

FILMING DAYS

STUNNING, HASSLE-FREE
CONTENT CREATION

2024



[EXPLORE](#)



INTRODUCING FILMING DAYS

Citron Violet filming days are the perfect solution for busy thought leaders who need to produce more video content. Our experienced team will spend a full day with you and film enough content for 5 videos including b-roll footage. Our all-inclusive pricing includes crew, equipment, editing and post production

Stunning content – hassle free!

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5 VIDEOS
for just

\$8,500

ALL
INCLUSIVE

CREW



EQUIPMENT



FULL EDIT & POST PRODUCTION



EXPERIENCED TEAM

MORE THAN 1000 VIDEOS CREATED

Our Filming Days package is perfect for a wide variety of videos including:

- Thought Leadership
- Recruitment
- Testimonials
- Internal Comms
- Interviews
- Storytelling
- Case Studies
- Product Launches

FILMING DAY SHOWREEL



WHAT CAN YOU
DO ON A
FILMING DAY?

READY FOR THE FINE PRINT?



NEED MORE?

Our Add-On services, such as 2nd camera, script writing, and photography will cover any additional requirements that you may have.

HERE'S WHAT'S INCLUDED IN A STANDARD FILMING DAY

- 1 x Producer
- 1 x Cameraman
- 1x Camera
- Basic Lighting
- 10 hour day (incl. lunch, set up, tear down)
- 5 x Final Videos
- Max 3 mins long each
- Professional editing
- Basic graphics (titles, lower thirds)
- Library Music
- Subtitles



THE FULL PRODUCTION PROCESS

PRE-PRODUCTION

- Research / Analytics
- Ideation
- Pre-interviews
- Scripting
- Location Scouting
- Casting
- Wardrobe / Props
- Pre Interviews
- Selection of Graphic style
- Music Selection

Sign off on all of the above at final Pre Production Meeting

PRODUCTION

- Shoot days

OFF LINE

- Selection of footage
- Pacing and Timing
- Placement of graphics
- No Animation
- No Sound Effects, Music or Voice over

Sign off on all of the above

ONLINE

- Animation of all elements
- Grading
- Sound Effects, Music and Voice over added

Sign off on all of the above

MASTER

- Addition of subtitles
- High resolution output of final video
- Language variants

2 ROUNDS OF REVISION

2 ROUNDS OF REVISION

2 ROUNDS OF REVISION

ADD ON
SERVICES





SECOND CAMERA

PERFECT FOR INTERVIEW VIDEOS

A second camera gives us an additional angle that we can cut to in the edit. This is essential for removing stumbles, umms, and mispronunciations.

A second camera also adds visual interest to the video and will hold an audience's attention longer.

We recommend a second camera for all interview-led videos especially

- anything unscripted
- videos featuring 2 people
- nervous or inexperienced speakers

\$1000 PER DAY

PANEL DISCUSSION

FOR 3-5 PERSON PANEL

Panel discussions require 3 cameras along with additional lighting and audio equipment and crew members. This ensures that all participants will be seen and heard at their best.

For a 3-5 person panel, we will include sufficient microphones or lapel mics, additional lighting, 3 cameras and 2 camera operators.

\$3000 PER DAY



HAIR & MAKE UP

MAKING YOU LOOK YOUR BEST

When you feel great and know you look your best, your confidence shines through. For an extra touch, a dedicated hair and make up professional joins us on set to make sure everyone featured in the videos will be camera ready.

\$1190 PER DAY

PROPS AND WARDROBE

FOR A BIT OF EXTRA STYLING

Some videos require an extra touch of decor, different styles of wardrobe, or a specific item to be used and featured. As an add on service, we can source on-brand and quality props and wardrobe.

Given the variability of these items needed, specific costs will be different case by case. Below is the cost for sourcing props and/or wardrobe but please note that the individual cost of requested items will be added on.

FROM \$675 PER DAY



SCRIPT WRITING

YOUR WORDS – MAXIMUM IMPACT

With over 25 years of experience in ad copy, speechwriting and even screenplays – we will make sure your words have maximum impact.

Our writing style can be adapted to suit your brand guidelines and the individual tone of your speakers.

\$650 PER SCRIPT

EXTRA VIDEOS

WHEN 5 VIDEOS ARE NOT ENOUGH

Depending on the length and complexity of your videos, we may be able to film additional footage on the day. Any footage we capture is yours to use as part of your package.

