



**edufilm**

Communication and Photography Services

Welcome to EduFilm

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# International Schools

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## Did you know?

- By 2019, global consumer Internet video traffic will account *for 80%* of all consumer Internet traffic
- Facebook generates 8 billion video views on average per day
- YouTube reports mobile video consumption rises 100% every year
- 92% of mobile video consumers share videos with others
- 90% of users say that product videos are helpful in the decision process
- Social video generates *1200% more shares* than text and images combined
- Including a video on a landing page can *increase conversion rates by 80%*
- *Companies using video enjoy 41% more web traffic from search than non-users*
- *59% of users agree that if both text and video are available on the same topic on the same page, they prefer to watch video*
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# Why choose EduFilm?

We aim to deliver market leading expertise and the best value for money while investing in and giving you access to the best cameras, lenses and editing software available.



EduFilm is the only company in the UK dedicated to producing content solely for schools and educational providers.



We have had extensive experience working in the classrooms of primary, secondary and SEN schools as well as internationally.

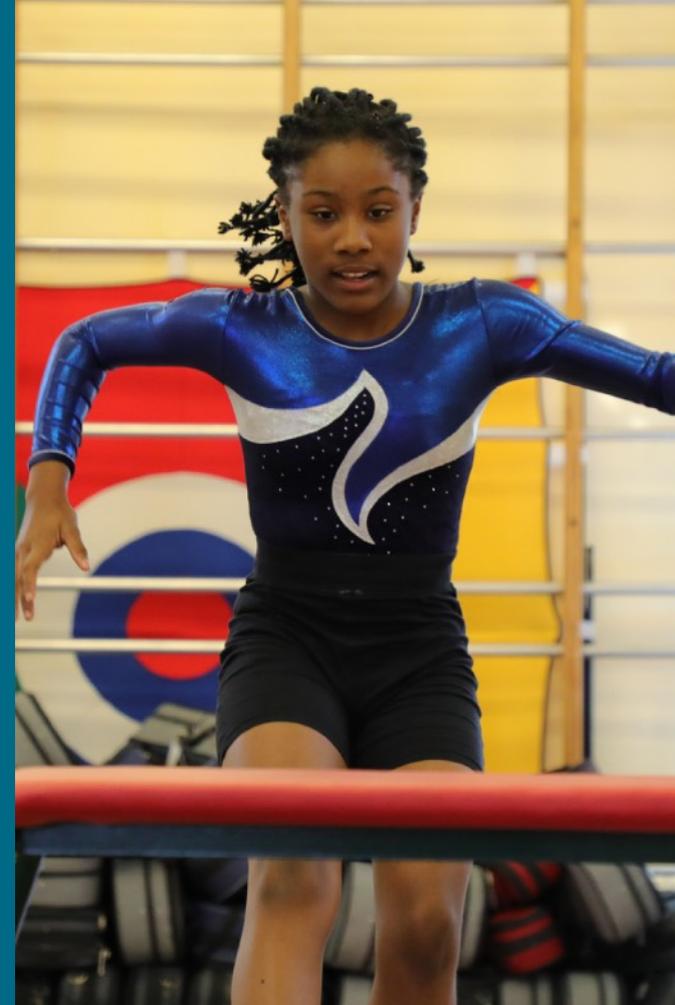


Our film production knowledge gives us the opportunity to create engaging and unique content for every client across the educational spectrum.



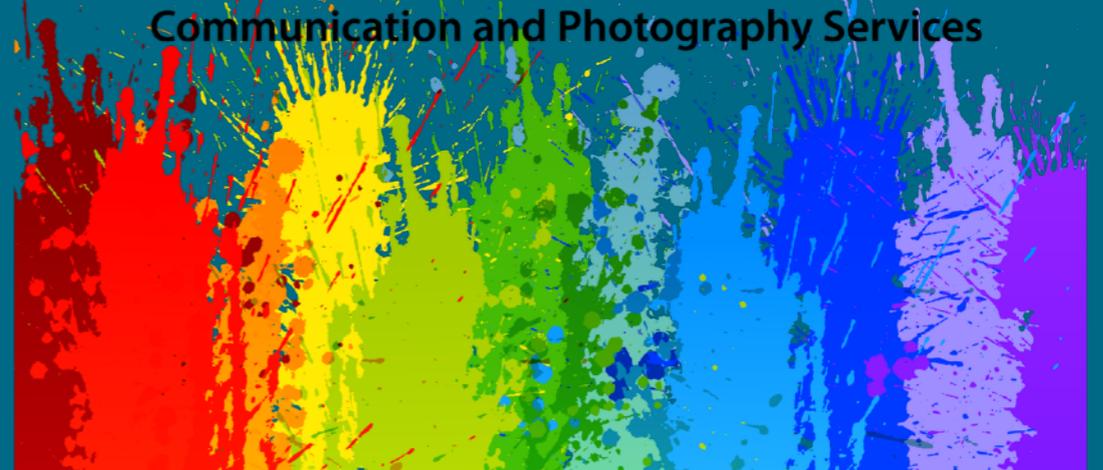
We use a trusted few freelancers to help us on individual projects, allowing us to keep our overheads low, which in turn means we can provide better value for money than anyone else.





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## Jadeed Dastgir Ideal High School, Pakistan

*“Our film has allowed to show the development of our students across our campuses in Gujranwala . We are very grateful for the experience of working with you and are delighted with what we have.”*

**Working with schools overseas wasn't a part of EduFilm's initial vision. We met Allaudin Jameel, the principal of Jadeed Dastgir Ideal High School at an education show in London.** It only became apparent far later in the conversation that he was based in Pakistan after we said we were happy to travel (we assumed maybe somewhere a little closer to home)!

