

Video pricing guide

featuring sample projects



SKELETON

Video can connect on a deeper level than other types of content and, done right, is a highly effective way to reach your business goals.

Unlike a lot of video agencies, we don't make video that's creative for the sake of it.

We build all our video content on best practices and the latest research, a deep understanding of your audience's psychology, and the needs of your business. This informs every step of the video process from planning to production to distribution.

In our experience, the most effective videos all have three things in common: a clear video strategy, video content tailored to your goals and audience, and a marketing or communications plan which gets the most out of that video.

So we've created this guide featuring real video projects we've worked on. Our aim is to help you:

- Gain inspiration from our projects (so you can envision your own)
- Decide what kind of video content you need to reach your goals
- Picture what you can achieve within your budget
- Learn how our whole range of video services will set you up for success

No two video projects are the same, and that's why we price each one individually. Our projects range from £3,000 explainer animations to £50,000 internal communications campaigns. Everything depends on your budget, your timescale, and what you want to achieve.

But no matter what your video goals, we bring the experience and expertise of a passionate team of producers, directors, sound artists, actors, marketers and strategists to all our video projects. So you can achieve the very best from video.

We'd love to help you with your next video project. Just **fill in the form** and we'll get in touch about a no-obligation tailored quote.

Sample projects

We've worked with a range of businesses and brands on a variety of video types. Here are some projects we're most proud of, to give you a feel for what video can achieve.

Showcasing products in real life | Defender

Defender wanted an impactful video that showed the full range of their power and light products in action, so we filmed a **cinematic showcase** with an atmospheric setting where we could capture tradesmen using the lights at work. This brought the product to life - helping the audience to identify the need for these products.

[Click below to watch](#)



Launching a new platform internally | Boots

Boots were looking for a piece of video content to help **inform and excite employees** about the new 'My Time' shift and holiday booking system. The video uses real members of Boots filmed both at and away from work to show how the system aims to improve life for employees and customers.

[Click below to watch](#)



Explaining a service in a clear and easy way | App Institute

The App Institute wanted an animation to succinctly **explain their service** and inform potential customers about how easy it is to use. The colourful, snappy video does so while reinforcing the company's brand.

[Click below to watch](#)



Standing out from the competition | Qualvis

Qualvis wanted a corporate video to help them stand out from competitors. This friendly promotional video uses a **'talking head' film style** (plus footage of their factory) to communicate Qualvis' unique selling point. *Click below to watch*

[Click below to watch](#)



Driving emotion-based engagement | University of Nottingham Sports

The Sports Department of the University of Nottingham wanted to raise awareness of the opportunities they offer to talented young athletes. We created a **heart-pounding promotional video** that evokes the emotions behind sporting achievements to encourage potential students to find out more about the university.

[Click below to watch](#)



Showcasing product benefits and features | Samsung

Samsung wanted **point of sale** videos to educate prospective customers about the functionality of their household appliances. We created this series of slick product videos to emphasise the ultra-modern look and capabilities of Samsung's products, to be shown with or without sound.

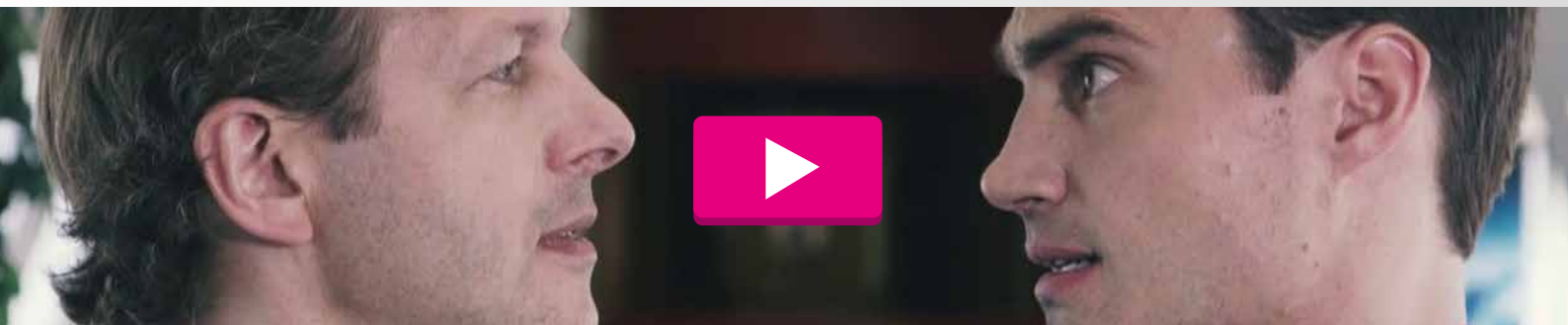
[Click below to watch](#)



Training through real life scenarios | Zeal

Zeal wanted to help medical professionals overcome common issues in the workplace. This series of training videos used concise scripts and experienced actors to accurately present **real-life scenarios** for use as discussion points and opportunities for learning.

[Click below to watch](#)



Creating interest through aspirational advertising | NCN

New College Nottingham wanted to help create awareness of their creative courses. This aspirational cinema and online advert featured the college's own creative students to create a personable video and **strong messaging to drive potential students** to the Creative Academy page of their website.

[Click below to watch](#)



Our services

Video production is only the beginning... or, to be more accurate, the middle. We offer three key video services that help you reach your business goals, whether you want to engage employees or convert clicks into customers

Strategy

Video content strategy | Video marketing strategy | Video campaign planning | Video brand guidelines.

Without a carefully crafted strategy, your video content can't give you a real bang for your buck. We look at your overall objectives, get familiar with your audience and consider the context they'll be viewing in. That means every video we produce is backed up with solid reasoning, marketed through the most appropriate channels and geared towards getting the right results.

Production

Creative ideas | Live action video | Animation | Video templates

We're not interested in videos that may be creative but don't get you the right results. We build our creativity on audience insight and best-practice, outcome-based approaches to make videos that engage, inspire and compel people to act.

Marketing

Video distribution | Video advertising | YouTube optimisation

Video content is only successful if it's seen, but views are just the start. With clever distribution you can reach your target audience when and where they're really paying attention, giving you the best opportunity to get your message across.

We focus on driving the right traffic to your video content and getting you the best returns for your marketing spend*.

**We want you to get outstanding results from your project, so video hosting and analytics come as standard with every video.*

Free tailored quote

James Bryant, Video Strategy Director



Sometimes you just want to find out how much your video project costs so you can get on with planning.

That's why we offer a free no-obligation tailored quote.

Simply [fill in this form](#) and our Video Strategy Director, James, will give you a call to discuss your project in more detail.

Your 15 minute call will include:

- Expert advice from our Video Strategy Director
- Questions for a personalised quote specific to your business goals and budget
- Ideas and examples of how we envision your project
- Next steps in the creation process

I'd like a free tailored quote

[REQUEST A QUOTE](#) 



How can we help you?

We're always happy to answer questions and chat about new projects. Tell us what's next for your business and we'll show you how video can help you get there.

Call us on
0845 003 7720

Or if you prefer to type, email us at
hello@skeletonproductions.com

www.skeletonproductions.com