



PRE-PRODUCTION / PRODUCTION / POST

The Client Guide to Video Production.

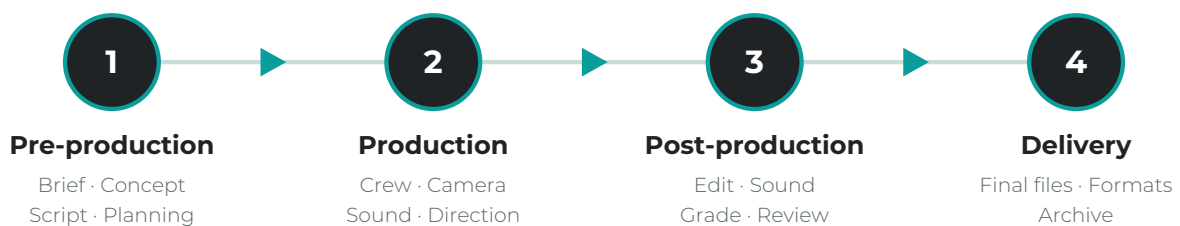
What we need from you, what you can expect from us,
and how we bring your story to screen — from first brief
to final delivery.

INTRODUCTION

Great video is a partnership.

You know your business, your audience and what you need the video to achieve. We know how to plan, capture and craft it. This guide explains how a project runs from first conversation to final delivery, what we'll ask of you along the way, and what you can expect from us.

The process at a glance



Three principles that make projects better

Decide early

Changes are cheapest on paper, costly on set and most expensive in the edit. The more we settle in pre-production, the smoother everything after it runs.

One voice

Nominate a single Project Lead with authority to approve. Consolidated feedback from one person keeps projects on time and on message.

Trust the craft

You've hired specialists. Ask questions, raise concerns early, and let us guide creative and technical decisions within the agreed brief.

Who's who on your project

On our side

- **Producer:** runs schedule, budget and logistics; your day-to-day contact
- **Director:** owns the creative vision and guides performances
- **Director of Photography:** leads camera, lighting and the look
- **Sound Recordist:** captures clean dialogue and location audio
- **Editor & post team:** shape, grade, mix and finish the film

On your side

- **Project Lead:** day-to-day decisions and one set of consolidated feedback
- **Approver:** authority to give final sign-off at each stage
- **Subject experts:** advise on content, accuracy and access, as needed

01

PHASE

Pre-production

Where the video is really made.
Every hour spent planning here
saves several on set and in the edit.

1.1

Discovery & brief

We start with a conversation or workshop to understand your goals, audience, message and where the video will live. We turn it into a written creative brief for your sign-off.

1.2

Creative development

We develop the concept, tone and structure: a treatment, script or interview framework, mood board and, where needed, a storyboard or shot list.

1.3

Planning & logistics

Locations, permits, casting, crew, equipment, insurance and risk assessments are all locked down and shared as a schedule and call sheet.

1.4

Sign-off

Script, schedule and budget are approved and a deposit secures crew and dates. From here, changes may affect cost and timeline.

What we do

- Run the discovery session and write the creative brief
- Develop the concept, script or treatment and visual references
- Scout locations and secure permits and permissions
- Cast and brief talent; book crew and equipment
- Produce risk assessments, schedules and call sheets
- Provide a clear, itemised quote and timeline

What we need from you

- A named Project Lead and a final Approver
- Clear objectives: what should viewers think, feel or do?
- Brand guidelines, logos (vector), fonts and colours
- Examples of videos you like, and ones you don't
- Site access, contacts and any inductions for locations
- Availability of interviewees, staff and subject experts
- Any legal or compliance sign-off requirements
- Prompt approvals within the agreed windows

PHASE 01 · CONTINUED

The questions we'll ask at briefing

Come with a few thoughts on each of these. Rough answers are fine; we'll refine them together.

What is the goal?

Awareness, leads, recruitment, training, fundraising? One clear objective beats five vague ones.

Who is it for?

The more specific the audience, the sharper the story, tone and length.

What single message matters most?

If viewers remember one thing, what should it be?

Where will it be seen?

Website, social, events, broadcast or internal? This shapes format, length and aspect ratio.

