



Media Proposal

PROJECT # 001

12-Month Media Strategy

Project Overview



Here's a breakdown of the 12-Month Strategy we discussed:

The primary goal of our project is to highlight what makes [redacted] unique and to foster trust and loyalty through online videos.

To accomplish this, each quarter we want to produce:

- one 2-3 minute **Practice, Patient Story, or Meet the Doctor** video,
- one 30 second **Ad Edit**,
- three 20-60 second individually filmed **Educational Shorts**,
- nine 10-20 second **Short Video Edits**, and
- 10-20 **Professional Photos**

The Education Shorts are specially filmed content on various topics, usually promoting specific treatments. The 9 short edits plus the 3 unique shorts together give us 1 quality short video per week, with one per month being a specially filmed educational video.



As we discussed, we'll capture the following to pull this off:

*We can knock out filming everything in **one full shoot day each quarter (morning and afternoon)**. This is a special day for the office once a quarter set aside for just capturing content.*

Interviews, 2 per shoot day

- *Dr. [REDACTED] Interviews*
- *Dr. [REDACTED] Interviews*
- *Patient Interviews*

B-Roll, every shoot day

- *B-Roll Footage of the practice*
- *B-Roll Footage of the same patient mentioned above with their doctor*
- *B-Roll Footage of Drs and staff*


First shoot day:

- *Morning: Staff & office photography with extras*
- *Afternoon: Film Dr interview + B-Roll with staff and patient extra*

Remaining shoot days:

- *Morning: Film patient interview + related B-Roll with Dr (photography mixed in)*
- *Afternoon: Film Dr interview + B-Roll with staff and extras (photography mixed in)*

For the strongest videos, it's good to involve the staff plus 2-3 additional extras to be your on-camera patients. These can be friends and family, or patients you have a great relationship with. We can schedule these in segments through the day to keep their time commitment low.





Project Timeline

Each quarter, we will get the project turned around in 4 weeks or less.

Pre Production → Production → Post-production → Delivery



Project Budget

PRE PRODUCTION

▪ Discovery & Ideation	INCLUDED
▪ Pre-Production Planning	INCLUDED
▪ Production Coordination	INCLUDED

PRODUCTION

▪ 1 Full Production Day	1200
▪ Photography (including editing)	1000
▪ Travel & Incidentals	180
<i>Inc. all equipment</i>	

POST PRODUCTION

▪ Primary Edit	1000
▪ 30s Ad	500
▪ Educational Shorts	1500
▪ Short Edits	750
▪ Music license	INCLUDED

Retainer Discount – 20%

Sales tax 400

5300 Total / Quarter

For **one** 2-3 minute video
+ **one** 30 second ad
+ **three** 20-60 second edu. videos
+ **nine** 10-20 second edits
+ **10-20** professional photos



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samisenhower.com



210.602.7758



video@samisenhower.com