARD PACKAGE - SOCIAL**

**Straight to the point meeting/ Camera/ Videographer/ Assistant / Direct contact to head-office  
Professional Lighting/ Professional Editing/ Professional Colour Grading/ 2 Video Outputs/ \*Master  
& YouTube/ Output 2 Stills from filming/ 2 Rounds of Amendments**

**£1500sp\*** (\*SP-Starting Price) - \*Master file ( Uncompressed file)

**EXPERT PACKAGE - SOCIAL**

**Project Meetings. Help Planning & Scripting. 2+ Cameras. 2+ Videographers. 1+ Runners.  
Professional Editing. Colour Grading. Multiple Video Outputs. Resized Social Outputs. Unlimited  
Amends.**

**£2300sp** (\*SP-Starting Price) - \*Master file ( Uncompressed file)

**YOU NEED EXTRAS?**

**Stress free as we are here to help you find best: Location Hire £ at cost/ Makeup Artist £200+/  
Extensive set design and props £ at cost / Important Client Portfolio Ready £ at cost/ VO Artist £ at  
cost/ Extras Artist £ at cost / We can travel with you all over UK or Worldwide PreProduction-  
Production-PostProduction £ at cost**



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## WHY MARKETING

Crafting a compelling promo video is pivotal, ensuring it resonates with your audience, compelling them to engage. We specialise in creating memorable promotional content that not only captivates but also incites action, driving meaningful connections with your target demographic. Let us harness the power of visual storytelling to propel your brand forward, leaving a lasting impression and prompting decisive engagement.

## VIDEO - MARKETING 15'-30'

1. Visual Promos
2. Brand Spotlight Films
3. Insightful Narratives
4. Client Showcase Reels
5. Corporate Chronicles
6. Educational Videos
7. How-To Videos
8. Social Videos
9. Community Highlights
10. CEO video firsthand info

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**STANDARD PACKAGE - MARKETING 15'**

**Straight to the point meeting/ 1 Camera/ 1 Videographer/ 1 Assistant / Direct contact to head-office  
Professional Lighting/ Professional Editing/ Professional Colour Grading/ 2 Video Outputs/ Master  
& YouTube/ Output 2 Stills from filming/ 2 Rounds of Amendments**

**£1700sp** (\*SP-Starting Price) - \*Master file ( Uncompressed file)

**EXPERT PACKAGE - MARKETING 30'**

**Project Meetings. Help Planning & Scripting. 2+ Cameras. 2+ Videographers. 1+ Runners.  
Professional Editing. Colour Grading. Multiple Video Outputs. Resized Social Outputs. Unlimited  
Amends.**

**£3300sp** (\*SP-Starting Price) - \*Master file ( Uncompressed file)

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## WHY BRANDING

In today's digital landscape, where attention spans are dwindling and competition for consumer attention is fierce, video branding emerges as a crucial tool for both corporate and non-corporate organizations alike. While short-form content like TikTok or Facebook statuses have their place, they often lack the depth and impact that longer-form video content can deliver. Videos have the unique ability to captivate audiences for extended periods, allowing brands to convey their message effectively and make lasting impressions.

Moreover, videos have an unparalleled capacity to evoke emotions and forge connections with viewers, fostering brand loyalty and trust. Professional-quality video production is paramount in this endeavor, ensuring that the brand's message is conveyed authentically and compellingly.

By investing in video branding, organizations can differentiate themselves in a crowded marketplace, establish a strong brand identity, and ultimately drive engagement and conversions. From explainer videos to behind-the-scenes glimpses, the range of video services offered can cater to various brand objectives, solidifying their position in the minds of consumers.

## VIDEO - BRANDING 15'-30'

1. Brand Snappy Commercial
2. Brand Blueprint Explainer Film
3. Brand Product Showcase
4. Brand Backstage Peek
5. Brand Channel Series
6. Brand Odyssey: Mini-Doc
7. Brand Cinematic Short
8. Brand Ambassador Spotlight
9. Brand Full Cinematic Series

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SOLUTION FOR  
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NEEDS

Compelling Narratives for the  
Digital Era FILMS4FUTURE



**STANDARD PACKAGE - BRANDING 15'**

**Straight to the point meeting/ 1 Camera/ 1 Videographer/ 1 Assistant / Direct contact to head-office  
Professional Lighting/ Professional Editing/ Professional Colour Grading/ 2 Video Outputs/ Master  
& YouTube/ Output 2 Stills from filming/ 2 Rounds of Amendments**

**£1800sp**

**EXPERT PACKAGE - BRANDING 30'**

**Project Meetings. Help Planning & Scripting. 2+ Cameras. 2+ Videographers. 1+ Runners /  
Professional Editing. Colour Grading. Multiple Video Outputs. Resized Social Outputs. Unlimited  
Amends.**

**£3350sp**

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## Transparency and Alignment:

A weekly CEO video ensures that all employees receive consistent, firsthand information about new strategies and decisions. This transparency fosters trust and alignment throughout the organization, as everyone understands the direction and rationale behind company initiatives.

## Timely Communication:

In a fast-paced business environment, timely dissemination of information is crucial. A weekly video allows the CEO to address developments promptly, keeping employees informed and engaged. This prevents rumors or misinformation from spreading and enables teams to adapt quickly to changes.

## Employee Engagement and Morale:

Seeing and hearing from the CEO directly can boost employee morale and engagement. It provides a sense of connection and belonging, especially in large organizations where face-to-face interactions with top leadership may be limited. Employees feel valued and motivated when they know their leaders are actively communicating with them.

