



**edufilm**

Communication and Photography Services

Welcome to EduFilm

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# A Guide for Nurseries

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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.







## Little Darling Childcare, Harrow

*"Thank you for the wonderful video.  
I've uploaded it on Facebook and  
had a lot of positive comments."*

*I think we should review this in a  
couple of years!"*



**It's not everyday you get to visit. A setting with a 20ft bronze giraffe in the garden!**

But this is exactly the kind of magical setting Sanjay had managed to create at his home-based setting in North London.

There was a terrific focus on the children's well being at Little Darling; there's a whole host of learning interventions we were keen to capture; Yoga, Drama based play as well as the focus on homegrown- healthy food.

The ethos around food was key in developing the children's motor and social skills: They would take it turns to serve each other their food- which develops a social eating table. Deciding on their own portions and choice of fresh food really contributed to making these little ones develop a real sense of independence.

This was the main focus of the film; children being independent while socialising with their peers.



*Little Darlings Childcare*

With the amazing outdoor facilities, and the yoga classes inside, it was difficult to decide what to include in the film!

We tied the filming day in with a graduation ceremony for the children moving on to primary school. Parents gave glowing testimonials and it was clear they felt the setting had played a huge part in their child's development.

Sanjay was thrilled to have the film to show the hard work that had gone in to the setting. We keep in touch regularly and we're planning some more filming this summer.

Our feedback from Sanjay was invaluable, we are confident of our offer to Nurseries being of great value and achieving great audience engagement.





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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.



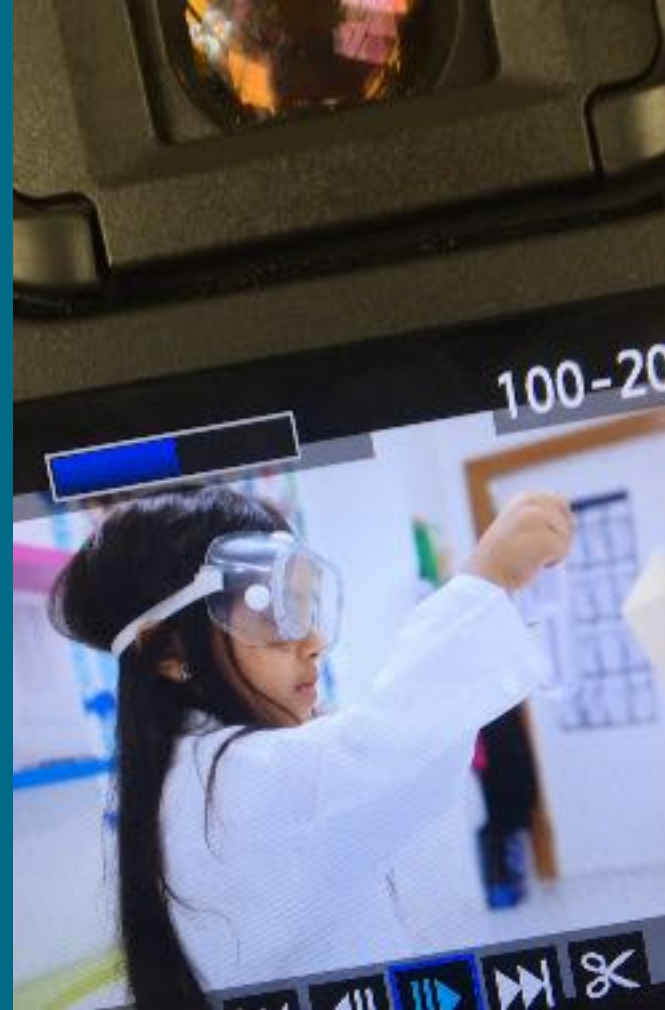
**Filming:** With all the organising ahead of filming complete, the shoot will be cause minimal disruption. You'll be surprised how many of your students and staff will enjoy it!



**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.







## 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. Nursery packages start from just £995 with no VAT to pay.

# 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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