

Shop Tour Video Pricing

SIMSA has prepared the following information as a budgeting guide for its members. Included in this document are price estimates for three levels of video production. The prices are meant to be ballpark figures only. An accurate estimate and detailed scope of work will have to be obtained from the service provider of your choice. Pricing may differ from the prices listed here depending on the options and specifications chosen.

Overview

Investing in a high-quality, professionally produced video is a great way to promote your company. A professionally produced video will not only elevate your brand in the eyes of your target audience but it will also tell your story in a clear and concise fashion. Videos have been proven to hold the attention of potential customers far longer than still images and high-quality videos are even more likely to attract and retain attention with sharp images and artfully directed content.

Walk and Talk Video (\$7,500-12,500)

This type of video would involve only one “host” who would walk the audience through the shop and talk about the items that they would like to highlight. Editing would be more simple in nature.

Specifications

- 3-5 minutes (increase in video duration may increase budget)
- Half-day shoot
- Client to provide list of what they would like to be filmed
- One hour planning call with Director and possibly an Art Director
- Graphics developed for opening and closing frames (includes business name and logo for brand identification)
- One camera with minimal additional lighting
- Typically 2 rounds of minimal edits
- Travel costs are additional
- Script writing costs are additional

High-end Video (\$15,000-20,000)

This type of video would include more involved planning for the video and more complex editing involving various camera angles. It also may include a voice-over narrative, animated graphics and music.

Specifications

- 3-5 minutes (increase in video duration may increase budget)
- 1-1.5 day shoot
- Client to provide list of what they would like to be filmed

Shop Tour Video Pricing continued...

High-end Video continued...

- One hour planning call with Director and Art Director
- Storyboard developed to show overall concept of video
- Graphics developed for opening and closing frames (includes business name and logo for brand identification)
- Typically 2-3 rounds of storyboard and video edits
- Voiceover
- Multiple cameras with additional lighting
- Travel costs are additional
- Script writing costs are additional

Interactive Virtual Shop Tour (\$30,000-35,000)

The Interactive Virtual Shop Tour video would include all of the features included in the High-end video. The VR platform provides compelling, real-life experiences using stand-alone Virtual Reality headsets to promote your business. Headsets are typically provided to existing or potential clients nationally or internationally, with customizable branding on the headsets as an option.

Specifications

- 3-5 minutes in length (increase in video duration may increase budget)
- 1-1.5 day shoot
- Client to provide list of what they would like to be filmed
- One hour planning call with Director and Art Director
- Storyboard developed to show overall concept of video
- Graphics developed for opening and closing frames (includes business name and logo for brand identification)
- Typically 2-3 rounds of storyboard and video edits
- Multiple cameras with additional lighting
- Voiceover
- Travel costs are additional
- Script writing costs are additional

For more information contact:
