



www.smartvideos.eu

PRICING & CONDITIONS

Summer 2017

The Company reserves the right to change these terms and conditions at any time without prior notice. In the event that any changes are made, the revised terms and conditions shall be posted on this website immediately. Please check the latest information posted herein to inform yourself of any changes.



WELCOME TO SMART VIDEOS



Smart Videos is a ground-breaking start-up that focuses on passionate human work and innovative digital skills.

Thanks to a 18-year old expertise in the audiovisual field, we produce professional videos that are **100% made on mobile** devices, from filming to editing, from post-production to online publishing.

www.SmartVideos.eu

Smart Videos is an initiative by **Slash Prod**, a creative agency based in Brussels that can provide your organisation with a wide range of digital products (videos but also websites, infographics, digital campaigns or strategies).

www.SlashProd.eu/catalogue

ABOUT THIS DOCUMENT

At the end of the next few pages, you will be able to understand what kind of budget you need to join the SMART revolution.

We offer many plans with respect to two main kind of services:

PART I - We use smartphones to produce high-quality snappy videos for your institution, association, or company.

PART II - We teach you how to do it yourself.



PART I - WE MAKE SMART VIDEOS



Smart Videos produce amazing audiovisuals in HD quality.

We can do that in less than 24h.

We can assist you from the concept up to the social media management.

Do not trust our words.

Trust our images:

www.SmartVideos.eu

or

www.Vimeo.com/slashprodsmartvideos

Ps. you can find more information about the process at the end of this document.

WELCOME TO THE SMART REVOLUTION

Here you can find different plans to join the smartphone revolution, according to your specific needs, constraints, and ambitions.

Our pricing follows a simple principle: a fixed rate of 390 euros per actual day of work (all prices are VAT excl.).

The next pages will provide you with more information about conditions and deliverables of each plan.

Smart Video PLAN #01

You want it cheap!

SVP#02

You want it fast!

SVP#03

You want it perfect!

SVP#04

You want it viral!

SVP#05

You want it exactly as YOU want it!



IT'S A MATTER OF BUDGET

You are a private citizen, who works as a volunteer for a no profit organisation.

You mainly need to give visibility and possibly attract funds to your organisation.

PLAN #01 is perfect for people with big hearts and little money like you.

It will provide you with the link to a high quality Smart Video at the lowest price possible!

The link will be hosted on Smart Videos' social accounts (Youtube/Vimeo/Facebook) and you will be able to share it without limits!

BUDGET:

390 €
(all included but VAT)

CONDITIONS:

- 1h filming
- Youtube/Vimeo link to a HD video of 1-5 minutes
- No review
- Smart Videos' watermark + logo at the end

DELIVERY:

By 7 days since the shooting.

PAYMENT:

In advance.

THE PLAN DOES NOT COVER:

- actors/actresses
- commuting outside Brussels
- subtitles
- master-raw video files
- any option not mentioned here

BUDGET:

780 €
(all included but VAT)

CONDITIONS:

- 2h filming
- Youtube/Vimeo link to a HD video of 1-5 minutes
- 1 technical review (in case of typos/images to eliminate).
- 1 interview facilitator
- Smart Videos' logo

DELIVERY:

By 12-24h (no review).
By 72h.

PAYMENT:

50% in advance
50% upon delivery

THE PLAN DOES NOT COVER:

- commuting outside Brussels
- subtitles
- master-raw video files
- any option not mentioned here



IT'S A MATTER OF TIME AND BUDGET

You want to launch your smart video on the web soon.

You want your video to be fresh, engaging, and clear to a wide audience.

You want a high-quality work, but you wouldn't mind saving some budget for further initiatives.

PLAN #02 is the perfect plan for professionals in the field of news. It will provide you with the link to a high quality Smart Video quicker than any other provider!

The link will be hosted on Smart Videos' social accounts (Youtube/Vimeo/Facebook) and you will be able to share it without limits!



IT'S A MATTER OF QUALITY

Your mission is delicate and you want nothing to go wrong.

You want a high quality video, you want it fast, but you believe that you have to brief us before we come and start filming.

You know you will also need the original video file to upload it on your own website and social media accounts.

PLAN #03 is the solution to a meticulous organisation that wishes to keep track and full control of its communication products.

Now the video is in your hands. Except selling it, you can do whatever you want!

