

IKONFILM

Research Video Solutions 2014

RATE CARD



STRATEGY

Our experience in research, marketing, b2b communication and screen production allows us to find innovation in capturing new aspects of the consumer story and new ways to impactfully communicate insights, that enable new thoughts to grow.



RECORDING

We have the tools and techniques to ensure recording takes place with a focus on research priorities.



ORGANISE

We organise footage to create frictionless, global access to audiovisual material collected from any source - from respondent generated content, to a researcher's iPhone, to focus group dvds.



EDIT

Research savvy editors sculpt an audio visual experience that delivers insight with impact and accuracy and integrates seamlessly with your presentation.

FILM PACKAGES



FOCUS GROUP PACKAGE

The professional HD filming of a focus group with multiple cameras and clear, strong audio signal.

We film the group, make it accessible online, and provide a timecoded transcript. We edit and deliver a HD video of the best excerpts to illustrate the insights.

Starting at \$1100 per group



ETHNOGRAPHIC DOCUMENTARY

We strategise, organise, film, edit and deliver a sharp and entertaining short documentary that turns your consumer's story into an immersive experience. A full service from concept development to final delivery.

Starting at \$3850 per subject



VOX POPS

Cinematic quality filming, professional ethnographic interviewing. Same day delivery is possible for urgent requests.

Starting at \$1100



LIFE IN MOTION

We create a video that immerses the viewer in the experience and spontaneous energy of an event, a place or occasion. We offer a full service from concept development to final deliverable.

Starting at \$3850



VIDEO MOOD BOARDS

A montage sequence to show as stimulus material in focus groups to help explain marketing concept testing with music and moving pictures.

Starting at \$550



PRODUCT DEMONSTRATION

Particularly useful in online surveys as stimulus videos that demonstrate product use in short, well filmed clips.

Starting at \$385



PROMOTIONAL VIDEOS

When selling to a market or B2B, unsolicited consumer testimonials gleaned from research can make a compelling sales pitch. We can reinterview standout respondents and help them articulate their positive experiences, and tailor a video around this to communicate your value proposition.

Starting at \$2850



CONTENT CONTEXT CONVERSATION

If you are looking to create content for social media engagement, we can provide an online communications strategy that understands the medium, creatively engages with the audience's passions, and starts conversations.

Starting at \$220

THE ESSENTIALS

FILM/INTERVIEW



PRODUCER

We help conceive, innovate, develop and execute ideas. New ways of using technology to observe can reveal new patterns and give new insights. We understand storytelling, communication, screen production and gear these towards effective communication. Crazy ideas are welcome.

Conversation - Free
Development - \$200 per hour



OPERATOR AND EQUIPMENT

Camera operators with an understanding and experience in research. Professional HD video with a clear, strong audio signal. We handle all the footage and provide it through a private convenient link that you can pass on to clients.

Short <1 hr interview- \$495
Med 1-2 hr interview - \$660
1/2 day - \$880
Day - \$1100
Long day (interstate, OS) \$1650
For Multicamera shoots (focus groups) add 20%



INTERVIEWER/ ETHNOGRAPHER

Ethnographers who combine research experience with camera savvy interview technique and camera skills. A unique blend that efficiently and effectively uses visual storytelling to turn insights into an immersive and impactful experience.

Short <1 hr interview- \$550
Med 1-2 hr interview group - \$770
1/2 day - \$1210
Day - \$1650
Long day (interstate, OS) \$1870

ORGANISE



SORT

Instant, global access to all footage by any client or subcontractor, with a consistent time marker.

\$99 per hour of footage



TRANSCRIPTS

Transcripts are timecoded so that they can immediately correspond to any point in the footage

\$1.98 per audio minute

EDIT



QUOTES

Same day delivery of quotes extracted from any source footage. Includes titling and music. Subtitling and translation optional extras.

\$66 per quote



EDITOR

Services include editing, sound design, graphics, titling, subtitling and music track.

\$110 per hour

EQUIPMENT RENTAL



CENTRAL MICROPHONE

A microphone placed to record a group in surround sound.

No need to handle the audio file.
Upon equipment return we archive, upload and send a private link to your audio for you to pass on to clients, transcribers etc.

\$88 per day



CAMERAS

Discreetly sized HD cameras with long memory and battery life to record groups or in depths of any length. One button operation, perfect for the technologically challenged. Wide lens allows filming in any space. Includes Tripod, optional mic and free lesson.

No need to handle the video file.
Upon equipment return we archive, upload and send a private link to your video for you to pass on to clients, transcribers etc.

\$99 per camera per day

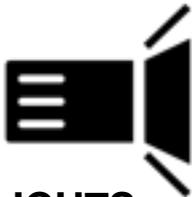


MP3 MICROPHONES

Individually mic for each person as you take your focus group on a shopping trip. Works independently of cameras as it is its own mp3 recorder.

No need to handle the audio file
Upon equipment return we archive, upload and send a private link to your audio for you to pass on to clients, transcribers etc.

\$44 per unit per day



LIGHTS

LED lights to ensure good, unintrusive lighting in any space. Battery powered to let you hold groups anywhere, from dark hotel rooms to car parks at midnight.

\$55 per day



RADIO MICS

Individual microphones that wirelessly send the audio to a camera or other recording device.

\$77 per unit per day plus batteries