

# IKONFILM

Visual storytelling for Startups, Brands and Researchers

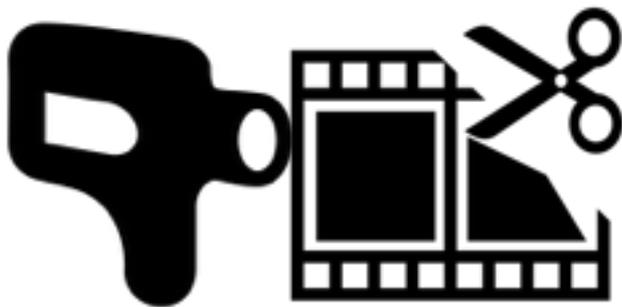
## RATE CARD



**STRATEGY**



**CREATIVE**



**PRODUCTION**



**INTERACTIVE**

# RESEARCH PACKAGES



## IN DEPTH INTERVIEWS

We have the perfect combination of researcher, camera friendly interview techniques and high quality production values in one person. Don't crowd the respondent out of their comfort zone by turning up with too many people.

**Short 1 hr interview- \$550**

**Med 1-2 hr interview group - \$770**

**1/2 day - \$910**

**Day - \$1350**

**Long day (interstate, OS) \$1570**



## ETHNOGRAPHIC DOCUMENTARY

We strategise, organise, film, edit and deliver a sharp and entertaining short documentary that turns your consumer's story into an immersive experience. A full service from concept development to final delivery.

**Starting at \$4250 per subject**



## INTERACTIVE

Design a media rich, interactive experience that makes your findings available to whoever needs them in an organisation, whenever, wherever across the globe. Web or mobile apps.

**Starting at \$3850**



## FOCUS GROUP FILMING

Take your focus group anywhere with professional HD filming and clear, strong, separate audio for each respondent. Also for when you need to upgrade the quality of your focus group recording so that the footage can become part of a broader strategy.

**Starting at \$790 per group**



## GROUP SUMMARIES

With or without timecode.

We edit and enhance video and audio quality, and can also add subtitles and translations and transcripts.

You don't need to watch your focus groups to find timecode. Just send us your footage, any existing paperwork and a list of words or themes to look for and we can find the quotes for you, turning each theme into its own short movie file.

**With timecode, from \$39 per quote**

**Without timecode - add \$290 per group**



## SUPER TESTIMONIALS

Unsolicited praise makes can make a compelling sales pitch. We can reinterview standout respondents and help them articulate their positive experiences.

**Starting at \$390 per subject**



## STIMULUS

Anything from turning a mood board into video to a previs TVC. Put your stimulus into the best light possible to ensure the respondents see the vision and not just reacting to the shortcuts.



## REACTION VIDEOS

Capture the expressions and responses to stimulus material, including TVC, print ads or product mockups. We also insert the stimulus they are responding to in split screen.

**Starting at \$790 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**

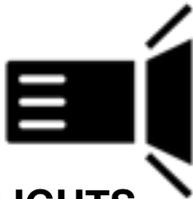


## CAMERAS

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**