

Price list

**VIDEO
PRODUCTIONS**



PRICE LIST

A STAND-ALONE VIDEO OR A VIDEO PACKAGE WITH A DISCOUNT? LET'S GO!

Videos

DESCRIPTION	PRICE
Company video	On request
Welcome video	€2.099,-
Testimonial / interview	€1.499,-
A day in the life of...	€2.599,-
Office tour	€2.599,-
Virtual tour (360° photography)	€3.299,-/1000m2
Launch video (live-action teaser)	€2.099,-
Sneak preview (animation teaser)	€1.899,-

Video packages

PACKAGE 3

PRICE

4 videos + 1 animation video (3 shooting days)

€8.999,-

- Welcome video
- Office tour
- 2 x Testimonial or interview
- Sneak preview (animation teaser)

PACKAGE 2

PRICE

3 videos (2 shooting days)

€5.499,-

- Welcome video
- Office tour
- Testimonial or interview

PACKAGE 1

PRICE

2 videos (1 shooting day)

€2.999,-

- Welcome video
- Testimonial or interview

SPECIFICATIONS VIDEOS

Company video

DESCRIPTION

A complete video that shows the story of your company and its culture.

WHY?

Each organization has its own story. What makes you unique?

Tell your new employee who you are, what you do, and especially, why you do it. Show your company's values, motivation and culture in an engaging company video.

Involve your new employee faster in their new job and give them the opportunity to show their soon-to-be workplace with pride to others.

SPECIFICATIONS

- Length: max. 3 minutes
- Quality: 4K

EXAMPLE

Amsta



Welcome video

DESCRIPTION

A word of welcome by the CEO, the board, HR, or future colleagues.

WHY?

Hi there! Giving your new employees a warm welcome is at the center of the onboarding experience.

Why not let the CEO, the board or the HR department introduce themselves in a welcome video and wishing your new hire a warm welcome. Or present colleagues from different departments!

This gives insight into the company culture, helps your new hires build a network, and makes them feel at home before day one.

SPECIFICATIONS

- Length: max. 2 minutes
- Quality: 4K

EXAMPLE

Onboard.Amsterdam



Testimonial / interview

DESCRIPTION

An interview with the CEO, a board member or a future colleague.

WHY?

Who are the key people for your new hire to know within your organization? What do colleagues love about their job in your company?

By including testimonials in your onboarding program you boost your employer brand, showcase your company culture, and help your new hires build their new network.

SPECIFICATIONS

- Length: max. 2 minutes
- Quality: 4K

EXAMPLE

GGD Regio Utrecht (in Dutch)



A day in the life of...

DESCRIPTION

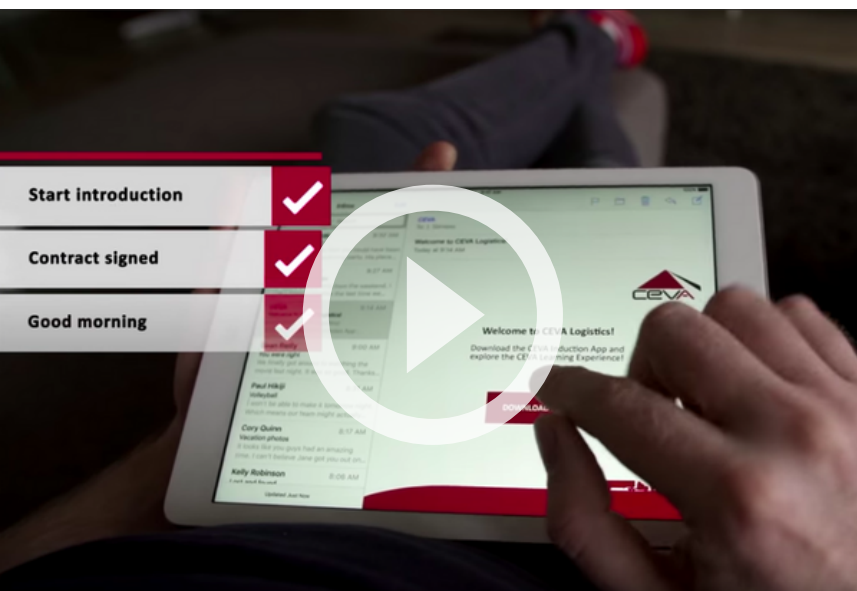
A mood video shows what a day in the life of a colleague looks like.

WHY?

What are the daily rituals, tasks and activities new hires can expect in their new job?

This video shows a day in the life of a colleague from a first-person perspective.

Manage expectations and give insight into the daily running of the company and its culture. It also boosts engagement.