24h delivery!

BUDGET:

1.170 €
(all included but VAT)

CONDITIONS:

- Preparation briefing
- 2-4h filming
- 1 interview facilitator
- The original file via WETRANSFER
- Main language subtitles*
- 1 review (typos/titles/minor corrections)
- 1-day technical assistance to the launch

DELIVERY:

By 24-48h.

PAYMENT:

Upon delivery of the video via Youtube and before the delivery of the original file.

THE PLAN DOES NOT COVER:

- commuting out of Bxl
- any option not mentioned here

*Available for EN-FR-ES-IT

BUDGET:

1.560 €
(all included but VAT)

CONDITIONS:

- Preparation briefing
- 2-4h filming
- 1 interview facilitator
- The original file via WT
- 1-day (media relations + technical) assistance to the launch
- 1 review (typos/titles/minor corrections/integrations).
- Subtitles file for any translation provided
- Final report + recommendations

DELIVERY:

By 24h.

PAYMENT:

Upon delivery of the video via Youtube and before the delivery of the original file.

THE PLAN DOES NOT COVER:

- commuting out of Bxl
- any option not mentioned here



IT'S A MATTER OF IMPACT

You do not only need a video, you need a huge impact on your audience!

You want to brief us, before we perform our work, but you also want us to take care of every aspect of the launch.

You value our help, from technical assistance to an intense day of media relations, so that you can optimise your return on investment (ROI).

PLAN #04 is what we recommend to clients that value the launch as much as the preparation of a digital product.

Now you do not only own a video, you own a real communication strategy!

24h delivery!

THE PERFECT PLAN TO MAKE YOUR PLAN PERFECT

FEATURE	PLAN / DAYS OF WORK			
	1	2	3	4
Preparation	No	No	Yes	Yes
Filming	1h	2h	2-4h	2-4h
Facilitator	No	Yes	Yes	Yes
Delivery time	7 days	24 or 72h	24-48h	24h
File type	Link	Link	File	File
Review	No	Technical	Minor	Integrations
Subtitles	No	No	Main	All languages
Technical assistance	No	No	Yes	Yes
Media relations	No	No	No	Yes
Price (VAT excl.)	390 €	780 €	1.170 €	1.560 €

AND WHAT ABOUT **PLAN 5** ???

NUMBER 5 IS THE PLAN THAT YOU MAKE !



We offer fixed plans to make your choice easier.

We also offer **customised budget plans** to give you full flexibility and maximum impact!

Just drop us a message with your ideas, special needs, constraints, ambitions.

We will take care of formulating a special offer for you, out of any financial obligation!



PART II - WE TEACH YOU TO DIY



Smart Videos sincerely believes in a SMART revolution that teaches people to communicate more and better to those around them.

We can offer training and workshops.
As a smart man once said:

"Give a man a video and you feed his communication needs for a day; teach a man to make smart videos and you feed his company's communications for a lifetime."

We can share our expertise for 1 day (2h), 5 days (2h x 5), or more, according to your needs, goals, and budget.

Do not limit your judgement to our words.
Check a concrete sample of our work: watch what we are able to do in the suburbs of Brussels.

www.OnceUponATimeInAnderlecht.eu

THE SCHOOL OF THE FUTURE

The "School of the Future" is Smart Videos' long-term engagement to build a better European Union, by strengthening the good practices of digital literacy & media education across the continent.

You can attend the School of the Future as many days as you wish!

We will provide you with the Manual of the Little Smartphone Videomaker and even with a smartphone, if you do not have one!

1 DAY

Presentation and trial

5 DAYs

Previous + learning + practice

More!

Previous + assistance + follow_up

Ok, Smart Videos, you convinced me. Now what ???

As soon as you pick your plans, the following steps usually apply:

1. Smart Videos will issue an order form for the given budget.
2. You receive the order form by email. Sign it and send it back to us!
3. We produce the video / set up the workshop.
4. You approve the final product / attend.
5. Once the work is approved, Smart Videos will send you the bill as a pdf file.

ANY QUESTION ???

DO NOT HESITATE TO CONTACT US



SMART VIDEOS

JOIN THE SMART REVOLUTION



www.smartvideos.eu

A very open initiative by
Alessandro Cozzutto
www.alecozzutto.info

founder and coordinator of
Slash Prod
www.slashprod.eu