

# LA Media Supporting Scottish Start-Ups

When it comes to video, all too often a new business assumes that quality and price are linked. They may feel that they don't have the funds required to get a professional video of their business made at the start-up stage.

But why do you need a video? - By incorporating visual video assets into your social media content plan, you can significantly increase your online brand presence, communicate more effectively with your customers and drive sales conversions.

To help start-ups get noticed, LA Media offers - exclusively to new small startup companies - a high-quality video package at a start-up price!

## Case-Study - Lee Mitchell Hairdressing

The Client - Lee Mitchell is one of Edinburgh's top hair stylists. Recently she decided it was time for her to strike out on her own and set up her own salon. Like all new start-ups, Lee had many business areas to which she had already committed to investing her finance. However, Lee understood the importance of having a good visual marketing asset such as a video as part of her overall marketing strategy. With all her commitments - both timewise and financial - she felt that it would simply be out of her current budget to make a high-quality marketing video.



LA Media's Role - LA Media is a company committed to supporting Scottish start-up business by sharing our skill set, knowledge and equipment to help these businesses get their

message out there. We understand how hard it can be in those first months to ensure you have the right exposure and clear effective communication with your target audience. We also know how vital a good video is to achieve that goal.

LA Media sat down with Lee to discuss the creative treatment she was looking for and at a price right for her budget. By the end of the consultation, it was agreed that LA Media would deliver a fully edited video, complete with voice over, graphics and a unique music track to support the video.



One size doesn't fit everyone, as an experience production company with over 15 years' experience we understand that better than most. Video price is, of course, subject to client confidentiality but we are able to say that it ensured Lee could readily go forward with the project.

Filming on Location - LA Media arrived early and pre-rigged cameras, lighting and sound at the back of their production vehicle. This was done so that when Lee arrived we were ready to shoot and thus able to film her opening her shop for business. Our team ensured that there was no waiting around for Lee and her friends, who acted as models for the shoot. We successfully reduced the production footprint within Lee's premises by keeping all our equipment boxes in our vehicle.

For this project, we used a two-man team made up of director Justin Adams and camera operator Andrew Glen. The sound was recorded via a boom-mic fed to our TASCAM recorder and vision was shot using our range of Canon prime lenses mounted on our Panasonic GH4 via a Meta-bones speed-booster.



*Lee had arranged for her long-time friend and colleague Gillian Petrie, trainee Emily Costa Da Silva and some of her customers/friends to come into the salon to take part in the video.*

It was a short, fun day lasting only around 4 hours. Lee was on hand on the shoot to ensure that we captured and covered exactly what she wanted.

The editing was quick and Lee was delighted when she saw the final product. She was also very pleased with the result it returned for her. On the afternoon Lee posted the video on her Facebook page she achieved over 5000 hits, not a bad result for a start-up business.

LA Media are keen to support new start-ups like yours. We want to help get your message out there.

If you are just starting out on your business journey why not give us a call? Don't be shy!

LA Media is a friendly, knowledgeable team of creatives and we will always do our best to make your video a reality.