

VISIONAIR

The Guide to  
Advertising  
& Video Production



# About Visionair Video & Advertising

Visionair has a reputation for creating everlasting video campaigns for a diverse range of clients. Whether you are searching for a videographer or larger crew, our team have over thirty years of professional production, post-production and advertising know how to produce, edit and deliver your work on time and budget.

Effective visual communication for your business is a valuable tool that should not be overlooked, especially in this modern age with social conversations that demand online presence.



Videos are an excellent way of showcasing and communicating your brand message to new existing consumers or clients. With a diverse range of clientele, Visionair excels at producing short form and long form videos for a variety of exciting clients across multiple industries including commercial, non-commercial, advertising, government, social, corporate and not-for-profit.





# Why Visionair Video & Advertising

Visionair's easy-to-work-with, hassle-free approach comes highly recommended by local and international clients. Understanding your audience is what we do, so you can rest assured our team will be able to showcase your advertising campaign compellingly.



## Your story is our vision.

Storyboarding, filming and editing your brief with your target audience in mind is something we focus on.

Whether you are thinking of creating content for social platforms including YouTube, IGTV or your website, we will be happy to provide a quick quote. We encourage you to be in touch with us; we can even schedule a thirty-minute meeting to learn more about your advertising campaign.

Our professional team made up of scriptwriters, make-up artists, production crew, producers, models, actors and presenters can collectively work on every stage of your campaign to attention-grabbing results.

The tools we use are of the highest production quality. Visionair employs professional grade cinema equipment and output results in a variety of formats. Our dedicated drone and UAV team have exceptional aviation certification and experience, which is highly valued and a great asset for video production for tourism, fashion, hardware and corporate clients.

# Planning your Visionair Video and Advertisement



When thinking about your advertising campaign, a video is one of the first engages a consumer will watch. With this in mind having an executable plan to produce the content is essential to ensure the video is delivered on time and within budget.

The Visionair guide to planning your video and advertisement is here to assist you in assessing and outline the critical stages of any pre-production and post-production operation.

## » **Concept Generation**

To begin with, ask yourself what do you want to convey and how do you want the story to be perceived?

This is an essential step as ultimately this will dictate the storyboard and type of video you want to be produced.

Some of the primary ways of telling a story include corporate videos, advertisements, showcases, how-to videos, product videos, marketing materials, event production, interviews or testimonials and presentations.

## » **Selecting Style – Documentary, Lifestyle or Narrative**

Once you have selected the genre and style of content, the next step is establishing a filming technique. For instance, do you wish to tell your story in a narrative form like a documentary or would you prefer a lifestyle feel that's more cinematic inexperience? The budget may play a role in determining this direction, but whatever the case might be having a good script and putting together a detailed storyboard will help manage

what can be a costly exercise if one is not in place. Essential things any budget-saving storyboard should include are locations, roles, and script as these elements help determine flow, length, shot list and ultimately budget.

## » **Technical Aspects – Pre-Production Process**

As you develop a shot list understanding the next planning stage becomes evident. Questions will arise in the form of how are you going to achieve the vision in each frame? What crew and more importantly what equipment will you require to fulfil your production requirements? Once a detailed shot list is established an operations schedule can be implemented. For larger productions, this is where a producer (like a project manager for corporate) is most helpful as they ensure schedules are maintained. From booking locations, finding models, hiring crew the producer is responsible for ultimately maintaining the timeline of the pre-production and production, all while keeping what should be a strict budget.

## » **Production and Post Production**

When you have reached this step, you will be ready to film your video or advertising campaign.

Once the filming has wrapped up, securing an edit suite with a capable editor who shares your vision is essential for excellent content. In the history of the cinema industry, they say a film can be made or damaged in the edit suite, and it is still true to this day for the video industry.

Once the director has finished working with the editor, a draft cut is presented. Changes can be made at this stage to ensure the brief has been met. If you are happy with the vision, the job should be 'in the bag' and ready to be showcased on the selected platform within the desired way. As you can imagine, there is quite a lot of work involved in producing a short or long form video or advertisement (TVC). Visionair have the experience in this arena if you feel overwhelmed by the workload or are lacking the creative team.



# VISIONAIR

**Visionair Media**

[www.visionair.com.au](http://www.visionair.com.au)

1300 557 099

Unit 7, 45-51 Huntley

Street Alexandria NSW 2015

Australia

