



Video Recipes - Fact Sheet

What are they?

Video recipes are an extremely effective, yet subtle marketing tool that exposes the viewer to your brand and products, as well as marketing your business in an entertaining and enjoyable way. By producing factual entertainment videos such as this, which have the capacity to act as viral marketing when forwarded to friends and family, this style of video production is highly successful at achieving wide ranging exposure.

There are two options for Video Recipes:

Option 1 - Our professional Chef will present the Video Recipe and will use your produce in a delicious dish. They will introduce your produce, give some background information about it and of course your produce will be featured through-out the film. This option involves you sending us your produce, and our chef will suggest some recipes in which it can be used - the final choice of recipe is yours. We then produce the video recipe on your behalf.

1 x Video Recipe = **£199** +vat

Option 2 - The Video Recipe is presented by someone from your business. This option involves either our crew visiting you in your kitchen location or you visiting us in our professional kitchen studios.

1 x video recipe **£900** +vat / 3 x video recipes **£2400** +vat (£800 per video recipe) /
5 x video recipes **£3800** +vat (£760 per video recipe)

This option will involve a days filming at your location or our studios, you decide, where we will talk you through the process and ensure your Chef will give the best performance possible.

As part of the package the films will be included on the Local Food Channel, increasing your PR and exposure, but they will also be yours to use as you wish and can therefore also be used on your own website and at food festivals, trade shows, marketing events etc.

What do I get for my investment?

Our service includes:

Telephone consultancy with Local Food Channel Producer

A full days shoot at your location (if suitable)

A Local Food Channel crew including HDV camera, tripod, radio microphone, lighting.

Editing & post production including Titles & your Logos (provided by you) & music (royalty free)

One pass for re-edit

DVD copies of the video recipes produced.

1 year's inclusion in the Local Food Channel's "Video Recipes" section



*Your source
for local food!*

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What if I don't have a suitable location / kitchen?

Many kitchens are suitable to be used as a filming location as we have mobile lighting and camera equipment. The Local Food Channel producer may ask for a few photos of the potential location, to give you their professional opinion. If it is deemed that your location will not be suitable, then we can also offer a Devon based professional kitchen studio for hire at an additional £400.

How do I pay?

You pay a 50% deposit when you book your shoot and pay the final 50% once you have approved your edited video/videos.

How long will it take?

Your film will be completed, delivered to you and uploaded onto the Local Food Channel within one month of the filming date, although it can be much quicker.

What else can I do with my Video?

We also offer an annual video hosting service from £99, which allows you to feature your video / videos on your website, powered by the Local Food Channel. We host the video on our broadcast servers, and give you a simple piece of html code to copy and paste into your existing website, where the videos will pop up and play. One of our team will talk you through the process.

We highly recommend that these videos, once produced, are placed on free video websites such as YouTube, Google Video etc, as they will increase your brands exposure.

Still have questions? Call us for a chat..