

BizCeeVeeTV – CLIENT PRODUCTION INSTRUCTION

Client CONTACT NAME(S)	
Contacts Phone Number(s)	
EMAIL ID	
BUSINESS NAME and ADDRESS	
Business Phone Number(s)	
Website URL	
Facebook Page ID	

BizCeeVeeTV THEME – TEXTING EXCHANGE – CHOOSE OPTIONS			
Standard CLIP MP4 30secs	EXTRA - FB COVER VIDEO	EXTRA – Client IMAGES (3)	TOTAL PROJECT COST
£110.00 <input checked="" type="checkbox"/> <small>(all prices are plus VAT)</small>	£45.00 circle choice <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	£55.00 circle choice <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	£ _____ <small>(all prices are plus VAT)</small>

***Payment in full is required when PRODUCTION is notified as COMPLETE and before release of the FILM to Client.
You will be sent a PREVIEW link to view your film, once payment is received we will send your actual film(s) digitally.***

Client PURCHASE ORDER Ref: <small>(if required)</small>		PO Date:	
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ACTION CHECKLIST (please TICK each relevant box)

- We will need **YOUR LOGO** (ideally in more than one format, ideally including one with **TRANSPARENT** background)
- For the FILM OUTRO we will need your **STRAPLINE** (i.e. “you will be glad you found us”) if you have one
- OVERLEAF please complete the **TEXTING exchange flow** with comments (**note the MAX chars** for each post)
- EACH text exchange forms a **PAIR**, and each **SET** can have **TWO PAIRS**
- The **FULL** clip can have **UP TO 5 SETS** in total, but FEWER is fine. **EACH SET** occupies approx **10 secs** of film
- The FEWER the sets the shorter the overall film will be
- IF you have elected for the **CLIENT IMAGES** option (**£55**) you need to **provide UP TO 3 Photos** (each one adds 6 secs)
- IF you have elected for the **Facebook COVER VIDEO** (**£45**) you will **GET TWO FILMS**, the second is **OPTIMISED for FB**

TEXTING FLOW CONTENT (Note: WE will adjust the FILM scenes to reflect the FEMALE/MALE aspects)

SET 1	POSTERS NAME	POST MESSAGE/RESPONSE	SIZE
1			Max 45 char
2			Max 30 char
3			Max 45 char
4			Max 30 char

SET 2	POSTERS NAME	POST MESSAGE/RESPONSE	SIZE
5			Max 45 char
6			Max 30 char
7			Max 45 char
8			Max 30 char

SET 3	POSTERS NAME	POST MESSAGE/RESPONSE	SIZE
9			Max 45 char
10			Max 30 char
11			Max 45 char
12			Max 30 char

SET 4	POSTERS NAME	POST MESSAGE/RESPONSE	SIZE
13			Max 45 char
14			Max 30 char
15			Max 45 char
16			Max 30 char

SET 5	POSTERS NAME	POST MESSAGE/RESPONSE	SIZE
17			Max 45 char
18			Max 30 char
19			Max 45 char
20			Max 30 char

TEXTING THEME - GENERAL NOTES

This innovative THEME has been **created by BizCeeVeeTV** in such a manner that will allow its use across **ALL sizes** of business, in **ALL sectors**, professions or trades, in **ALL areas** of the UK. We can deliver this service remotely.

We have a **LIBRARY of more than 40 film clips** of female and male multi-ethnic people(s) creating or responding to a TEXT MESSAGE. So we can mix and match the film clips to play out to portray lots of scenarios.

SO the concept is quite simple. Person A has just moved house (or is about to move, or ?) and is in need of a local SERVICE, which could be ANY SERVICE (Garage, Landscaping, Estate Agent, Solicitor, Accountant, Hairdresser).

The **SAMPLER clip shown HERE** on Youtube portrays someone in need of a **DENTIST**, from which you will get the idea of the TEXTING THEME <https://youtu.be/tHfvmByvLDU>

You may want to use the clip on **YOUR WEBSITE**, and/or more likely on **YOUR FACEBOOK** page, and maybe use a FB POST to create an AD which you want the LOCAL COMMUNITY to see. Facebook, and other social platforms, allow you to do such promotion quite cheaply, and WILL result in potential NEW CUSTOMERS finding you.

This **next SAMPLER clip** on Youtube shows the SAME film as above, BUT this version has been **OPTIMISED** to the correct FB dimensions when used as a FB COVER VIDEO (this is an optional extra service – see page 1) <https://youtu.be/WmgAxD37Y8g> .

FB COVER is a wide and narrow format, so the “frame” is widened and contains the business ID and coverage area.

You can also view each of these on our own website www.bizceeveetv.com/texting.html .

HERE COMES THE GOOD NEWS !!

We will only deal with **ONE sector supplier** (i.e. ONE Dentist) in **any ONE TOWN** – so if YOU engage us to provide YOUR promo theme film based on this style, you will NOT see 10 other Dentists in your town doing the same thing with us. YOU will get **EXCLUSIVE usage of this THEME in YOUR TOWN in YOUR SECTOR**.

For example, if we provide this service to BLOGGS DENTISTS in LICHFIELD, we will not engage with any other Dentist practices in Lichfield. We WILL engage with many **OTHER sector suppliers** in Lichfield, but for the “sector” Dentists, ONLY with BLOGGS DENTISTS. (For larger CITIES, we will allow up to THREE suppliers per City). Just to confuse matters, for this purpose **Lichfield is regarded as a TOWN**, although technically because it has a Cathedral it is mapped as a City. Lichfield is NOT a City !!!

SO – whatever **YOUR** business does, wherever you do it, the TEXT FLOW can be constructed towards your SECTOR very easily. IF your business spans several Towns, for a small additional cost you can secure exclusive coverage of multiple towns up to 6 towns – you may cover Lichfield AND Tamworth for example - **talk to us to discuss if relevant**.

COSTS - £110.00 for the standard service film (**70secs**). The standard film will include YOUR LOGO, YOUR STRAPLINE MESSAGE, and YOUR CONTACT DETAILS. **Add another £55.00** cost if you want to ADD up to 3 images portraying YOUR business activities (**90secs**). **Add another £45.00** cost if you want us to provide a SECOND version of the film optimized for usage as a Facebook COVER VIDEO. (*All pricing is plus VAT*).

Please SCAN or take a phone PHOTO of the completed form, and send by EMAIL or POST to the addresses below.

EMAIL: john.walsh@BizCeeVeeTV.com (use SUBJECT LINE **“TEXTING THEME CONTENT – YourBizName”**)

POSTAL: John Walsh BizCeeVeeTV, 1 Smyth Flats, St Johns Street, Lichfield, STAFFS WS13 6PB 07831 599100