



BEYOND THE PINES PRODUCTIONS

PURPOSE

Please fill out this form to help us best serve you & prepare to start your journey. Here at Beyond the Pines Productions, we like to get to know you and your needs so we can provide a tailor-made experience for you and your vision.

LOCATION

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CONTACT

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How much does a video cost?

This can be gauged on the degree of difficulty and time it takes to create a video. This is based on the varying factors, variables, and needs within the following services: discovery, pre-production, production, and post-production.

What variables lie within each service that you offer?

Variables include creative/intellectual property (an idea or concept); development of a script, outline, or any written work that explains the process necessary for an idea or concept; locations; props; wardrobe; production set pieces; crew; equipment; number of days needed for filming; licensing; music; sound engineering; food; accommodations; travel; etc.

Why do you charge for discovery/ consultation on a project & what types of projects require this service?

Each concept or idea is unique and original to the client and is considered intellectual property of the producer and its production company. These ideas and concepts are a part of the service that Beyond the Pines Productions offers to its clients and is considered the inception point which ultimately leads to the final product.

Projects that can include this service: commercials, social media videos, films (short or feature length), music videos, internal videos, training videos/tutorials, commercial photography, product photography, and marketing plans. There may be more services that include the discovery process since everyone has different wants and needs for their project.

Could you provide price ranges for some of the common services that you offer along with visual representations of those services?

Small business or social media commercials may range anywhere from 4k to 40k and more for production only. This range doesn't include discovery, development, pre-production, post-production, marketing, etc. This broad range is based on all the aforementioned variables listed in the "What variables lie within each service that you offer?" response above in this Q&A. Here's an example of a [small business commercial](#) along with an example of a [social media video](#).

What's the difference between a small business social media video and small business commercial?

The major differences lie within distribution. Is the video going to be on national television or is it going to be used for internet advertising? Another question that is important to ask: Is Beyond the Pines developing a story for the client, or is BTPP only using concept and direction provided by the client?



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What are your prices/rates based on and why? Hourly, or daily? Also, are there any exceptions or price breaks?

All of our rates are based (except video editing revisions) on day rates. Our team cannot book any other work that day. Because of this, day rates are considered the only source of income for the day for the Beyond the Pines Productions and its employees. Our only exceptions are productions 1-2 hours or less. These 1-2 hours would have to include the time it takes to load in equipment, scout a location, set up equipment, finish shooting, and break down/clean up.

Why don't you have price packages for video production as a whole?

Each project is unique and includes its own set of variables.

What services do you offer price packages for?

We offer price packages to clients that are in need of monthly recurring services (retainer packages).

I do not see any examples of my business or concept that I wish to have produced by your company. How can I know your company can successfully produce my project for my business?

Our technique of video production is derived from a format that's industry-standard and time-tested. The idea of recording b-roll in conjunction with music, dialogue, and sound effects dates back to the early 1900's. We can assure you that our technique and format of producing content or stories comes with proper procedures and successful execution when you or your company selects the following services: discovery, development, pre-production, production, and post-production.

What is b-roll?

B-roll is alternate or secondary footage, often used as cutaway footage, to provide visual interest and context. B-roll may help tell your story, increase clarity, add emotional value, or generally increase engagement.

What is your cancellation policy?

See our cancellation policy [here](#).



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I've heard that resolution makes a video high-quality. Resolution is important, right? What else makes a video high-quality?

While we regularly shoot in 6k (ultra high resolution) this is not the only thing that makes a video high-quality. Elements like effective, professional lighting, skilled editing, gifted talent, experienced crew, depth of field, creative concept design, smooth animation, among many other things, all must marry together to create a high-quality video. And that's what we do here at Beyond the Pines!

What's the difference between content and story? How does it apply to today?

Content marketing refers to the practice of publishing educational and promotional content for your prospects and customers. With content marketing, brands become publishers, creating content around topics they know their audiences will be interested in. Brand storytelling, on the other hand, is a broader category. It refers to every message your brand sends out, whether intentionally or unintentionally through narrative.

What's the difference between a videographer and a B2B production company? where are they applicable?

When you work with a videographer, you have a camera and a professional that will capture visuals and will need you to provide other elements. A B2B production company like Beyond the Pines will provide a videographer, audio capture, a crew, talent, support, and more to complete your project in its entirety.

Why is it important to invest in quality audio?

Audio is half of the content of a video. Without audio, there's no narration to explain the action, environmental sound that makes it feel genuine, surrounding context, and more. Without quality audio, even the most high-quality visuals can feel cheap or incomplete.

Why should I pay for video or photo licensing?

This is a high-quality option to stay within budget. Stock footage is great for general b-roll and the editing team can give you an accurate idea of the final product.

Could you explain your discovery process?

This process will be used as a tool to bring together company stakeholders of the client and our video production team to discuss the purpose, strategy, and goals for the video project. This may include vision, budget expectations, process, and execution/intention of final products. This is the stage where communicating aspects like branding, target audience, budget/scope, and the tone/feel of the piece is welcomed and encouraged.



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What makes a great video?

A great video relies directly on its production value. This includes: camera work, lighting, sound, scenery, props, talent/actors/actresses, art, animation, equipment, motion design, writing, concept work, and idea development.

How many crew members are needed for a video production? why is it important to have more than one person produce our project?

Each project is different and therefore has different needs. For example, a large moving project with lots of action may require a few people to be on camera team rather than just one videographer. A project with lots of moving production pieces, locations, and/or logistical elements may require a production assistant. In this way, there is wiggle room for the size of each crew. Video production should work like a well-oiled machine. The bigger the machine, the more tools and elbow grease it needs to make the machine run smoothly. Our professionals' skills are a well-stocked toolbox and our creative team supplies the grease that keeps the project going. On the other hand, when only one person must handle everything, much can be overlooked or become unpolished. But when you have a team like Beyond the Pines on the job, every piece comes out tailor-made to your vision.

Why is it important to have motion/graphic design in my videos?

Motion design, like moving titles, animation, etc., adds interest to what may otherwise be still moments, making your video more professional, polished, and engaging to your viewers.

When and why is it appropriate to use an animated explainer video?

Without motion, explainer videos can seem dense and hard to follow for viewers. With motion, not only will viewers' attentions be captured but the action can be more clear and understandable.

Why should I have your composer create an original soundtrack for our video versus using royalty free/licensed music?

Having an original score not only makes your project more unique, it also raises the overall quality and may strike a chord with your viewers. An originally-composed soundtrack can make your video more memorable and/or more closely capture the mood and action of your project.



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Do you offer photography services, if so what kind?

We offer commercial photography as an add-on or as a stand-alone service. This can include product, lifestyle, and events. A corporate head shot "booth" can also be included as an add-on to any corporate event production. Corporate headshots and portraits can also be included as add-ons.

Why do I need a producer from your company to aid me with the production of my video or photos?

Producers act as the organizer of all the moving pieces needed for your video as well as the mediator/communicator between you, your company, and the experts needed to perfectly execute your project. It's imperative to have a professional familiar with the equipment being used, in-house processes, schedule necessary, and more to make sure your project is completed as smoothly, professionally, and punctually as possible.

What's the best way to receive a quote?

It's easy as "3, 2, 1, action!" Fill out our production questionnaire [here!](#)