

# FILM PRODUCTION

	INDICATION BUDGET 75K - 125K 1 shootingday	INDICATION BUDGET 125K - 225K 1 -2 shooting day	INDICATION BUDGET > 225K 2-3 shooting day
<b>Talent</b>	2x2 Actors NL & FR (speaking actors, dialogue in fr & nl) 10 extras (figurants)	2 actors/models (per film) 1 featured extra (per film)  20 extras per day (figurants)	2 kids wife + husband 3 colleagues husband + sports coach class with kids + teacher old man garden party couple cyclist
<b>Crew</b>	Limited crew 15-20 people	Full crew 30-45 people	Full crew 35 -45 people or more
<b>Location</b>	1 Location (shop)	4 locations >> Loft >> Rooftop >> Cocktail bar >> Gallery warehouse style  Each location = 1 script of 15 sec.	9 locations >> Living (2 kids) >> Kitchen (wife calling husband via ipad while cooking) >> Office (3 colleagues in open space) >> Gym (husband + sports coach) >> School (class with kids + teacher) >> Bedroom (old man) >> Garden (scene of a garden party) >> Restaurant (romantic dinner) >> Street/road (cyclist)
<b>Editing</b>	Offline Online Grading	Offline Online VFX Grading	Offline Online VFX Grading
<b>Buyouts</b>	1 year BE TV/Online	1 year BE TV/Online	1 year BE TV/Online
<b>Music</b>	compo + mix + vo recording	Stock music + mix + vo recording (2 languages NL & FR)	Music compo + mix + vo recording (2 languages NL & FR >> no dialogue on set)
<b>Deliverables</b>	1 x 30 sec NL & FR 1 x 15 sec cutdown NL & FR 4 dmats	4 x 15 sec NL & FR 16 dmats	1 x 45 sec fr & nl 1x30 sec (cutdown) NL & FR 4 x 15 sec NL & FR 20 dmats

# VIDEO PRODUCTION

INDICATION BUDGET <75K	
Choosing a low key project is choosing conceptual adjustments, <b>don't think 'pub', but think in function of budget</b> and project management focusing on time efficiency instead of risk management. <b>Agency and client must be willing to compromise in way of work.</b>	
<b>Concept choises</b>	conceptually strong idea completely ready >> crea does extra effort >> time efficiency for director  Or conceptual freedom to let director do his thing >> opportunity for passion project
<b>Limitations</b>	Time efficient thinking 2 treatments vs. 3 treatments Small treatments Decicion via chemistry call No live meetings No live startup meeting No live PPM
<b>Talent</b>	No actors casting purely on headline instead of acting skills (shape concept accordingly)
<b>Crew</b>	Small crew 1 Project Coordinator 1 Videographer
<b>Location</b>	1 fix location Location moves take a lot of time (not enough staff to run smoothly)
<b>Editing</b>	1 Editor (image + sound) No live offline screening No online screening Director calls in Bundled feedback agency/client 1 round of feedback
<b>Buyouts</b>	1 year BE Online
<b>Music</b>	Library music Low key soundscape No sound studio involved No voice over
<b>Deliverables</b>	Online formats

## BUDGET INDICATOR

A COMPACT BENCHMARK FOR ADVERTISING FILM PRODUCTIONS,  
BASED ON BEST PRACTICES OF BCP PRODUCTION COMPANIES.