



**GINGERBEARD**  
MEDIA

# ***TESTIMONIAL***

VIDEO PACKAGES

# Thank you for considering our Testimonial Video Packages

**Use video to build trust in your brand!**

There is nothing better to build trust with your potential clients than a positive testimonial video from an existing client or customer.

Our Testimonial Video Packages will create videos that help your business to build trust in its industry, sing out about your level of service and engage with your target market; ultimately helping you to win new business time and time again.

Prior to filming, we work with you to understand what key messages you would like your testimonial to say about your business, product or service. We then use this information as a guide to carefully coach your interviewee through their interview.

Each video is created using a professionally recorded testimonial interview. Overlay footage is placed over the top to really help communicate your message.

These videos really showcase your business, and you can put them to work straight away on your website and social media platforms, building trust in your brand.

I look forward to working with you.

*Bruce Garrod*

Bruce Garrod  
Head Beard, GINGERBEARD Media



# SOCIAL

TESTIMONIALS

# VS

# FORMAL

TESTIMONIALS

## **Different Types of Testimonial**

We've found that testimonials typically fall into one of two categories; formal and informal, or as we call them 'Social'; for their typical use as social media marketing.

## **So What's The Difference?**

### **Formal Testimonials**

Formal testimonials typically comprise of a more formal sit-down interview and tend to be suited to more 'corporate' experiences and stories. When filming and editing we use our time to explore the interviewees journey as well as sculpting their responses to really help sell your message. On the shoot itself we spend more time setting up lighting and generally making the shot feel more produced.

The videos we create are typically a longer format - around 2:30 minutes in length and usually end up being used on our clients websites, helping to engage those who are becoming interested in the business, product or service.

Our overall aim here is to create a formal, corporate video that reassures the viewer in your business, product or service.

### **Social (Informal) Testimonials**

Informal or, as we call them, 'social testimonials'; as they usually end up on social media, are designed to market your business differently to the formal style.

In our Social Testimonials, our aim is for the viewer to feel as if they are having a casual conversation, rather than watching a marketing video.

To do this we shoot with a more 'raw' feel, the camera moves a lot more and it feels like more of a natural conversation with the interviewee. This leads to a feeling of 'realness' which in turn leads to trust as they feel like a normal conversation.

Because these videos typically end up on social media, we tend to focus on the creation lots of smaller content rather than 1 long video.

If you're looking to build a 'real' feel around your product or service, then this is definitely a winner for you!

## What's In The Package?

From your video package you will receive:

### Production Breakdown

Prior to your shoot we'll hold a 30 minute online planning meeting where we agree the scope and nature of the questions. Then during your shoot we'll run a carefully crafted and comfortable interview and capture all relevant cutaway shots we need to create your videos. After that we'll edit your videos, including animated titles and a licenced music track.

## SOCIAL

### 2 hour Shoot

- 3 Interviewees
- ~10 Short-form questions per interviewee
- 1 licenced music track

#### Creating:

- ~10 videos of 25s-45s in length
- Videos provided in 16:9 and 4:5 formats

### 4 hour Shoot

- 6 Interviewees
- ~10 Short-form questions per interviewee
- 2 licenced music tracks

#### Creating:

- ~20 videos of 25s-45s in length
- Videos provided in 16:9 and 4:5 formats

## FORMAL

### 3 hour Shoot

- 1 Interview (up to two people at once)
- ~20 Long-form questions
- 1 licenced music track

#### Creating:

- 1x ~2:30 minute video
- 1x ~1:00 minute video and
- 3x ~30 second 'Soundbite' videos

### 5 hour Shoot

- 2 Interviews (up to two people at once)
- ~20 Long-form questions
- 2 licenced music tracks

#### Creating:

- 2x ~2:30 minute videos
- 2x ~1:00 minute videos and
- 6x ~30 second 'Soundbite' videos

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## Testimonial Video Package Prices

### Social Testimonial Video Package

- Our 2 hour package \$1,650
- Our 4 hour package \$2,750

### Formal Testimonial Video Package

- Our 3 hour package \$2,175
- Our 5 hour package \$3,750

All prices are inclusive of GST.

# The “Small” Print

## How Does it Work on the Day?

Typically we'll try shoot any interviews first. These form the basis for the videos and usually direct what our cutaway footage will comprise of. It's also the thing that most interviewees worry about the most - so by getting the 'painful' part out of the way everyone feels more relaxed.

Once we've filmed the interview(s), we'll then capture the cutaway footage or b-roll. These images are designed to reinforce the points made in the interview. They don't use sound and we often guide and direct the talent, usually the interviewee, through the process.

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## Captions

With around 90% of social media videos now being watched without sound, we always recommend that any video being used on social media is uploaded with captions. We've found burning-in captions to our clients video an effective solution, and provide this as an option for all the videos we create. Let us know if you would like captions on your videos.

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## File Formats

All videos are provided in a MP4 H.264 codec - perfectly designed for online use on the YouTube, Facebook and Instagram platforms. We provide each content type in the following format, for best use on the platform of your choice.

**Social Testimonials Videos** - all are provided in both a 16:9 (widescreen) format for website, YouTube and LinkedIn use, as well as a 4:5 (vertical) format for Facebook and Instagram use.

**Formal Testimonials Videos** - all are provided in a 16:9 (widescreen) format for website, YouTube and LinkedIn use with Soundbite videos provided in 16:9 and 4:5 (vertical) format for Facebook and Instagram use.

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## Optional Extras

- YES! We can create more content from what we shoot - just ask!
- YES! We can customise any package from the ground up to your specifications
- YES! We can deliver you videos in other formats - like 16:9 vertical for Instagram Stories or IGTV or a 1:1 square ratio for the Instagram or Facebook feed.
- YES! We can have your videos captioned.
- YES! We can edit Teaser videos as part of your package