

Service Packages

Digital Video & Audio



Walking The Cow Productions

PROMOTIONAL VIDEO

CONCEPT PLANNING

We will conduct a Q&A session with you to understand your goals, direction, mission, and brand. We will discuss how to best use music and video to showcase your unique business. At the end of this session, we'll agree upon a concept and direction for the video as well as success indicators.

VO SCRIPT & FINAL VIDEO OUTLINE

After the concept planning session, we will deliver a video outline and draft of the video's voiceover script to you for approval prior to filming.

ON-SITE FILMING

We will film live music performance(s), if applicable, and b-roll onsite at your music venue or place of business for footage to use in your promotional video.

EDITING & VO NARRATION

We will record any voiceover narration and edit your 60-second promotional video to completion.

MUSIC VIDEO

DISCOVERY & CONCEPT DESIGN

You have a vision for your art. Our job is to help you actualize that vision. We'll conduct a discovery session with you to understand the message or story of your song and together we'll brainstorm and agree on a direction for the video.

LOCATION SCOUTING

Logistics are the most important part of filming and the last thing that most folks think about. We'll scout out and secure a location that will best suit your video.

PRODUCTION

Show time! We'll work with your band to schedule the actual filming of the video well in advance to make sure we can work with everyone's busy schedules.

POST

After filming, we'll take our collective work behind a curtain and make magic happen (with Adobe's CS6 Suite.)

WHAT YOU GET

- > Single camera setup
- > Concept
- > Outline
- > Script
- > VoiceOver (VO)
- > Onsite film shoot
(Assumes use of house PA)
- > Professional editing
(Basic graphics animation included)
- > Media conversion

WHAT YOU GET

- > Single camera setup
- > Concept
- > Outline
- > Script
- > Location scouting/procurement
- > On-location film shoot
- > Audio setup
- > Professional editing
(Graphics animation included)
- > Media conversion

SILVER PACKAGES I-III

All silver packages include raw footage for up to a 90-minute live performance. For this package, we will provide a single-camera set-up, camera operator, and audio equipment to plug into the house (or your band's) PA system.

SILVER I

- Single camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion

SILVER II

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion

SILVER III

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Audio engineer onsite

GOLD PACKAGES I-III

All gold packages include all features from the equivalent silver package with the addition of professional editing.
(Gold I = Silver I + professional editing and so on.)

GOLD I

- Single camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Professional editing

GOLD II

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Professional editing

GOLD III

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Audio engineer onsite
- Professional editing

PLATINUM PACKAGES I-III

All platinum packages include all features from the equivalent gold package with the addition of a professional photo shoot.
(Silver I = Gold I + professional photo shoot and so on.)

PLATINUM I

- Single camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Professional editing
- Professional photo shoot
(stills)

PLATINUM II

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Professional editing
- Professional photo shoot
(stills)

PLATINUM III

- Two-camera setup
- Onsite film shoot
- Audio & video capture
(Assumes use of house PA)
- Media conversion
- Audio engineer onsite
- Professional editing
- Professional photo shoot
(stills)