Corporate Video Production: an in house or an external solution? by Contrast Design

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In the 1990â€™s hi tech video equipment was beyond the reach of all but the most affluent of production houses, making corporate video an expensive enterprise the reserve of the larger corporation. Now, twenty years on, the cost of equipping and maintaining a video production unit has decreased considerably to the point where corporate video is now accessible to small businesses with even the most modest of marketing budgets.

The quality of video has also improved markedly from the days of a fuzzy VHS end product. High Definition digital capture and editing processes have enhanced the viewing quality of videos, giving rise to the corporate video as a must have marketing tool.

If the way corporate video production has changed dramatically, then so too has the way audiences view videos.

Videos, once wrapped in cumbersome cassette format and delivered to small audiences gathered in a viewing room, can now be streamed into every household with an Internet connection.

Latest statistics for online video consumption point to the ever growing popularity of the medium, especially as technologic advances across the whole spectrum of capture, processing and delivery has made video more accessible to wider audiences. However, some things in thevideo production process chain will never change.

The need for good scripting and storyboarding is still a must if the advances in video production and delivery technology are to be utilized effectively by corporate entities. While technology has made access to corporate video production economically viable for many businesses, quality content is still a prerequisite for a successful end product.

Without the creative values associated with a good video production company, businesses, both large and small, would be unable to produce a video of sufficient quality which would engage audiences on a level that translates into greater brand awareness for their products. In short, the need for highly innovative video professionals is as equally important today as it was before the onset of digital technology.

Although advances in technology may have made video more accessible to both business and audiences alike, it is still the creative values upon which the video production industry was built that remain a constant in the exploitation of video as an effective marketing tool. Any business that is looking to harness the power of corporate video should therefore consider the appointment of a video production company before opting for a DIY or in house solution.

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