What should viewers do next?

Visit, buy, enquire, apply, share? Your call to action shapes the ending.

What tone feels right?

Warm, bold, premium, playful, human? Reference videos help us see what you mean.

Are there must-haves?

People, places, products, phrases, or things that must never appear on screen.

What are the fixed points?

Deadline, launch dates, budget range and anyone who must approve.

What you'll receive before we shoot

Document	Why it matters
Creative brief	One page that captures goals, audience, message and success measures.
Treatment or script	The concept, structure and words. This is your chance to shape the story.
Look book / mood board	Visual references for lighting, framing, colour and pace.
Shoot schedule & call sheet	Who, where and when, with contact details and logistics.
Risk assessment	Safety planning for crew, talent and your team.
Quote & timeline	Itemised costs and key dates, from shoot through to delivery.

The locked-script rule

Once the script is approved, treat it as locked. Changes on the shoot day, or after the edit begins, are the most expensive of all and can affect both quality and schedule.

02 PHASE Production

The shoot. A well-planned day feels calm, focused and fast. Here's what to expect and how you can help it run smoothly.

What to expect on the day

Setup takes time

Crew arrive early to build lighting, camera and sound. Each new set-up can take an hour or more, so patience up front buys quality later.

Out-of-order shooting

We shoot for light, location and efficiency, not story order. Scenes are grouped so we make the most of the day.

Repeated takes are normal

We repeat for performance, sound and coverage. It rarely means something's wrong.

Sound comes first

Air-con, fridges, traffic and phones can spoil a take. We may pause to 'hold for sound'.

B-roll and cutaways

We capture the supporting detail, such as hands, spaces and people at work, that gives the edit its richness.

Safe and backed up

Every shoot starts with a safety briefing, and footage is copied to multiple drives before it leaves site.

A typical shoot day

Time	What's happening
07:30	Crew arrive, load in, safety briefing
08:00	Lighting, camera and sound setup for the first location
09:30	Interviews or principal photography, first set-up
11:30	Reset and second set-up
13:00	Lunch break for crew and talent
13:45	Scenes, product and process footage, B-roll
16:30	Final cutaways, room tone and pick-ups
17:30	Wrap, data backup and equipment check-out

Illustrative only. A shoot day is typically 8–10 hours plus travel, and every project's schedule is planned individually.

PHASE 02 · CONTINUED

Helping your shoot day shine

How you can help

- Have your Project Lead on site, or reachable, for decisions
- Brief staff and talent ahead of time: what, when and why
- Provide access, parking, power and a quiet room for crew
- Switch off noisy appliances, air-con and phones where possible
- Tidy the space; clear clutter, personal items and outdated signage
- Route notes through the Producer so the Director can stay focused

Tips for on-camera talent

- Wear solid, mid-tone colours; avoid tight stripes, small checks and pure white
- Bring a spare top if you'd like options
- Speak naturally. You can't get it wrong; we'll simply do another take
- Look at the interviewer rather than the lens, unless directed
- Drink water, and don't worry about memorising; we'll guide you

Who does what on set

If you need...	Speak to...	Why
A change of plan or a new idea	The Producer	They can weigh up schedule, budget and creative impact before the Director acts.
Access, room or contact issues	The Producer	They manage logistics so the crew can keep working.
A performance or creative note	The Producer, then the Director	Keeps direction consistent and talent comfortable.
A break, water or a moment	Anyone on the crew	Comfort always comes first.

Weather and contingency

For outdoor or location shoots we plan a fallback: an alternative date, time or indoor option. Please tell us early about anything that could affect access or conditions, such as building works, events or restricted hours.

Looking after everyone

Long shoot days are demanding. We schedule breaks, keep talent comfortable and follow the agreed risk assessment. If anything feels unsafe or uncomfortable, say so and we'll pause.

03 PHASE Post-production

Where footage becomes story. Each stage is signed off before the next one begins.



3.1 Ingest & organise

Footage is backed up, synced, logged and organised, ready for the edit.

3.2 Rough cut

Structure, selects and pacing take shape, with placeholder music. **Review round 1.**

3.3 Fine cut

Trimming, refined pacing, music choice, early graphics and titles. **Review round 2.**

3.4 Picture lock

The edit is approved. Later picture changes ripple through sound, grade and graphics.