However, if you want an additional video, you can add additional outputs to your package.

\$960 PER VIDEO



SIZE FORMATS

HORIZONTAL, VERTICAL, SQUARE

Depending on what platforms you plan to launch your videos on, you will need them in a specific size format.

For example, most websites, YouTube and LinkedIn tend to use horizontal. Facebook, Instagram, TikTok and mobile sites look better in vertical.

Our standard package include a single size format of your choice. You can use one of your 5 video credits to choose a second format or add onto your package.

NOTE: Size formats need to be chosen prior to filming day and can't be adjusted in postproduction.

\$240 PER SIZE FORMAT

CUT DOWNS

FOR TEASERS, PAID ADS, OR HIGHLIGHTS

Depending on the final use of your video and on which platforms you plan to launch your videos, a shorter version may be required.

Sometimes a cutdown is needed to tease the full length video, or a paid media placement has a set duration.

Whether it's to fit the viewer's habits on a specific platform or to meet a duration criteria, you can add a cutdown edit to your package.

NOTE: A cutdown uses the footage that's already been included in a finished edit. It doesn't combine footage from multiple edits together.

\$480 PER CUTDOWN

PROFESSIONAL TALENT

PROFESSIONALLY CAST ACTORS AND EXTRAS

Sometimes using your team members for different scenarios is simply not an option. We can find talented extras and actors to play a variety of roles required in your video.

We take over the casting process and ensure we screen the talent requesting photos, videos and re-enactment of scenarios from the talent. We also ensure diversity and balance of representation in your video.

FROM \$350 PER DAY*



VOICEOVERS

PROFESSIONALLY NARRATED VIDEOS

Different tones of voice or accents will resonate better with the target audience of your video.

We find and share samples of the right gender, tone and accent for you to choose from. Once selected, we brief them on word emphasis, specific pronunciations and pace of reading to get the best output possible.

FROM \$300 PER VIDEO*

TRANSLATIONS

MULTI-COUNTRY VIDEOS

Will your video be launched in different countries that require different language versions?

We take care of transcribing and translating the final version of your video through our network of international translators.

FROM \$350 PER LANGUAGE



ADDITIONAL SUBTITLES

MULTILINGUAL VIDEOS

Some videos require different subtitles for different regions. Once we have translations, we can provide different versions of your videos with different language subtitles

FROM \$200 PER VIDEO



STOCK FOOTAGE

ENHANCING YOUR VIDEO'S VISUALS

Part of our Filming Day package includes filming additional footage with the individuals and around the location where we're filming. However, it's not always possible to capture specific elements of the subject matter being discussed.

Stock footage helps with this to add context and show relevant visuals. This will make your video more dynamic and captivating for the viewers.

\$725 FOR 10 PIECES OF STOCK FOOTAGE

COMPLEX GRAPHICS

PROFESSIONALLY NARRATED VIDEOS

Our standard package includes simple graphics including subtitles, lower third titles, opening title screens, and on-screen logos.

If your video requires more graphics such as text treatments, 2D logo animations, or other bespoke graphical elements our team can help.

FROM \$1500 PER DAY

PHOTOGRAPHY

CAPTURE THE MOMENT IN STILL LIFE

We match our experienced photography professionals to find the perfect style for every project.

Our photographers can work alongside our video team capturing candid shots or staging professional photo shoots.

From Portrait photography to product and brand photography, our team

\$1500 PER DAY



STUDIO HIRE

INSTANTLY UPGRADE THE TONE OF YOUR VIDEO

Looking to film in a fresh environment? We work with a wide range of professional studios across Singapore.

- photography studios with cycloramas and a variety of coloured backgrounds,
- green screens studios
- Lifestyle studios set up to look like luxurious living rooms, kitchens and even bedrooms.
- Conference rooms, stages and other corporate settings

Let us know your needs and we can send across photos of relevant options for you to choose from.

Prices vary depending on the studio

FROM \$1500 PER DAY

BRAND PARTNERS



facebook

giz



Johnson & Johnson



SK-II



hoyu
COLOR YOUR HEART



YOUR

GO-GETTERS

Do you have a project you would like to discuss?

Find out how we can build your initial ideas into inspiring creative assets and campaigns that help your business grow!

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CITRON VIOLET

THANK YOU FOR WATCHING AND LISTENING

