


Joshua Poole

Pre Production Management: Work Based Learning.

Burlingtons Hair Salon Promotional Video.

Initial Client Contact.

Joshua Poole Sent - iCloud 15 October 2018 at 12:37 

Seeking client for promotional video opportunity

To: Vicky Wilson

Hi Vicky and Jason,


I hope you're both doing well, I'm reaching out to you as I'm in my second year of university and looking for a client who would benefit from having a video produced for their business either to promote their brand, promote a product or even an internal corporate video for training purposes.

As you're aware, more and more clients take to Facebook to look for a new hairdressers or salon. Promotional videos are an excellent way to reach out to them. Instead of having to read long winded information on a website, a video can quickly and interestingly get across your message whilst feeling more personal. This can also contribute to the share-ability factor of a video. Along with social media, clients can like, comment or share your content which then causes it to appear on other potential customers timelines. This is a form of viral marketing which is key to business growth.

After looking on your Facebook page I have noticed that you have a lot of promotional videos for products and but not necessarily the services you provide. Just as an idea we could promote your salon by showing the process of a service; either a colour change or a cut as an example. This would make it more interesting visually and add a different take on how to promote you as a professional, stylish, on trend and award winning salon.

If this sounds like something you would be interested in, I would love to hear from you and meet you both in person to discuss any ideas you may already have.

Joshua Poole
RUKI Productions
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+44 7366 387047

☆ **Joshua Poole** 17 October 2018 at 12:29 

Re: Seeking client for promotional video opportunity

To: Vicky Wilson

I am available next Monday, Tuesday and Wednesday evening, anytime after 4:00pm

On 16 Oct 2018, at 06:52, Vicky Wilson <vicky@burlingtonshair.co.uk> wrote:

Morning Josh


Thanks for your email.

Jason and I are interested in seeing what you could do for us. An evening would probably be better to meet. When are you available over the coming weeks?

Vicky

Vicky Wilson
BURLINGTONS Hair Salon
'Your Hair Our Passion'
(01246) 540111
www.burlingtonshair.co.uk

[See More from Joshua Poole](#)

☆ **Joshua Poole** 22 October 2018 at 10:17 

Re: Seeking client for promotional video opportunity

To: Vicky Wilson

Hi Vicky,

Yes that would be perfect, I will let you know a more accurate time nearer to next week.

Josh

On 21 Oct 2018, at 18:47, Vicky Wilson <vicky@burlingtonshair.co.uk> wrote:

Hi Josh

Could you do October 31st after 4pm?

Vic

Vicky Wilson
BURLINGTONS Hair Salon
'Your Hair Our Passion'
(01246) 540111
www.burlingtonshair.co.uk

[See More from Joshua Poole](#)

Client Meeting.

After receiving this email I decided to arrange a client meeting for 31st October 2018 to get the ball rolling with the client. I wrote a list of questions I wanted to cover so that I get the relevant information from my client, so that I can go back and think about ideas.

- How would you describe your company's brand image?
- Upon completion of the video, where would you be putting the video (social media and website)?
- What age demographic would you say your clients sit into, and would you say both male and female?
- What key aspects of the salon would you like me to focus the video around?
- How long would you like the video to be? (60-90 seconds usual)
- How would you like the video to be sent to? (Dropbox/ in person)

Notes from Meeting.

31st October 2018 16:00

*Burlington's Hair Salon,
18 Burlington St,
Chesterfield, S40 1RR*

The company wants to be perceived as a high-end salon. They are a very modern salon yet comfortable which you could see with their furnishings as well as the stylist's uniforms. The clients which walk through their doors range from young people to OAP's but if they were to address a particular demographic with their video, they would like to hit the 25-55 year old age range. They have a mixed male and female clientele but mostly females as they offer more female services such as makeup and nail services, this is what they wanted to aim their video on (the services they provide). They are also great partners with big brands such as Wella, GHD and System Professional, the client wanted to hint at this within their video also.

In terms of more information about the video, they were unsure about the length as they hadn't had anything like this done for themselves before, as the 'professional' I advised a 60 – 90 second video as it would be short enough to put on social media without losing audience attention. The last question was distribution and the arrangements were to be decided closer to the completion, however I did advice either a Dropbox link or to be delivered in person via memory stick.