3.5 Finishing

Colour grade, sound design and mix, motion graphics, captions and subtitles.

3.6 Final review & QC

A last check for quality, spelling, levels and formats before we export.

Feedback that helps

- **Consolidate** all comments into one document, from one person
- **Reference timecodes**, for example '00:42-00:50'
- **Describe the problem** and let us solve it: 'this feels slow' beats 'cut three seconds'
- **Separate facts from taste**: flag legal, factual and spelling corrections first
- **Supply text in writing**: names, titles and statistics, so on-screen text is right first time

Feedback to avoid

- Trickling in notes from several people across several emails
- Re-opening decisions approved in an earlier stage
- Introducing new ideas, footage or scenes after picture lock
- Vague notes such as 'make it pop' without context
- Judging on a phone speaker or a low-resolution preview

Review rounds and approvals

Your quote includes an agreed number of review rounds, typically two, shared via private, time-coded links. Each approval locks that stage, protecting your budget and schedule. Extra rounds, or changes after picture lock, are quoted separately.

04 PHASE Delivery

The finish line, and the start of your video's life. Final files arrive in the formats you need, clearly labelled and documented.



Typical deliverables

Deliverable	Typical use	Format
Master file	Archive and future re-versioning	High-quality ProRes or equivalent
Web version	Website, YouTube, Vimeo	H.264 MP4, 1080p or 4K
Social cut-downs	LinkedIn, Instagram, TikTok, Facebook	16:9, 1:1, 4:5 and 9:16 versions
Captions & subtitles	Accessibility and sound-off viewing	SRT files or burned-in
Textless version	Translations and re-use	Master without titles or lower-thirds
Thumbnails & stills	Video platforms and promotion	JPG or PNG

Online mixes commonly target around -14 LUFS; broadcast deliveries follow the relevant local standard. Tell us your platforms and we'll match the specification.

After delivery

Archive

Raw footage and project files are retained for an agreed period, typically 12 months. Ask if you need longer-term archiving.

Future versions

New cut-downs, updates and translations are straightforward to make from the master and project files.

Measure and learn

Review how the video performs against the goals in your brief. We're happy to help you iterate.

Stay in touch

Great video is a long game. Talk to us about the next phase of your content while the momentum is fresh.

Final sign-off

Before delivery, your Approver confirms the final cut in writing. Once files are delivered and the balance is settled, the project is complete.

PLANNING

Timelines and budget

Every project is different, but these ranges will help you plan. Book four to eight weeks before your shoot, earlier for large productions or busy seasons.

Indicative timelines

Project type	Pre-production	Shoot	Post-production	Typical total
Social content & short cut-downs	1-2 weeks	1 day	1-2 weeks	3-5 weeks
Testimonial or case study	1-2 weeks	1 day	2-3 weeks	4-6 weeks
Brand or corporate film (2-3 min)	2-4 weeks	1-3 days	3-5 weeks	6-10 weeks
Campaign or commercial (30-60 sec)	3-6 weeks	2-5 days	4-6 weeks	9-14 weeks

Indicative only. Timelines depend on complexity, availability and how quickly approvals are turned around. Rush schedules may be possible at additional cost.

What shapes your budget

Scale of production

Running time, complexity, number of shoot days and crew size.

Locations & logistics

Travel, accommodation, permits, set dressing and location fees.

People

Casting, professional talent, voice-over and make-up.

Equipment

Cinema cameras, specialist lenses, drone, lighting and motion control.

Post & finishing

Graphics, animation, VFX, grade and sound design.

Rights & versions

Music and stock licensing, review rounds, and the number of deliverables.

Getting the most from your budget

- **Batch your content.** Filming several videos in one day lowers the cost of each
- **Film once, cut many.** Plan cut-downs and social versions up front
- **Lock scripts and approvals early.** Late changes are the biggest hidden cost
- **Share your budget range.** We'll design the best video for it

How quotes work

- An itemised quote covers pre-production, production and post-production
- A deposit secures crew, equipment and your dates
- Further payments are tied to agreed milestones
- The balance is due on delivery

GOOD TO KNOW

Rights, releases and compliance

A little paperwork protects everyone. Here's what we'll handle, and what we'll ask you about.

