

How can Luton Neale help Charities take advantage of the web site and DVDcommunication tools?

For Charities to understand this they must first understand what awareness and marketing advantages are offered by a DVD production

The Communication Advantages

Apart from the obvious need to raise income, most charities have other communication needs such as:

- * Creating an awareness of the aims and objects of the charity among a target audience.
- * Promoting the charity in a general sense (even media purposes)
- * Marketing (selling merchandise etc),
- * Welfare (especially with animal charities)
- * Induction, staff training and instruction.
- * Commemorating special occasions or landmarks in the charity's history.

In all of these communication objectives a well scripted and constructed DVD has an important part to play.

All Charities have a need to remain visible and not to become lost in the mass of the competition.

How can a DVD help take advantage of these marketing opportunities?

A well written, creatively produced and message effective DVD can help a Charities cause in a number of ways:

- * It can be screened at a live event to get across a Charities fund raising and awareness messages.
- * As a publicity enclosure in a publication.
- * At a fund raising event.
- * As part of a fund raising mail shot.
- * To support a presenter at a large or small presentation.
- * As a stand alone "special interest/ awareness" presentation for use by clubs and groups at one of their regular meetings.
- * As a retail sales product.
- * Training and education.
- * Most importantly, on the Charities web site?

Meeting the cost of a DVD

Surely, any Charity worth its salt would not turn down the chance of having a professional DVD made at no capital cost to them. So, how can Luton Neale Productions provide that opportunity? The answer is quite simple and comes in one of two ways – Retail sales or sponsorship.

1) *Retail Sales.*

If a charity has a retail arm, perhaps a shop selling merchandise or, a mail order element to their fund raising, we fund the making of the DVD (all the financial risk is ours) for a share of retail income. Instead of the Charity meeting the cost of production direct from their capital funds, they guarantee to purchase from us an initial small stock of DVD's to sell in their shop or via their catalogue, and to order all follow up orders from us (at an agreed set cost). That's it. That's the deal, we make and pay for the production and the Charity sells the copies. Not only does the Charity get a free DVD but they also make money by selling copies.

What if we don't have retail Sales?

2) *Sponsorship*

No Problem. The answer here is that we look for sponsors to meet the cost of the production. We work with the Charity in identifying companies, individuals, maybe even a supplier such as a seed supplier or manufacturer with respect to animal Charities to provide the budget to make the DVD. And, it does not need to be a large sum of money, a professional DVD can be written and produced for a reasonably small sum.

How much does a DVD production cost?

The answer to this is in the production process and the production values required to make the production an effective communication.

Clearly a production taking many days to film, in many different locations is going to cost more than a simple one day shoot at a charity's premises. Other cost factors are the use of music, voice over, special effects, length of the production etc etc.

Sometimes deals can be achieved with suppliers of equipment etc thus keeping costs down. In many instances it is possible to utilise the support of a celebrity or some other well known person who will either appear in the production as the presenter or, lend their name to the production by providing the voice over, all of which adds substance to the production for no cost.

Luton Neale Productions will waive the normal profit mark up on a production, all we seek is to cover our production fees and external costs.

So, "How much does it cost?" a production requiring a one day shoot with post production, our own voice over and the use of production music will cost around a minimum of 2k (subject to travel distance) with of course copies costing extra, productions of a bigger scale will cost more.

Clearly, setting up and co-ordinating a production takes time, resources and knowledge. It would be unfair to expect Charity staff to meet these needs. We take care of everything with the understanding that at all times the Charity must remain in control of the production and its creative objectives. Various evaluation stages can be built into the productions process and schedule to ensure that they do exercise that control.

Can we use it on our Web Site?

Yes! Very much so. Adding the production in full or part to a Charities web site is free and it dramatically increases the penetration of the message.

How do you make a DVD?

If we are to achieve the communication objective, the same rules parameters and skills that are applied by any business seeking to sell a product or, create an awareness of a service must be applied. The list is as follows:-

- * Take stock of the charities needs.
- * Establish the target audience, who do we need to talk to?
- * What sort of response are we seeking, what do we want to achieve?
- * What is the message we wish to communicate?
- * How can we be most effective in communicating that objective?
- * How will the production be seen, in the home at a meeting?

- * How is the production to be delivered?
- * Are there any post sales opportunities?
- * Will it fit in with and complement the charities other forms of communications such as leaflets, brochures, end of year reports?
- * How do we maintain consistency in the message?
- * Do we seek to provide information, raise money, train, promote, do we communicate in a straight documentary manner or do we entertain the audience or is it a mix of all these things?
- * Can the production be used in different ways at different types of presentations?
- * Will it enhance the work of the charity?

What are the production stages and processes?

Roughly speaking the stages of production are as follows:-

1. The initial requirement briefing with the charity at their premises.
2. The setting of a creative and production strategy with a creative idea or two attached.
3. Evaluation and approval of the strategy and creative approach.
4. The first draft of the production script.
5. The evaluation and approval of such.
6. The final shooting script and its approval by the charity.
7. Pre-production stages. Receiving the location. Liaising with staff and those that will be contributing in some way to the production behind and in front of the camera.
8. The shooting period.
9. The post production stage, which includes a draft creative concept for initial approval. The recording of the sound track, the producing of special effects etc
10. The final production stage is the approval of the production.
11. The packaging and design stage.
12. The dissemination
13. The after sales/care stage
14. The effectiveness review stage

The production would normally be produced in broadcast quality video and shot in live action. Sometimes a combination of live action, photographic stills or, animation or, a combination of two or all three is required. However most productions will only require video live action.

What's the next move?

Give me, David Neale, a call on, 07522 603283, and let's have a chat about your Charities communication needs.