Proposal and Response Brief.

Research.

Before the client meeting I was researching into current content out there on Youtube to get inspiration. I liked the idea of using a lot of slow motion within the video as it gave a feel of a higher production value and higher quality of content.

Yogi Wojciech Hair Design | PROMO VIDEO
<https://youtu.be/qjE3YAkfH98>

This particular video has inspired me to use slow motion within my own client video as it gives a sense of a much higher production value. Also in this video I have had inspiration with using Burlington's huge windows as it is an interesting object to capture and gives the audience an idea of the interior of the salon, therefore demonstrating the atmosphere.

Kostic Hair Studio Make Up Promo Video | Goran Vujić Videography
<https://www.youtube.com/watch?v=AaDr2ZMttF8>

This video inspired me with the editing style, I liked the way that the video cut to the music at is gives a more contemporary look to the video. This editing style combined with the slow motion would be a good overall look to go for, for the type of video I want to produce.

Homey Barbershop Promo Video
<https://www.youtube.com/watch?v=S2j6nI-MXYc>

This video has a good colour grade which I would like to replicate in my own client video. I like the low contrasting, washed out look. I feel like this would look good using the footage I take at the salon as long as the shots are exposed correctly.

The Introduction

This video is a promotional video for Burlington's Hair Salon produced by RUKI Productions. The start of the production was the 1st November 2018 and there is no deadline from the client however I aim to finish this project by the 3rd May 2019. There is only myself involved with the project I will be doing all the planning, production and editing work.

Client Response Brief.



The Brief

As discussed at the initial client meeting with Jason Wilson on the 31st of October 2018, your company: 'Burlingtons Hair Salon', would like a 60" to 90" promotional video to use on your website and social media page. The objective of the video is to promote and reflect that you are a high end, stylish and classy business and have a close relationship with brands such as GHD, Wella and System Professional. In the video, you would also like to include a range of services you provide to your customers such as makeovers, colouring and cuts. The video is to be aimed to gain brand awareness towards the 25-55 age demographic, appealing to both male and female customers.

Target Audience

In the meeting we discussed how your clients have a wide age range ranging from children to elderly people, however you wanted to focus the video on the 25-55 age demographic as they are the most regular clientele you have visiting the salon. The aim of the video is to appeal to the chosen audience age range, to gain more custom through demonstrating the type of business you are and the services you provide and sticking with the correct tone and style.

Distribution

Due to the intentions of the video being published on your website and social media the format of the video will be a H.264 file, this will allow you to easily distribute the video wherever you may need it. There will be one final edit sent to you via a Dropbox link or SD card, which ever is more convenient at the time of completion. In addition, any individual footage will be available on request.

Considerations

- > I would like the high resolution files of your logos, to be included in the video.
- > Filming of the video is suggested to start around January time due to the timescale and current time of year, considering Christmas decorations and avoiding dating the video to allow it to be more generalisable and appropriate for publishing on your website.
- > I would like to film on both a busy day and a quiet day (2 days of filming if possible), to get both the atmosphere and the important close up shots without being a health and safety risk to your customers.
- > If possible, permission to film customers and staff would make the filming process a lot smoother, if any specific customers would like to be filmed this would be great for the close up shots. In respect, any customers not wishing to be filmed then I will need to be informed on the day of filming.

Ideas

The primary message of the video is to show how you set yourself aside from other salons in the area, showing reasons why Burlingtons should be everybody's first choice.

Incorporated in the video I wish to include shots which show the services Burlington's provide, this may include shots of blow drying, cutting hair, colouring and washing. With possible shots of the makeup services also available, we can ensure that the target audience are also informed that Burlington's don't just do hair. I plan to use a lot of slow motion and close up shots throughout the video especially demonstrating these services. To also give the video contrast, I would like to include interior shots of certain interesting objects around the salon such as signs and feature

walls to demonstrate the atmosphere of the salon. Without over complicating the video, I plan to also include some shots of the products you sell by the 3 brands GHD, Wella and System Professional. However, I feel like this would not be the main selling point of this video and therefore I would rather only touch upon them instead of trying to bombard the audience with lots of information. This is able to change if you think that including the products would be more beneficial to the video.

