



*A unique community,
a seamless process...*

**A proposal for the
concept, scripting, and production
of
3x Video Inserts
for the
Safari 365 Members Area**





Brand Analysis

Brand Position

- upper middle income and above
- local company, global presence
- small company, big heart
- best rate value
- Members Club exclusivity
- broad offering

Brand Values

- customer is core of the experience
- personal attention
- match customer to offering
- value for money
- safety
- support local societies/cultures

Brand Strengths

- local knowledge
- preferential partners
- variety
- 40% repeat / referral custom
- ease of use
- strong consultant communication
- Members Club

Brand Challenges

- crowded market
- differentiation
- brand presence
- creating exclusivity
- drop off post quote (65%)
- standardising brand across platforms

Brand Offering

- specific destinations, customised experiences, curated tours
- individuals, couples, family / large groups
- multi-lingual client interface
- intimate local knowledge / personal suggestions
- preferential partner relationships
- variety of experience with cost leverage
- 24 hour consultant stand-by
- on tour portfolio and picture book

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Rationale

What is it to be a member of a club?

A sense of belonging, a feeling of being taken care of, an understanding that, in some way, we are unique and special. These combine to create the most important quality – a recognition that we are part of a community.

Being part of a community makes us feel safe. We know that there are others who have gone before us, and that with us on our current journey are friends who are there to help, to guide and to share the experiences we are having.

At the heart of the Safari 365 community are the 20 travel experts. These are the first guides that the client will meet. They are responsible for translating the clients expectations, desires and dreams into the reality of their experiences on holiday. They are the most informed members of the community, and the client will come to them directly throughout the journey for guidance. At the end of the journey, they are the people who share and celebrate the success of the client experience. Having them as integral parts of the Members Club look and feel is critical to the personalisation of the Safari 365 community and the sale of the products.

The client needs to see that the dream can become a reality. As the client makes decisions and receives quotations for their journey they will want the assurance that Safari 365 is the company that can provide them with personal, bespoke itineraries that offer them some of the best that the continent can offer at excellent rates. Nothing sells that assurance like seeing previous members having a similar experience and sharing their positive journey with the client. This is also the opportunity to explore other Members' more exclusive experiences – the local secrets that only Safari 365 consultants have access to or know about. This affirms the client pleasure and satisfaction at joining the Safari 365 community.

Finally the client settles on a choice and so becomes a life-long member of the club. As they receive the documentation and details of their holiday, they are filled with a sense of anticipation. Like a welcomed guest they know that now they can relax completely and enjoy their experience. They are guided through the booking information that has been sent and the details they will need to keep in mind (don't forget your camera/binoculars/toothbrush!) as they prepare to travel. This connection before they travel helps to re-assure them of their choice and gives them a final sense of belonging to a community that cares for them well beyond the payment stage. They are satisfied and prepared.

The three distinct phases give us the tone and focus of the 3 inserts. Tone and focus is guided by the use of staff interaction, client endorsement, graphics and visuals. To differentiate from the competition it is very important to be specific around these. Visuals in particular can be used to highlight the emotional experience when matched with script points. In essence we let the animals and their activity 'speak' to the point, sometimes playing with humour, sometimes showing majestic grandeur, sometimes revealing quiet intimacy.

The videos taken together give us the brand entirety; a credible local company with global reach, able to create individual, broad optioned, charismatic experiences through an accessible and secure booking process, guided and supported by informed, attentive agents.

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Implementation

1. Confirmation of proposal, acceptance of quotation
2. Viewing of current available footage
 - approximately 2 days viewing and logging
 - Adam and Luke and/or other Safari 365 staff
3. Broad A/V scripting of 3 x 60' videos
 - 2 days
 - Adam (Marcus et al to approve)
4. Scripting questions for staff on-camera interviews / commentary
 - ½ day
 - Adam, Heather (Marcus et al to approve)
5. Scripting V/O for videos
 - 2 days
 - Adam, Heather (Marcus et al to approve)
6. Location scouting / Studio set-up (in-house)
 - 2 days
 - Adam and Luke
7. Shooting staff on-camera interviews / commentary
 - 2 days
 - Adam, Marcus, Luke, staff members as required.
8. Editing 3 x 60' videos
 - 7 days
 - Adam, Luke (Marcus et al to approve)
9. Recording and syncing V/O to videos
 - ½ day
 - Adam, V/O artist, Marcus, Luke (post-sync)
10. Final graphics, grading, formatting and delivery
 - 2 days
 - Adam, Luke (Marcus et al to sign off)

TOTAL DAYS: 20

NOTES:

- Not included here is the possible new footage from 'out in the field', as this can be added during process as/when it comes through and doesn't directly involve ANP time.





