



# Tom Brown

For the best in independent schooling



## Create a promotional video for your school

Tom-Brown.com is more than just a targeted marketing platform for our partner school and colleges, it is also a full marketing resource including professional film production. Having a wealth of knowledge in media production, Tom-Brown.com is able to offer your school/college the ultimate platform to inspire students,

parents and feeder schools. By opening the doors to your school online via a Tom-Brown.com video, you can engage and educate parents while they are active in their education related research.

Tom-Brown.com's film crew are experts in producing promotional programmes for schools and colleges.

We understand your requirements and how best to get your message across. Tom-Brown.com video provides engagement and creates desire, and the production of high quality promotional filming for schools has proven extremely valuable to those schools that have experienced our work.

## Capture the essence of your school



All Tom-Brown.com film promotion shoots will use the latest techniques and technology available to British film makers. It is our aim to capture the true essence of your academic institution. Interview questions are geared towards a perfect overview of your school and what it offers students and parents alike. This is combined powerfully with emotive music and stunning photography. The promotional film of your school will comprise a sequence of shots and time-lapse footage depicting 'school life', including the exteriors of buildings, sports fields, interiors of drama studios, classrooms etc, which best represents your school's high quality and unique factors.

## Film pricing and specifications:

### File conversion

■ Conversion to Flash of delivered advert (30 seconds or less) Ready for web upload  
**£50.00 + VAT**

■ Edit clients' existing film stock from tape or DVD for use online  
**£350.00 + VAT per day**



In-depth insight aiding prospective parents into school life at Taunton School in Somerset, England

### Moving Pictures advert

#### Outline

■ A montage of photographs blended together to create an appealing advert  
**Price: £350.00 + VAT**

### Feature film style advert

#### Outline

■ This form of advert will be a filmed piece of either 10, 20 or 30 seconds in length and will be based on an agreed visual concept and story board. Following customer sign off of the concept, filming to outline the advertiser's brand, product or service and key USP (Unique Selling Point) will take place.

### Prices

■ 10 second advert – starting at  
**£1,000.00 + VAT & Travel**



■ 20 second advert– starting at  
**£1,300.00 +VAT & Travel**

■ 30 Second advert– starting at  
**£1,400.00 + VAT & Travel**  
See Taunton School as an example

The filming package will include footage shot with a jib and a track & dolly for extra gloss.

**Price: £1,000.00 +VAT & Travel**

*T&C's apply*

**To discuss all marketing opportunities for your school please contact:**

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