

Trips And Trails Adventure Outfitting



Advertising Your Business

Eagle Video Productions

Advertising Your Business

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Showcasing Business

Advertising for your Business

Why not advertise your business on local television and radio? It's a dynamic way to attract new customers! And more sales means greater prosperity! If a picture says a thousand words, then a thirty second commercial says thousands of pictures at thirty frames a second. An image in motion creates momentum. Sight. Sound. Color. Motion. Television visually con-

veys your product or service, enhances your public image and is the most powerful form of communication with prospective customers.

From conception to broadcast we take a blank canvas and with the right paint and perfect brush strokes create your masterpiece. In case you are not completely familiar with the production process this overview will help define our concept to broadcast philosophy.

Preproduction: We start



with your thoughts and ideas. We discuss what you want to say and the best way to say it. We refine rough ideas into solid concepts. We clarify your vision into an effective spot. These concepts are the basis for the shooting script. The script will state all the critical details for the upcoming shoot.

Lights Camera Action

- Preproduction; we start with your thoughts and ideas.
- Production; lights camera action raw images are captured.
- Post Production; The raw footage is edited into sequence. Soundtrack, voice over are mixed and graphics applied.

Our Approach To Production

Audio as well as video elements are included. Next come the story boards so you can see a comic book type visualization of the script. Any major changes are made now, and the

script and storyboards re-done. This saves time, money, and headaches.

"Once the storyboards are finished it's as good as in the can." said the great film director Alfred Hitchcock.

With all the details planned out we are finally ready for production.



Production Day



Production: It's production day, the day the lights turn on, the cameras roll, and the action happens! Raw images are captured just as they are described in the script and storyboards. Everything runs smoothly because of good preproduction.



Applied. The finished product is the Master. Copies for distribution will be made from this master.

Post production: The rough footage is edited into sequence. The soundtrack and voice over are



Expedite The Sales Cycle With Video

Raw images are captured just as they are described in the script and storyboards. Everything runs smoothly because of good preproduction.

Video itself can expedite the sales cycle. We now live in the age of information at your fingertips with buyers and customers researching solutions online and using mobile devices to access quick answers to their questions. Simply put your buyers are influenced by video and sales and marketing needs to be using video to their advantage. The rapid growth of video technology in sales, marketing and CRM is on the rise and demonstrates how important video is to your content strategy. Just look at all the new video technology providers. The simple fact is that your potential customers are using video to evaluate people, products, services and companies. Proactive engagement is paramount.



Plan Your Own Production

Getting Started ;

Name of project, department, and contact for said project:

Estimated Running Time of final piece/pieces, how many pieces are being made:

Where will this video be shown? Presentation, Web, DVD, CD, Cable broadcast, etc.

What is the message

you are trying to communicate with this project? Sum it up into a single sentence.

What is the concept of your project? Please give as much detail as possible.

What are the goals or hopeful outcome of your project?

What is the action you are hoping the viewers

will take?

Have graphics, logos, print, copy, websites or other supporting elements that this video will work with already been created? If so, we need them. If not, will they be established at some point? Is the video a stand-alone piece?

Which of the following are needed to be created for this project?



Things To Consider

Script, video, stills, audio recordings, graphics, music, we-ready-images?

Do you plan to provide a script? If not, who can my team work with to better understand your concept and the key points that need commu-

nicated in the video? Is your communication method one or a combo of the following: Interview, voiceover, narration, graphics.

Who is your intended audience? Demographic?

What is the ideal completion date? Is there a deadline? When is the deadline?

Will actors, voiceover talent, or any special locations or items be needed for this project?

What is the concept of your project? Please give as much detail as possible.



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Showcasing Your Business with Photos & Video



“Show, Don’t Tell” is a literary technique through which a writer enables readers to experience a story through actions, thoughts, and feelings rather than words that directly spell out what’s going on. This concept is also an important one to keep in mind when creating videos.

We all know the old adage, “a picture is worth a thousand words.” With great images and video clips, we can bring your business to life.

Showcasing The Area From The Sky

How Drones Are Changing Tourism Marketing?

Drones represent a great marketing tool for the tourism industry, which has always been one of the quickest to adopt new technologies.

The ability to produce innovative and affordable aerial videos and photographs has been one of the primary reasons drones have created a stir in this industry.

Hospitality and travel marketers know this. Thanks to drones, they can now provide their target audience with innovative video content, showing a unique view of a resort, a tourist attraction or a destination.

Destinations have been quick to catch on to the trend, commissioning or producing videos that integrate aerial and ground shots to better showcase their amenities and surrounding attractions.



*Eagle Video Productions
Phantom 3 Drone*

The Eye In The Sky