

WBA 2021 VIDEO INFO



NZ CHAMBERS OF COMMERCE
W A I K A T O
Business Vitality

2021

WAIKATO CHAMBER
OF COMMERCE

**BUSINESS
AWARDS**

PROUDLY
SUPPORTED BY

FFOSTER
Great communities through strong foundations



WBA VIDEO 2021

1. Watch 2020 video examples ([Link here](#))
2. Choose a video option
3. Submit a script
4. Book filming (If required)
5. Send materials for editing
6. Creativity



**WBA VIDEO SERVICE IS FREE OF
CHARGE FOR ALL WBA
FINALISTS.**

Book your video online

www.indxmedia.com/wba/

2021 WBA finalist video

30 sec video with professional voice over

for the big 16x9 gala dinner screen. You need to submit a 60-80 words script.
Call us if you need ideas and help on this video.

Filming Option
We film & edit. Can mix
edit with your materials.
Book now, early in advance please.



Editing Option
You supply video/image
materials, we edit only.
Contactless option. Digital delivery.



Video Script (Required)

1. **60-80** words (30 sec reading)
2. Who you are & what you do
3. Show your achievements, tell a story
4. Copy from your website, or brochures
5. INDx Media will record **voice over** based on your final script. No changes after recording please.
6. If you need help, please call us.
Submit script online before **11th Oct**

(As soon as possible.)

www.indxmedia.com/wba/



Filming Option

1. We do up to **2 x film sessions** per day
2. morning session starts at **9.30 am**
3. afternoon session begins at **1.30 pm**
4. Please block 2-3 hours.
5. Filming dates: **27th Sep - 20th Oct**
6. Have a plan for bad weather if outdoor filming is required.
7. You can supply your own footage/images to mix editing.
8. **COVID conditions apply** (Be prepared for editing only option)

Editing Option



1. You can supply any existing video footage or photos for us to edit with a voice over.
2. Share materials online, Google Drive, Dropbox, WeTransfer, USB, HDD.
3. You must submit a script before **11th Oct**
4. Submit edit instructions/storyboards if you have it organised.
NO review/changes on video edits.
(Please trust us, we have done this gig for nearly 10 years)
5. Final edit is 30 sec, no more than 45 sec.



Creativity

1. **Yes, businesses can be fun**
2. **Humour draws attention**
3. **Try a different way to describe your business, e.g. from a customer's perspective**
4. **Images are powerful too**
5. **Use proxy items to demonstrate abstract concepts**
6. **Keep it simple and targeted**



You can re-purpose the video

1. **Video audio = Podcast**
2. **Video script = Blog post**
3. **Video screenshots = Images***
4. **Video footage = Multiple video edits**

*screenshots can not replace hi-resolution still photos for print purposes.



CREATIVE EDITING
ANIMATION
COLOR GRADING
VFX & COMPOSITING
AUDIO MIXING

ANIMATION



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