

IKONFILM

Visual storytelling for Brands

RATE CARD



STRATEGY



CREATIVE



PRODUCTION



INTERACTIVE

MARKETING PACKAGES



BRAND STORIES

We analyse the core emotional promise of your brand, develop a strategy and deliver a high quality story that puts your brand on the map in the consumer mind. The execution could range from a daily series of short vine or instagram friendly videos, or a long form documentary.

Starting at \$3850



PEOPLE STORIES

We strategise, organise, film, edit and deliver a sharp, entertaining and shareable short documentary that celebrates the skills and passions of your team members. A full service from concept development to final delivery.

Starting at \$3850 per subject



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



SUPER TESTIMONIALS

Amplify the voice of your passionate advocates. We can contact them, schedule an interview, film, edit, add graphics and text and post their testimonial videos to facebook. 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



TOTAL MARKETING

We can run your entire marketing strategy. Our story telling focus means that everything we do, from managing a Facebook page to distributing leaflets, contributes to a singular focussed narrative that the customer builds in their mind about your brand and what it promises.

We strategically blend stories about your people, product, brand and social proof to create a comprehensive strategy.



COMMS VIDEO

You need a quick ,easy, low cost access to a professional grade studio so you can deliver video messages to your customers or stakeholders. Our micro studio is always open and always set up so that we can film, edit and deliver all in one session. Most importantly we can offer guidance for a more confident and authoritative delivery to camera.

Starting at \$445 per session

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

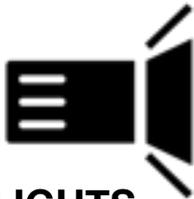


CAMERAS

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