## Clarity of Vision and Priorities:

The CEO video serves as a platform to reinforce the company's vision, values, and strategic priorities. By consistently articulating these messages, the CEO helps employees understand their roles in achieving organizational goals. This clarity enhances focus and empowers individuals to make decisions aligned with the company's objectives.

## Accountability and Feedback:

Regular CEO videos create a channel for accountability and feedback. Employees can pose questions or share concerns, fostering a culture of openness and accountability. This direct communication channel allows the CEO to address issues proactively and gather valuable insights from the workforce, leading to more informed decision-making.

## **CEO STANDARD PACKAGE 15'-30'**

Straight to the point meeting/ 1 Camera/ 1 Videographer/ 1 Assistant / Teleprompter/ Professional Lighting/ Professional Editing/ Professional Colour Grading/ 2 Video Outputs/ Master & YouTube/ Output 2 Stills from filming/ 2 Rounds of Amendments

**£1800sp**

## **CEO EXPERT PACKAGE 20'-40'**

Project Meetings. Help Planning & Scripting. 2+ Cameras. 2+ Videographers. 1+ Runners / Teleprompter/ Professional Editing. Colour Grading. Multiple Video Outputs. Resized Social Outputs. Unlimited Amends.

**£3350sp**

## **CEO Multiple Video Projects**

You'll gain access to our entire creative team, comprising 3 video production crews, 2 editors, 1 photographer, 1 sound engineer, and 1 graphics/motion graphics designer. They're all ready to collaborate on various projects each month, ensuring the delivery of diverse media formats. This includes multiple shooting days, accommodating your needs efficiently.

**Subscription fee:**

**£3600 /per month**

## **YOU NEED EXTRAS?**

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**Your creative production budget without the overhead of internalising the entire process?**

## **Main Advantage of a Production Subscription**

With our no-commitment monthly production retainers, you can get all the content you need each month on a fixed budget.

## **How it works**

Once we have decided on a package that works for both your production needs and your budget we lock in that price. We will plan and work smart to ensure all video and editing will be done within that budget. We understand that some months you may be busier than others, no problem we can ramp up production and take time from less busy periods.

This way you can have a production team on hand without any of the stress of going over budget or waiting time on sourcing different creative teams.

Each month we sit down with you to plan out what stories you want to tell and how best to tell them.

### **One Major Video Project**

Each month, our primary focus will be on one major video project, accompanied by several smaller asset creation endeavours, including photography and motion graphics tailored for social media. All video clips and photographs captured during these projects will be archived as stock assets for future use.

**Subscription fee: £2600 per month.**

### **Multiple Video Projects**

You'll gain access to our entire creative team, comprising 3 video production crews, 2 editors, 1 photographer, 1 sound engineer, and 1 graphics/motion graphics designer. They're all ready to collaborate on various projects each month, ensuring the delivery of diverse media formats. This includes event coverage spread across multiple shooting days, accommodating your needs efficiently.

**Subscription fee: £3600 per month.**

**During the shooting day, we'll capture the main project along with side projects, focusing on building a library of branded stock video and photography for you. This archive of video clips and photographs will grow over time, providing a valuable resource for both your team and other departments within your organisation.**

## **Industry Jargon Decoded**

***\*SP (Starting Price) - \*Master file ( Uncompressed file), 1h usually refers to 1 hour. 15' means 15 minutes. 30'' means 30 seconds. Timeline showing 01:15:30:25 = 1 h :15 min :30 sec :25 frames***

## **Cancellation**

We have a 30 days cancellation policy.

## **Ownership**

All assets are owned by you to use how you see fit.



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## DOCUMENTARY STYLE / HUMAN-RIGHTS/ TECHNICAL/ A DAY IN THE LIFE

### STANDARD PACKAGE - Documentary

One camera interview style - 4K camera/body mic/shotgun/tripod/one light/

-Filming 1 day & editing (1 day editing) & footage transfer only -London Area 10.00-16.00 -

**Total £1750 SP**

### EXPERT PACKAGE - Documentary

**Day Rate plus 2** people interview style—2+4k cameras 2+ microphone, Tripod, light, teleprompter, field mixer, editing (included in price for 1 day and then will be charged on top of total price at £500/per day agreed in advance with the client ) London Area 10.00-16.00 -

**Total £2500 SP/per day**

**Day Rate Group** / 2-4 panel discussion style -2 + 4k cameras 4+ microphone, 2 Tripods, 2-3 lights, teleprompter, field mixer, fixed mixer, editing (will be charged on top of total price at £500/per day agreed in advance with the client ) London Area 10.00-16.00 -

**Total £2900/per day**

### Long Form documentary

**Total £1200 SP/per day/** per person, plus equipment, editing and travel expenses (agreed in advance with the client )

**FICTION STYLE STANDARD PACKAGE -/Per Day /Per Person /Equipment and Locations hire will be charged on top of total price/ Editing (will be charged on top of total price at £700/per day agreed in advance with the client ) London Area 9.00-18.00 -**

**Total £1750 SP**

**MUSIC STYLE STANDARD PACKAGE -/Per Day /Per Person /Equipment and Locations hire will be charged on top of total price/ Editing (will be charged on top of total price at £700/per day agreed in advance with the client ) London Area 9.00-18.00**

**Total £2200 SP**

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