

Mendocino County: Video Assets

Proposal Date: July 18, 2021
Client: Visit Mendocino County
Contact: Travis Scott

Brief:

Collecting new video assets for Mendocino County from a variety of settings both inland and coastal, for use throughout the year and to build out the overall library; generation of 5 polished 30-second spots to be used as digital ads; generation of 12 6-second visuals to be used as backdrop videos and in incidentals.

We're proposing 20-30 locations to give a full range of the County and capture some professional-grade video for some anchor destinations. Examples would be: Drive-Thru Tree, Canoeing on Big River, Ocean Fishing or Crabbing, Skunk Train Railbikes, Wine Tasting at 3x Wineries, Cannabis Tour, Beer Tasting, Mountain Biking, Beach Footage, Redwood Hiking, River Kayaking, Horseback Riding, Botanical Gardens, B Bryan Preserve, Ocean Kayaking, Lighthouse, Pennyroyal Farms Goats, Glass Beach, City of 10,000 Buddhas, Lake Mendocino Watersports, etc., along with anchor events such as seasonal food and lifestyle festivals, wine tastings, county fairs, and more.

Final Deliverables:

5x 30-second Commercial Spots
12x 6-second Loopable Spots
Extensive B-Roll Library

6x Crewed Shoot Days:	\$18,000
Post-Production:	\$4,000