Quotation

ITEM	RATE	DAYS	MARKUP ¹	SUBTOTAL
Viewing and logging	R 2,000.00	2	-	R 4,000.00
A/V scripting	R 2,000.00	2	-	R 4,000.00
Interview and V/O scripting	R 2,000.00	2.5	-	R 5,000.00
Consumables	R 500.00	-	R100.00	R 600.00
Location scout / Studio set-up	R 2,000.00	2	-	R 4,000.00
Equipment ²	R 3,000.00	1	R 600.00	R 3,600.00
Make-up artist ³	R 3,000.00	2	R1,200.00	R 7,200.00
Shoot	R 3,000.00	2	-	R 6,000.00
Insurance ⁴	R 550.00	-	-	R 550.00
Editing	R 3,000.00	7	-	R 21,000.00
V/O artist ⁵	R 3,100.00	-	R 620.00	R 3,720.00
V/O studio hire (estimate)	R 2,500.00	-	R 500.00	R 3,000.00
Final grade and delivery	R 2,000.00	2	-	R 4,000.00
			TOTAL	R 66,670.00

Notes:

¹ Mark-up is applied to materials, studio, equipment and non-production crew at industry standard 20%.

(includes cost of purchase/hire fee)

² Equipment anticipates the potential need for audio recording, lighting or studio requirements.

³ Make-up artist is necessary for the staff on-camera recording

⁴ Insurance at 5% covers equipment, personnel on location / in-studio, and rental equipment

⁵ V/O artist fee for up to 3 minutes of recorded material for 6 months usage.

- further recorded time charged as per PMA rate card (R915 per 5 mins recorded or part thereof)
- further usage charged as per PMA rate of 50% of fee per 6 month period.

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TERMS AND CONDITIONS

1. QUOTES

- 1.1 This quote is valid and open for acceptance for a period of thirty days from the date of the quote, after which it is subject to variation

2. NON VARIATION

- 2.1 Any variation of the following terms and conditions will only be of force and effect if reduced to writing and signed by both parties.

3. OWNERSHIP

- 3.1 Unless specified in writing to the contrary at briefing stage, all props and wardrobe remain the property of the producer

4. TERMS of PAYMENT

- 4.1 The first 50% of the agreed price is payable in ZAR'S upon confirmation. Non-payment within the stipulated time period constitutes a material breach which will entitle the producer to cancel the contract.
- 4.2 50% is payable on material hand-over in ZAR'S
- 4.3 Any extra costs agree to shall be paid on the same basis as set out in 4.2 above.
- 4.5 "Weather day / Film Abandonment costs" which arise as a result of the interruption of a scheduled shoot are payable in addition to the quoted price as follows:
 - 4.5.1. 90% of invoice costs immediately payable.
 - 4.5.2. the outstanding balance adjusted in accordance with the insurance assessor's determination is to be paid on presentation of the invoice as in 4.5.1 above.

5. CANCELLATION / POSTPONEMENT

- 5.1 If the agency causes the production to be cancelled or postponed less than 21 and not less than 7 days prior to the scheduled shoot date, it shall be liable for and pay the following:
 - 5.1.1 100% of the producer's actual expenses incurred prior to notice of cancellation / postponement; plus
 - 5.1.2 50% of the quoted mark-up there-on; plus
 - 5.1.3 25% of the producer's quoted director, producer and production management fees.
- 5.2. If the agency causes the production to be cancelled or postponed less than 7 days prior to the scheduled shoot date it shall be liable for and pay the following:
 - 5.2.1 100% of the producer's actual expenses incurred prior to notice of cancellation / postponement; plus
 - 5.2.2 100% of the mark-up on all items in the quote except for post-production, stock and processing and insurance; plus
 - 5.2.3 100% of the producer's quoted producer and production personnel fees.

6. INSURANCE

- 6.1 The agency shall insure against the following risks, in respect of which the amount of cover shall be at least the recommended minimum as laid down per the TV Commercial Procedures Guide published on behalf of the Association of Advertising:
 - weather;
 - agency's personnel present on shoot;
 - cancellation of production at instigation of the agency;
 - products supplied by the agency.
- 6.2 The producer shall insure against the following:
 - cancellation of the production at the instigation of the producer;
 - producer's personnel including non-appearance of key personnel;
 - settings and props acquired by the producer;
 - locations (third party public liability);
 - all equipment;

7. ALL ERRORS AND OMISSIONS EXCLUDED

