

# Video Proposal

VR & Testimonial  
Video Production

# Project Overview



*Here is an overview of the project we discussed:*

*The primary goal of the VR promotional project is to produce one 2-3 minute video, having two interviews and B-roll. We want to help potential clients understand what your VR service really is, its value to them, and how it sets you apart. This long-form video would live on your website, on the Virtual Reality page. From this long form video, we have some great options for short form edits. I've detailed those in the budget breakdown below.*

*I love your idea of putting together a separate testimonial video from the awesome couple we're filming. To take full advantage of the fact that we've already got them sitting down in an interview, I suggest we go ahead and capture what we need to make it work for both projects. By just adding a couple hours to our total production time, I think we could get both videos done. That would put us at two full days of shooting.*



# VR & Testimonial Detailed Scope

To accomplish the VR & Testimonial project, we discussed filming in two locations:

## Day 1: At the Client home

**Interview Client.** (The role of this interview is testimonial, for both the VR experience and [REDACTED] in general.)

**Film [REDACTED] & former client inside the home.** (Talking to each other about the feel of the real home compared to VR. For example, could point out a change that was made after VR, “We had the counter over here...”)

### B-roll:

- Mimic VR walk-through
- Capture family life inside the home
- Full “real estate video” capture (this will give us what we need to complete the testimonial video)

## Day 2: At the [REDACTED] office location

**Interview [REDACTED]** (The role of this interview is explanatory plus conveying the heart of the business.)

### B-roll with [REDACTED], Staff, and Client:

*(If our main couple isn't available both days, we could get these shots with someone else.)*

- Shots of the business location in order to visually communicate: easy to work with, quality work, and trustworthy (interior, exterior, branding, signage, inviting atmosphere, VR room, staff working / talking with clients). It would be great to get well-rounded footage representing the business.
- VR experience & current client process (client experiencing VR for the first time, client sitting down with [REDACTED] and team to plan home and any other stages of the process, [REDACTED] drafting a VR home, shots of VR gear)



# Project Timeline

I look forward to discussing your ideal timeline so we can make sure to get projects turned around in the time that you need. An industry standard turn around time for something like the VR & Testimonial project would be 4-6 weeks. I believe 4 weeks would be just fine for the main edits.

Pre Production → Production → Post-production → Delivery



# VR & Testimonial Project Budget



## PRE PRODUCTION

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



## PRODUCTION

▪ 1st shoot day	1000
▪ 2nd shoot day	1000
▪ Small equipment rental for “real estate” shots for Testimonial video	100



## POST PRODUCTION

▪ Editing, VR video	650
▪ Editing, Testimonial video	650
▪ Music license	INCLUDED

**3400 Total**

For **two** 2-3 minute videos



# Short-Form Edits

What we'll be able to shoot for the VR and Testimonial videos gives us some great options for short-form edits. If I know in advance that you'll want these, then I'll make sure we capture everything we need to make the short-form edits possible. Here are my suggestions:

## VR REELS

- Up to 5 short-form edits promoting your VR service. These are great for Instagram reels, promoted reels, YouTube Shorts, and blogs
- Background header video for the VR page on your site

325

INCLUDED

## TESTIMONIAL REELS

- Up to 5 short-form edits pulled from the Client interview. These would each cover a different topic. These are great for the same purposes listed above. Also, if you have content on your site related to the topics we pull from the interview, these edits could go alongside that content.

325

## REELS

- Up to 5 short-form edits pulled from your ( [REDACTED] ) interview. These would each cover a different topic. These are great for the same purposes as the testimonial reels.

325

## VR 30 SECOND AD

- This is a 30 second version of the VR video and is perfect as an ad on various platforms: Instagram, Youtube, Facebook, email, TV, etc. It's great to have more than one ad option running at the same time for reasons I'm sure you're aware of.

200

## 30 SECOND GENERAL AD

- This is a 30 second ad representing your business in general, used for the same purposes listed for the VR 30s ad.

500

# Totals

<b>VR &amp; Testimonial Video Production</b>	3400
<b>Short-Form Edits</b>	1675
<b>Sales Tax</b>	420
<b>5495 Grand total</b>	

For two 2-3 minute videos +  
~15 reels +  
two 30 second ads +  
VR page header video



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