SPECIFICATIONS

- Length: max. 4 minutes
- Quality: 4K

EXAMPLE

CEVA LOGISTICS

Office tour

DESCRIPTION

A sneak peek or office tour around the workspace.

WHY?

Where is the nearest coffee machine? Where is the kitchen located, or who's desk is on what floor?

With an office tour or mood video, your new hires will find their way around the office better on the first day. It also provides them with insight into the company culture.

SPECIFICATIONS

- Length: max. 2 minutes
- Quality: 4K

Virtual tour (360° photography)

DESCRIPTION

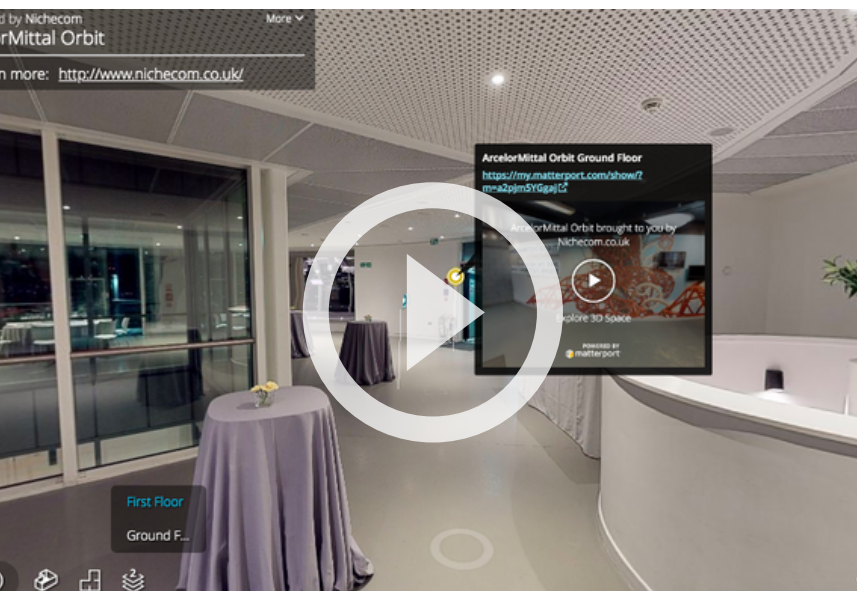
A 3D, 360°, virtual tour around the workspace.

WHY?

With a 3D / 360° tour through your location(s) and / or the office, you help your new employees feel more comfortable and will be better prepared to move around the office without directions.

SPECIFICATIONS

- 360 degree panoramic photography
- Interactive (clickable)



EXAMPLE

ArcelorMittal Orbit

Launch video (live-action teaser)

DESCRIPTION

An introduction to the onboarding platform and explanation about your new, innovative way of onboarding.

WHY?

Your onboarding experience must be embraced and supported by the whole organization. Introduce your new way of onboarding and the platform to current colleagues, managers and the executive board with a launch video.

Tip: use this video to show your innovative onboarding to potential candidates during the pre-hire phase too!

SPECIFICATIONS

- Length: max. 2 minutes
- Quality: 4K

EXAMPLE

Condé Nast



Sneak preview (animation)

DESCRIPTION

An animated teaser video about the onboarding platform with your own branding.

WHY?

Give a taste of the onboarding platform to your audience with this animated teaser video.

Use this video during the launch of your new onboarding platform. Or proudly show your innovative onboarding to potential candidates during the pre-hire phase.

SPECIFICATIONS

- Length: max. 1,5 minutes
- With screens from your onboarding app
- Quality: 4K

EXAMPLE

Appical



HOW WE WORK TOGETHER



Step 1: Intake

Creating your video starts with an intake, in which we discuss the purpose of your video and the intended result. We will send you a customized offer based on your wishes.



Step 2: Pre-production

After approval of the offer, the creative process begins! Together we develop the script. Once approved, we plan the shooting days.



Step 3: Production

These are the days on which the film recordings take place. Our team visits your company to capture all the desired images.



Step 4: Post-production

After everything is filmed, we continue with the editing. We spot all the material and choose the best takes. We combine these with music, a voice-over and/or animations.



Step 5: Feedback round

When the draft version of your video is ready, we submit it to you for one round of feedback.



Step 6: Premiere

After processing your feedback, the final version of your video is ready. It's a wrap!

OUR TERMS & CONDITIONS

- Our prices are based on the costs of shooting and editing days.
- All prices are inclusive rent of materials, editing and 1 round of feedback.
- All prices are excluding VAT
- For video productions outside of The Netherlands, travel allowance and costs for overnight stays will be added.
- Videos are exported in .quicktime or .MP4 format.
- Quality: 4K / Full HD 1080p (depending on the production).
- All video footage remains property of Appical.
- Purchase of materials is possible from €500,-.
- We only use royalty-free music.