

# IKONFILM

Visual storytelling for Startups, Brands and Researchers

## 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**

# 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.**

# 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**

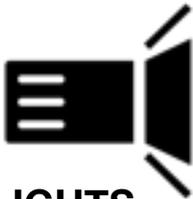


## CAMERAS

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**