



**GINGERBEARD**  
MEDIA



**BRUCE GARROD**  
Video Marketing Specialist

HOW WE WORK

# how I work.



If you've never worked with a video production company before, then don't stress - it's the same for most of our clients. I have attempted to try and answer some of the more frequent questions we receive and provide an overview as to how we work. Hopefully this provides a better idea of what to expect whilst working with us.

If there was one thing that I learned from working in the UK and Australia's Oil & Gas industries it was that tools, systems and processes ensured a successful delivery.

It didn't matter whether it was BP, Shell, Woodside or the contractors who worked for them, by having and using project management on a project, it helped ensure a consistent and successful execution.

When I left the 'corporate world' and started GINGERBEARD Media I knew that the same would apply, it didn't matter that we were a small business.

I developed my own project management system, tools and processes that we continue to follow today, and I believe it is these that help us deliver our clients' videos to a consistently professional quality.



"Following our systems and processes help ensure we deliver a successful project for you."

BRUCE GARROD

Our project process looks like the below. It is scaled appropriately to the size of the project we're working on.



# trust the process.



1



Scope Exploration  
& Development

Before starting work on any project we'll first work with our client to understand the scope of the project. What they are looking to achieve, who their target audience is and how they are planning to deliver the media. From there we deliver a full written scope and quote. This breaks down responsibilities, hours and costs. Once approved by the client, we'll raise a deposit invoice and once payment is received, we'll start work - usually moving to write a script.

Development  
of script and shotplan



2

Foundation to any shoot is a plan;- it helps keep everyone aligned to the same vision and ultimately, saves time shooting and editing.

If scripting is involved then typically we'll develop a script or shotplan that's tailored to the client's project. Scripts are usually written in-house and then provided to the client for review. We then collaborate with the client to finalise the script. Also included in this stage is logistics - what, how, where and when are we going to shoot.

3



Film / Photograph

The big day, or days are here - we're shooting.

Here, our overall role is to direct the shoot to make sure that we have everything we need in editing. A large component of this is coaching our clients to deliver their script, but also making sure that we are using effective use of the time. Don't worry we'll guide you through it all!

Editing &  
Post Production



4

The shoot is wrapped up and this is where we really start to work. We head into post-production or editing. Using the plan that we developed prior to shooting, we carefully piece together your businesses video(s).

5



Review, Changes  
& Approvals

At this stage you'll received an initial copy of the video(s) for review. You'll be sent an invitation to a secure online platform to review your videos. Any comments you make on this platform feed directly back into our editing software - it really helps time efficiency so we encourage you to use the system as much as possible.

Once we have agreed all the changes, the videos are finalised. The final tasks to be completed are change out of the music from their preview tracks, colour balancing/grading, sound tweaks and any caption and thumbnail work that you've requested.

Delivery & Use



6

So all work is now completed and we're ready for handover.

We ask that invoices are settled prior to transfer of finalised videos. Once they are paid the files will be sent to you via a digital transfer service. Whilst we keep a copy of your files, we do ask that you download the files asap and we suggest you make a backup copy too.

Finally, if you have any feedback on our service, we invite you to provide it so that we can continue to learn and improve our company, process and product.



# housekeeping.

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## OUR PHILOSOPHY

Each of our clients is different, some want no input to decisions - that we lead the project from start to finish, others want to provide direction at every turn and, of course, most will sit somewhere inbetween.

We're happy to work with whatever your work methodology is.

We believe that our role is an advisory role to you - we'll advise you what we believe is the right and best solution for your project. However, ultimately we understand that you are the boss, so you have the final decision.

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Your business is important to us and so to try help keep the integrity of our relationship we ask 3 simple things



### Tools, Process & Systems

We've successfully delivered thousands of videos for our clients since 2012 and as you can imagine, we've learnt a lot in that time.

Every time we learn something it gets incorporated into the business to make better projects for our future clients. For that reason we encourage our clients to follow our tools, systems and processes - they usually save time, deliver a better product and, ultimately save you money.

### Mutual Respect

We work hard to bring your project to life. Creative projects can often create communication issues, but we'll endeavor to work with you to understand what you're trying to achieve and guide you as to the best way to get there.



Just as your business has other clients, so does ours. We're usually working on multiple projects at a time and we love each client as much as the next. Please remember that just as you wouldn't want your shoot interrupted, be aware that we might be unavailable at times whilst we are working with other clients.

And finally, just as you like time off to recharge, so do we. We try to keep our operating hours as Monday to Friday 9am to 5pm. Feel free to contact us outside of these hours, but understand that we're likely to get back to you later.



### Communication

In a world of easily accessible digital communication, it's easy to send texts, Facebook or Instagram messages. But we encourage our clients to communicate through email so that we have a written, traceable and prioritisable method to continue progressing your project. It's far too easy for other methods to get lost and tasks fall behind.

For longer, more complex issues, a phone call is a great alternative. You can always email us to arrange a time for a phone call.

# *Thank you*



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