Below I have provided links to videos which have currently been considered during the idea process to set the style of tone of your salon's video.

<https://youtu.be/qjE3YAkfH98>
<https://youtu.be/AaDr2ZMttF8>
<https://youtu.be/S2j6nl-MXYc>

Audio

Throughout the video I plan to concentrate on the visuals more than the audio, this means that audio from the film footage is not going to be used in the final project. This is particularly important to note to customers who don't want their voice being recorded on camera.

Music is going to be very important in maintaining the style and tone of the video. After completion of the editing process a selection of music can be provided to pick from to complete the overall project. I can also provide multiple versions of the video with different music pieces. Please note that any music suggestions for the video **must be** royalty free.

Agreements and Permissions.

On the days of the shoots I will ask permission by the salon's clients whether or not I can film them. As the salon is busy and clients are constantly coming in and out it is hard to get written permission.

In terms of music, I will be using royalty free music from YouTube.

Shot Lists, Shooting Schedule & Storyboards.

Shotlist.

Before the production day I have set out some shots that I hope to capture. I knew that customers will come in and out all the time so I have to be flexible and be on my feet with shots.

Shot List

- **(Important shot)** symmetrical moving shot. Hair dressers either side as camera pushes in through middle (25mm lens)
- Close up of hair cutting as hair flicks out of frame
- Close up of decorations on walls (e.g. Burlingtons sign)
- Medium shots of clients having their hair washed
- Close up of colouring client's hair
- Medium shots of objects of interest around the building
- Movement shot of huge windows, pulling out to reveal customers
- Medium shot of products available

Using the Sony A7III, I want to capture 90% of the footage in slow motion as I discussed in my client brief. Most of the shots hopefully will be possible, however I am confident that there will be enough going on, on the busier day to get alternative or surplus amounts of shots.

Shooting Schedule.

Day 1 (Midweek):

The first day of filming will be a quiet day in the salon. This is reserved for shots which require staging or need extra space. The following shots are planned to be filmed on this day:

- Close up of decorations on walls (e.g. Burlingtons sign)
- Medium shots of objects of interest around the building
- Movement shot of huge windows, pulling out to reveal customers
- Symmetrical moving shot. Hair dressers either side as camera pushes in through middle
- Medium shot of products available

Day 2 (Friday):

The second day of filming will be a much busier day in the salon, more going on, more clients. Perfect for capturing the atmosphere of the salon. On this day I want to be able to capture shots with clients such as close ups of the services. The following shots are planned to be filmed on this day:

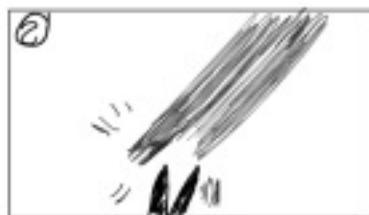
- Medium shots of clients having their hair washed
- Close up of colouring client's hair
- Close up of hair cutting as hair flicks out of frame

This day in particular is a good opportunity to get surplus amounts of footage incase other shots that were planned aren't plausible or don't work out.

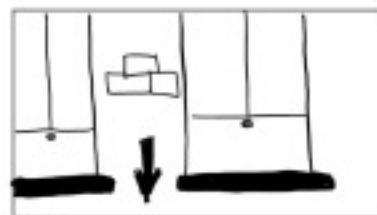
Temporary Storyboards.



Needs to be Symmetrical for logo.



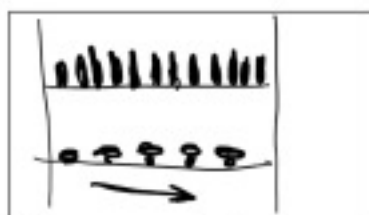
Close up of hair Cut.



Pull out from Windows to reveal Stylists.



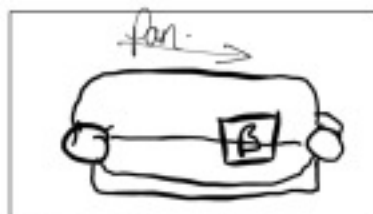
Panning Shots of decorations



Close up of Products



Medium Close up of hair wash.



medium Close up of furniture.



Close up of Stylist



BURLINGTON Hair Salon