



POPSTAFF™ custom-made pop videos
starring your staff!

frequently asked questions

What is a popStaff video?

As the name suggests, **popStaff**™ videos are pop videos starring office staff. Each video is customised to suit your company in terms of song choice, location and even special effects.

Why book a popStaff video?

Why not? **popStaff** videos are one of the most innovative ways to boost morale, build team spirit and celebrate your company's anniversary or a new business win. **popStaff** video shoots are also a great complement for any team-building exercises you've already booked for your staff.

How can my company use a popStaff video?

The possibilities are endless. Some of our clients have held special screenings of their **popStaff** videos at Xmas parties, conferences and weekends away. Other clients have also hosted special **popStaff** screenings for their customers and suppliers. **popStaff** videos are great to include on company websites and intranet sites too.

Can we use any pop song for our popStaff video?

Absolutely. You just choose the song that best suits your business. A consultancy firm recently chose Abba's "Money Money Money" and a health club used Aretha Franklin's "Respect".

Where do you shoot a popStaff video?

Your office! But if your company opts for the **popStaff Diva Package** – you can choose one other location like your local park, another office or even the factory floor – if you've got one!

Do we need to wear any fancy clothes or silly wigs?

Definitely not! **popStaff** is all about extraordinary fun in an ordinary environment. The results are actually funnier without costumes. So no weird makeup, wigs, or clown shoes necessary. Suits, ties, tailored office-wear are perfect for a **popStaff** shoot.

How many people come and shoot on the day?

Generally speaking, the **popStaff** crew is made up of Phyllis – who choreographs and motivates your pop staff and Kym who directs and films the action. Depending on the size of the office cast, we may bring a second cameraman/assistant to the shoot.



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What happens on the day of filming?

On the day of filming, we'll arrive just after 9am for a quick briefing and to find out what meetings we need to work around. We can talk to the entire cast of the **popStaff** shoot at once, or small groups and individuals. This gives your staff the chance to ask any questions and hopefully we can allay any pre-filming jitters! Then, when everyone is relaxed, the fun can begin.

How much time does it take to film the video?

For a pop song of average length (4-5 minutes), we will normally film for about 3 hours. But sometimes the shoot can last longer depending on the number of locations and staff. Please note: Not all staff is required for the whole shoot – they just need to be 'on-call'. A **popStaff** shoot is broken up into group scenes, trios, quartets and sometimes individuals.

*How quickly can we see the edited result of our **popStaff** video?*

Normally the edit is ready two days after your **popStaff** shoot. But for **popStaff** shoots and screenings held at weekend conferences for example, we can arrange for a faster edit. All you need to do is ask.

*How many copies of my our **popStaff** video do we get?*

Your company will receive 10 complimentary DVD copies – complete with standard DVD cases, sleeves and labels. Extra copies are available for \$7 each. And you even have the option of QuickTime or WindowsMedia movies for your company website, email or powerpoint use.

*Do you have a showreel of **popStaff** videos I can see?*

Yes. Visit www.starscribe.com for a look at some pop staff in action. Or contact phyllis@starscribe.com We're also happy to come to your office and give a multi-media **popStaff** presentation. This is a completely obligation-free meeting.

We can show you what's possible with a good camera, creative editing and some great music. You'll see a selection of **popStaff** videos as well as the accompanying blooper reels.

*Can you explain the cost of **popStaff**?*

Sure. The cost of a **popStaff** video is a direct reflection of the time it takes to plan, shoot and edit the video. Filming your staff is the easy part. The real work begins when the filming ends. The editing is the most time-consuming part of the whole process.

We use the latest digital cameras, computers and software to create your company's **popStaff** video. But all this technology does is make the editing process possible – not easy and definitely not quick.

On average, it takes 6 hours to edit 3 minutes of entertaining, watchable footage. The results can be stunning, but like all good things, it takes time and we need to charge accordingly.



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You can choose from two *popStaff* packages:

The **popStaff 'FAME' Package** or the **popStaff 'DIVA' Package**

See the *popStaff* Info Sheet for more details. If you have something more glamorous in mind for your *popStaff* video (some companies have hired warehouses for their shoot!), let's talk about it.

What method of payment do you accept?

StarScribe Productions accepts bank cheques and bank transfers. We will ask for a non-refundable 40% deposit once a booking is confirmed. The deposit is retained by us if a booking is cancelled less than 14 days prior to the film date. When your *popStaff* video is delivered, we will invoice your company for the outstanding balance. Payment terms are 30 days.

Do you have any other corporate video products?

Yes. If a key member of staff is leaving, we can produce a bespoke tribute video featuring interviews by colleagues, photos and funny anecdotes. We can also film special office birthdays, launches or company events and edit them using our unique **StarScribe** style. All of our video concepts are customised and scripted as we pay tribute to your company and staff in the most way engaging, exciting way possible.

What other video products does **StarScribe** provide?

Lots! Namely, **popKidz™** (yep, the children get a shot at pop stardom too), **kidzLife™** – designer home videos starring newborns, toddlers and pre-teens (the teenagers are too 'cool' for video) and **starEvents** which are bespoke movies ideal for milestone events, anniversaries and birthdays.

Who is **StarScribe Productions**?

StarScribe Productions is **Kym Borrett** and **Phyllis Foundis**: a dynamic Australian couple with a strong background in advertising and a passion for creativity on all levels – from children's videos and stage shows to broadcast-quality documentaries.

Kym Borrett has over 20 years experience as a graphic designer in advertising. He then developed a passion for video and in the last five years, Kym has filmed and edited everything including documentaries, birthdays, baptisms and 'cotton wool sheep' at school Christmas plays.

Phyllis Foundis is a writer/performer. When she isn't choreographing dance steps for 'little pop stars', she's writing and performing one-woman shows for the Edinburgh Festival.

IMPORTANT NOTES: All editing is done at our editor's discretion. However, you are welcome to supply us with any editing ideas before filming begins. Please be aware that if you wish to make any personal changes to the final edited video – which we were not aware of prior to filming – we will charge a re-edit fee of \$100 per hour.