Usage & licensing

Your agreement sets out where, for how long and in which media the video may be used. Extending usage, such as new territories, paid media or longer terms, is straightforward when you ask early.

Ownership

Ownership of the final video, raw footage and project files is set out in your agreement. Please raise any specific requirements at the quote stage.

Releases & consents

Anyone on camera, and any private property or branded location, needs a signed release. We prepare and manage these. Filming children or vulnerable people needs extra consent and care.

Music & stock

We use properly licensed music and stock footage. Licences cover specific uses, so tell us where and for how long the video will run.

Insurance, safety & permits

We carry the relevant insurance and prepare risk assessments for each shoot. Aerial footage and filming in public places may need additional permissions and lead time.

Accessibility & compliance

We can add captions, transcripts and audio description. Regulated industries may need legal sign-off on claims and wording. Let us know early.

If in doubt, ask early

Rights, releases and permissions are simple to arrange during pre-production and awkward to fix afterwards. If you're unsure about anything, raise it at the briefing.

FAQ

Frequently asked questions

How long should my video be?

As long as it needs to be, and no longer. Social content often works best under 60 seconds; testimonials 1–2 minutes; brand films 1–3 minutes. We'll recommend a length based on your goal and platform.

Can you shoot on a phone?

For some social content, yes. We choose the right tool for the brief. For flagship content we recommend a professional camera, lighting and sound package for quality and flexibility.

Can we change the script after filming?

Small trims are usually fine. Significant rewrites may need extra filming, re-recording or additional edit time, so we'll talk through the options and costs first.

Who chooses the music?

We suggest options that suit the story and your licensing needs, and you approve the final choice during the review rounds.

Can we use our own team on camera?

Absolutely. Real people bring authenticity. We'll coach and put them at ease, and can add professional talent or voice-over where it helps.

What if we need to reschedule?

Let us know as early as possible. Crew, equipment and location bookings may carry rescheduling costs, particularly at short notice. Your agreement outlines the terms.

Do we get the raw footage?

Raw footage can be provided on request, subject to your agreement. It's typically supplied on a drive or by secure download and may carry an additional fee.

How do we get started?

Book a discovery call. We'll talk through your goals, timeline and budget, then follow up with a creative approach and quote.

Still have a question?

We're happy to talk anything through, however early you are in the process. Get in touch via simon@createvideo.nz and we'll point you in the right direction.



QUICK REFERENCE

Your client checklist

A one-page summary of what we need from you, stage by stage. Print it, share it, and tick it off.

Before we start

- ☐ Project Lead and final Approver named
- ☐ Goals, audience and key message agreed
- ☐ Budget range and deadline confirmed
- ☐ Brand guidelines, logos and fonts sent
- ☐ Reference videos shared

On the shoot day

- ☐ Project Lead on site or reachable
- ☐ Access, parking, power and a quiet room ready
- ☐ Noisy appliances and air-con switched off
- ☐ Space tidy and on-brand
- ☐ Notes routed through the Producer

At delivery

- ☐ Final cut approved in writing
- ☐ Formats and platforms confirmed
- ☐ Payment milestones completed
- ☐ Usage terms and archive period understood

Before the shoot

- ☐ Script or treatment approved
- ☐ Schedule and call sheet approved
- ☐ Locations, access and permissions confirmed
- ☐ Talent briefed and releases signed
- ☐ Wardrobe, props and products ready
- ☐ Legal or compliance sign-off arranged

During post-production

- ☐ Feedback consolidated, with timecodes
- ☐ Review rounds returned on time
- ☐ Approval given at each stage
- ☐ Names, titles and text double-checked

Notes



Ready to roll?

Every great video starts with a conversation. Tell us what you want to achieve and we'll shape the story, the plan and the team around it.

1

Book a discovery call

A relaxed 30-minute chat about your goals, audience, timeline and budget.

2

Share your brief

Anything helps: a document, a few bullet points, or videos you admire.

3

Receive your proposal

A creative approach, itemised quote and schedule, ready for sign-off.

WEB

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