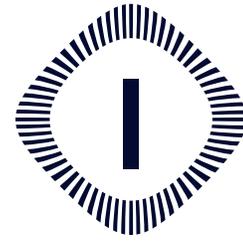


# BEYOND THE LENS

## The Essential Checklist for High-Impact Branded Videos

We designed this guide specifically to help you start mapping out your vision and prepare for your next project before you reach out to a production company. We hope these insights help you get a head start in streamlining your next production.



# IDEA GAMUT

### 1. PRODUCTION STYLE & CRAFTSMANSHIP

- **Visual Identity:** Does the production company's portfolio match the quality you require?
- **Cinema Standards:** Is the audio realistic and the visual composition cinematic?
- **Narrative Flow:** Does the storytelling have an easy-to-watch, seamless flow?

### 2. STRATEGY & VISION

- **Define the Purpose:** Are you driving sales, building authority, or connecting to community?
- **Target the Audience:** Who is the viewer and what is the intended takeaway?
- **Platform & Stage:** Will this launch on Social Media, Television, or at a Premiere?

### 3. INTERNAL LOGISTICS

- **Identify the Liaison:** Who on your team is the primary contact for feedback and approval?
- **Brand Assets:** Gather high-resolution logos, color palettes, and existing style guides.
- **Core Essentials:** List the locations, people, and values crucial to the story.
- **Company Resources:** Identify internal assets that may help streamline the production.

### 4. SCOPE & READINESS

- **Timeline:** Is there a specific date of completion and any critical filming windows?
- **Location:** Do you have a filming site, or will you require a cinematic location?
- **Budget Parameters:** Is there an intended investment range to guide the production estimate?
- **Deliverables:** Do you need a hero film, social chapters, or raw archives?

### RED FLAGS

- **The Generalist:** Avoid studios that lack a focus on high-end, specialized work.
- **Vague Estimates:** If the plan isn't clear, prepare for hidden fees or unforeseen costs.
- **No Heart:** If they talk more about cameras than your brand, keep looking.

### READY TO START?

We blend Hollywood craftsmanship with modern workflows to tell stories that matter.

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