

## THE LINNEY GUIDE TO COMMISSIONING VIDEOS

They say a picture is worth a thousand words. Well, if that's true, then a video must be worth a million. As our world becomes more and more dominated by screens, including the one we carry around in our pocket, the need for video is on the increase. According to stats, over 300 hours of video are uploaded to YouTube every minute! (Business Insider). Granted, a large proportion of those will be cats playing pianos, but it just goes to show how ubiquitous video has become.

Micaiah Dring – Producer at Linney

*“By 2019, online video traffic will account for 80% of all consumer Internet traffic.” Forbes*

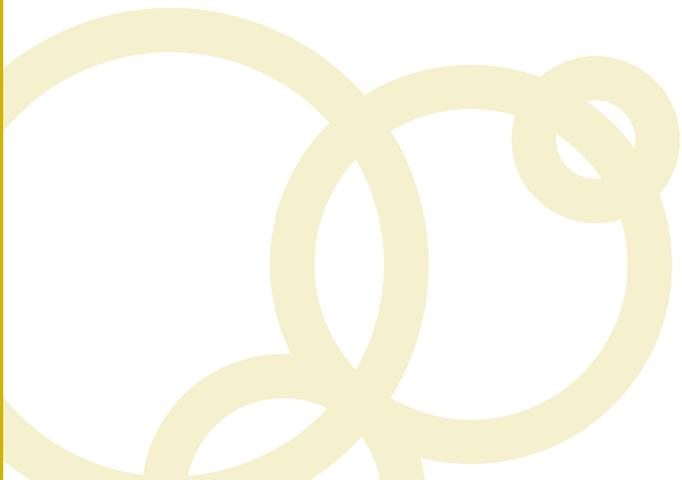
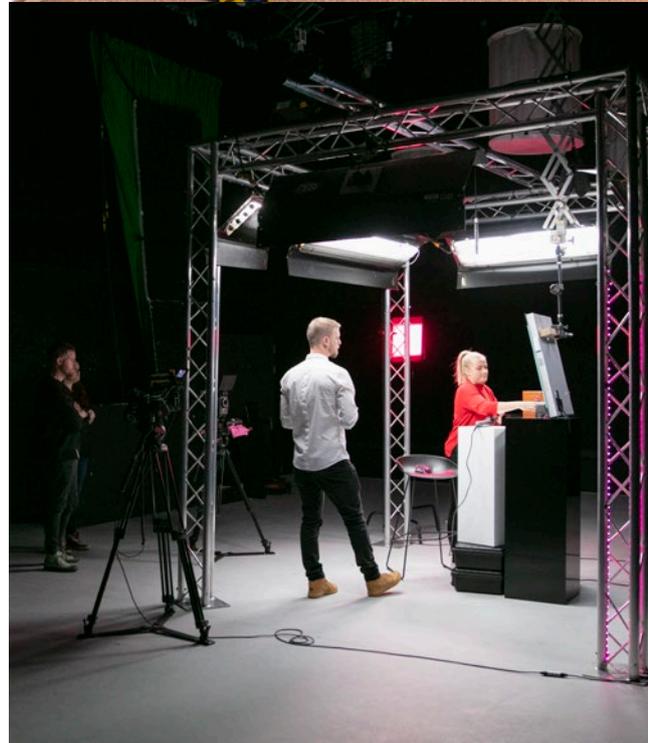
### 1. WHAT DO YOU WANT TO ACHIEVE?

This is quite possibly the most important question to address as the answer will inform every other aspect of the project:

- Increase sales?
- Grow web traffic?
- Educate your audience?
- All of the above

### 2. WHO IS YOUR TARGET AUDIENCE?

This is essential when trying to identify what your video wants to achieve. Once you've nailed down your audience, we can refine the perfect voice, tone and approach that we'll use.



### 3. WHERE IS THE VIDEO GOING TO BE SHOWN/SHARED?

- TV
- Cinema
- YouTube
- Instagram
- Conference
- All of the above?

This information should be shared at the early stages of development, as it'll inform the creative approach we take.

Where you plan to share the video can also affect budget. Something that's only going to be shared internally has a different legal framework to external promotion. If the video is destined for multiple platforms, then a variety of file sizes and formats may also need to be considered.

### 4. WHAT'S YOUR BUDGET?

Not that we want to spend it all! But knowing the budget upfront allows us to be realistic and tailor ideas to your budgetary constraints. We can make dramatic savings, for example, if you can supply any existing assets needed to create the piece. By the same rule, location hire, shoot duration, travel time, actors' fees and logistics all need to be factored in to ensure projects come in on budget.

### 4. WHAT'S YOUR TIME FRAME?

This will affect the scope of the project. You may require extra time for internal stakeholder review, for example, and you should factor this in as early as possible. However, we're used to working to a range of different timelines and we can always find ways of adapting ideas to make things work.

**WITH THOSE BASES COVERED, GET IN TOUCH WITH LINNEY TO DISCUSS ANY QUESTIONS AND GET THINGS ROLLING.**

**OUR EXPERIENCED TEAM CAN WALK YOU THROUGH EVERY STEP OF PRODUCTION FROM CONCEPT TO CAMERA TO SCREEN, ALL PRODUCED 100% IN-HOUSE BY YOUR DEDICATED LINNEY TEAM IN OUR ON-SITE, PURPOSE-BUILT STUDIOS.**