The High School is spread over several different campuses in Gujranwala, a city about 2 hours north of Lahore. Allaudin wanted to show the quality of learning throughout the school, including the new provisions for Early Years learning and the new, innovative interventions for those children with special educational needs.

**Working with an international client forced us to question our approach in order to achieve the same results as our projects back home whilst also delivering the same value for money.**

The answer was to work more intensely over a shorter period of time. Before



*Jadeed Dastgir Idela High School, Gujranwala - Pakistan*

flying out, we gave the school a timetable that we could work to in order to facilitate the filming and the locations- but the main visualisation process had to happen in situ the day before filming began. There is a great deal of client trust in this process, but the resulting concept was coherent and aided us to achieve the results we were hoping for.

Working in different countries creates a terrific blend of cultures, and it was amazing to see how the British curriculum is interpreted in International learning. We felt our experience of that as well as our understanding that different schools in different countries have the same needs; gave us the firm belief that EduFilm can provide an invaluable service to clients globally.



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## **Super Kids Kuwait**

*"Oh my goodness, we love it.  
Thank you."*

*Let's definitely do another just  
for our Reception class".*

**Super Kids is a small chain of nurseries based in Kuwait City.**

We met the owner, Dalal Alwazzan, at a childcare exhibition in London. She was talking about her need to promote her summer school as numbers were stubbornly low and only allowing the business to break-even.

Dalal had a very clear concept in mind which gave us the opportunity to prepare and share story boards with her, ahead of our travelling out to Kuwait.

We started early on the first day, prepping the locations we were to film in, while letting the children get used to the fact that the day was going to be a little different!

When filming began, the whole experience was really relaxed as the sequence had been so well prepared in the storyboarding process. It allowed us time to frame shots and shoot with minimal takes.

As filming was going so well- we also took the time to film additional footage,



*Super Kids - Kuwait*

outside of the agreed brief which the nursery could use as a part of their ongoing social media campaigns. It was a great way for our client to receive the best value possible- there was no point us travelling all of this way to not be filming all the content we could!

Over the course of the second day, we “mopped up” the shoot- taking some

additional footage so we had all the flexibility we needed in the edit. We were really happy with the results of our process. Our client, was really happy with the finished product and it gave Super Kids some new and original material to not only promote the summer school, but the day to day life at the nursery.

# What's the process?

Being efficient and delivering value is key to making sure we provide you with the best content we can.



**Consultation:** Initial contact and discussion is essential ahead of us travelling out to you.



**Treatment and Pre-Production:** The day before we film, we will conduct a site visit and finalise the shoot schedule, locations and storyboarding.

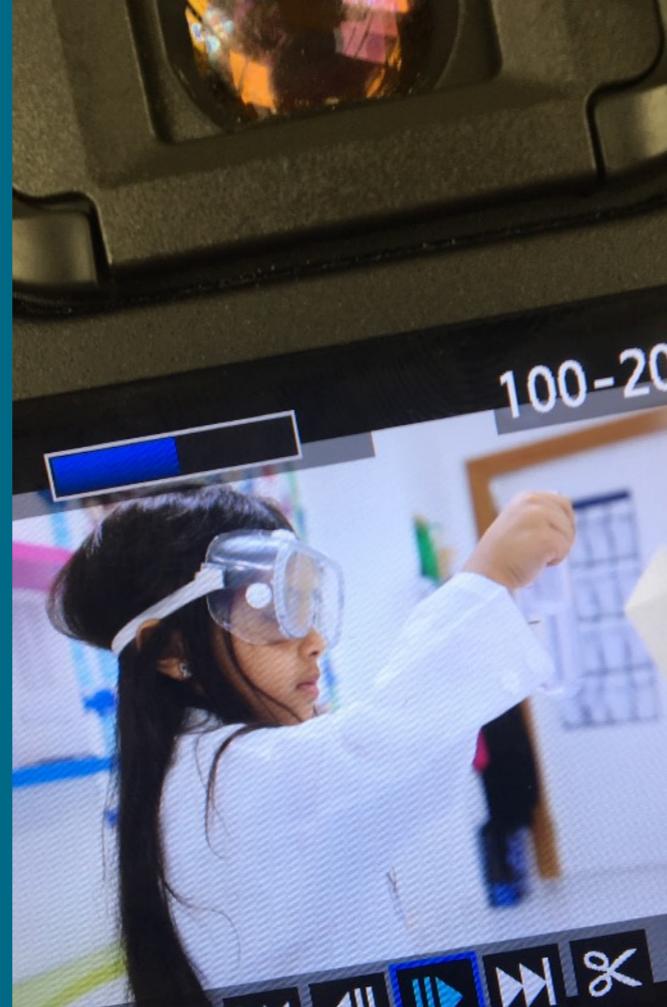


**Filming:** With all the organising ahead of filming complete, the shoot will be cause minimal disruption. You'll be surprised how many of your students and staff will enjoy it!



**Post Production:** The editing process starts in earnest after filming. We'll send a rough cut to check the content, refine, then get creative with colour grading, audio mixing and animations. After all of that- the completed film will be presented for project sign off.





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## Photography

Our service doesn't end with film production- we can provide you with hi-resolution, documentary-style setting photography for your website, social media and printed marketing.





# Investment

We will promise to deliver the best value for money with all of our projects. With so many cost variables (flights etc) - get in touch and we can provide a no-obligation quote.

# Contact

We are always happy to discuss potential projects. Give us a call or drop us an email- we'd be delighted to hear from you.

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