



## OUR ROCKY BALBOA NARRATIVE ARC™

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*Created By: Ron Strobel, THE Steven Spielberg of Corporate Filmmaking*

Everyone in the Philadelphia Metro Area (and elsewhere) can relate to Rocky. His tough, driven, burning, thirsting, won't-be-denied attitude is similar to our devotion to the ultimate success of your corporate film. The basic procedures below are followed for every marketing video we produce. You are kept informed when we shift to a new category. The storyline in all great films follow an arc; think of the left half of a normal Bell Curve. It is this arc that people's emotions are drawn to. We have discovered how to create that arc to be able to accurately predict an audience's reaction to our productions. After all, we are in the AUDIENCE REACTION BUSINESS.

### **Pre-Production**

- Client makes contact with VideoNet
- Client is introduced to Our Risk-Reduction, Pre Production Questionnaire
- Face-to-face meeting with Ron Strobel or qualified VideoNet associate
- VideoNet team researches your competitors' current videos (if any)
- VideoNet team brainstorms potential ideas
- 6 decisions to wrestle with:
  - 1) Key objectives of the video
  - 2) Length of the video
  - 3) Uses for the video
  - 4) Style of the show
  - 5) Deadline date
- Approved budget
- Ron Strobel meets with client's sales team
- First draft script written, tweaked, then approved
- List of shots needed is created
- Camera format and screen size are selected
- Crew members and equipment are reserved
- Actors and voice-over talent or on-screen narrator are secured
- Shoot locations are chosen and scheduled

### **Production**

- Crew and auxiliary equipment arrive at location
- Actors arrive and handle wardrobe and make-up issues
- Releases handled
- Noise issues handled
- Props and other on-camera items prepared
- Lighting set and checked
- Production videotaping takes place
- Final shots are captured with room tone

- Raw footage labeled, fully secured and transported to editing facility

### **Post Production**

- Electronic version of company logo received from client
- Raw footage digitized into computer and color corrected
- Best takes rated via VideoNet clip rating system
- Senior editor puts footage in logical order
- Master editor decides on final arrangements and effects
- Narration recorded, any animation, effects, graphics, and logos added
- Non-copyrighted music selected and timed out
- Ron Strobel adds input and approves final version
- DVD hand-delivered to client for approval or improvements
- Client makes suggestions and then gives final approval

### **Multiple Uses**

- DVD Master made and delivered to client for disc and label art and duplication
- Production made into various files for web placement
- Production cut up into separate modules for web placements
- Production cut up into separate modules for PowerPoint presentations (if any)
- Ron Strobel will follow up in 6 and 24 months to review success of video
- Future tweaks and modifications are easily made, usually at no charge whatsoever

## **VideoNet, Inc.**

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