

IKONFILM

Visual storytelling for startups and entrepreneurs

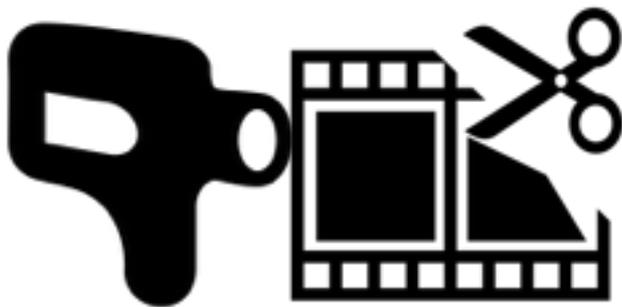
RATE CARD



STRATEGY



CREATIVE



PRODUCTION



INTERACTIVE

ENTREPRENEUR PACKAGES



TOTAL ROCK STAR

Our complete service that begins with in depth market and business model analysis to help develop the right language and define the story. Putting yourself out there is often a step that exposes weaknesses and flaws, so we go through absolutely everything before we film to get it right.

We then workshop your personal brand to find the story you need to tell, and write a script. We coach your delivery on camera and produce a final video. We also allow for reshoots and re edits as you need to repurpose your video.

Starting at \$2450



CROWDFUNDER

We can script, plan and produce a video that has the personality and energy to motivate people to fall in love with, share, subscribe and financially support your project.

Starting at \$2850



PERFECT PITCH

We help tweak your script and coach your delivery to camera. We can also add extra crew like hair and makeup. This is a great option if you are a CEO or manager and have done all the work with your script but need someone behind the camera to help you project authority and confidence.

Starting at \$445 per 2hr session



SUPER TESTIMONIALS

Amplify the voice of your passionate advocates. We can contact them, schedule an interview, film, edit, add graphics and text and deliver their testimonial videos. Also good for subduing negative commenters by making them feel heard and funnelling their critiques straight to the boardroom instead of the world.

Starting at \$390 per subject



MICRO STUDIO

If you are confident with your message and delivery, our fast, easy, inexpensive studio with a crew of one to allow you to create your video message any time. Permanently set up with great lights, camera and, sound. We can add crew and locations to match your specific needs.

Starting at \$340 per 2hr session



PRODUCT STORIES

We can define the right strategy and design a suite of videos that can educate the market about your offering. This could include anything from a sixty second explainer video to celebrity experts demonstrating your product,

Starting at \$950

THE ESSENTIALS

FILM/INTERVIEW



PRODUCER

We help conceive, innovate, develop and execute ideas. We understand storytelling, communication, screen production and gear these towards effective communication.

Conversation - Free

Development - \$200 per hour



OPERATOR AND EQUIPMENT

Short <1 hr interview - \$495

Med 1-2 hr interview - \$660

1/2 day - \$880

Day - \$1100

Long day (interstate, OS) \$15750

For Multicamera shoots (focus groups) add 20%



ETHNOGRAPHER

Ethnographers who combine research experience with camera savvy interview technique and camera skills. A unique blend that efficiently and effectively uses visual storytelling to turn insights into an immersive and impactful experience.

Short 1 hr interview - \$550

Med 1-2 hr interview group - \$770

1/2 day - \$910

Day - \$1350

Long day (interstate, OS) \$1570

ORGANISE



SORT

Instant, global access to all footage by any client or subcontractor, with a consistent time marker.

\$99 per hour of footage



TRANSCRIPTS

Transcripts are timecoded so that they can immediately correspond to any point in the footage

\$1.98 per audio minute

EDIT



QUOTES

Same day delivery of quotes extracted from any source footage. Includes titling and music. Subtitling and translation optional extras.

\$39 per quote



EDITOR

Services include editing, sound design, graphics, titling, subtitling and music track.

\$110 per hour

EQUIPMENT RENTAL



MP3 MICROPHONES

Individually mic for each person as you take your focus group on a shopping trip. Works independently of cameras as it is its own mp3 recorder.

No need to handle the audio file
Upon equipment return we archive, upload and send a private link to your audio for you to pass on to clients, transcribers etc.

\$19 per unit per day

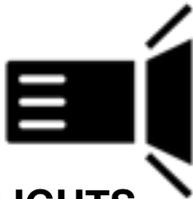


CAMERAS

Discreetly sized HD cameras with long memory and battery life. One button operation, perfect for the technologically challenged. Wide lens allows filming in any space. Includes Tripod, optional mic and free lesson.

No need to handle the video file.
Upon equipment return we archive, upload and send a private link to your video for you to pass on to clients, transcribers etc.

\$99 per camera per day



LIGHTS

LED lights to ensure good, unintrusive lighting in any space. Battery powered to let you use anywhere, from dark hotel rooms to car parks at midnight.

\$55 per day



RADIO MICS

Individual microphones that wirelessly send the audio to a camera or other recording device.

\$89 per unit per day plus batteries