

BOOK TRAILER GUIDE



Empathic
Productions

Video marketing works and works very well. Mainly because visual information is processed some 60,000 times faster than text and viewers retain up to 6x more information than text alone.

If you have video embedded on your website landing page you are 53 times more likely to rank on the first page of Google's search engine. You can track and measure audience engagement. Dwell time is up 88%. Sales conversion rates are higher.

Professional book trailers have come a long way since they first started appearing around 2010 online: more adventurous, sophisticated, glamorous & indulgent. Viewers expect and demand quality. You need something that steps up and stands out.

Let us help you achieve that with a bespoke, broadcast level and professional video that will mark you out from the crowd and get you and your book noticed. The advantages are huge.

WHO WE ARE

At our core, we are two variously talented people, Everett Hoskins and Andrew Collins. We joined forces after previously working together in another media company.

The company's aims and motivation are to create high quality, high impact and long lasting promos, news pieces, adverts and other media. We have a long track record of marketing and media combined.

Our roles in the production company, apart from being directors, are sound recording, sound mastering, editing, writing, scheduling, camera and graphics. From script to screen, we have you covered every step of the way.

Our portfolio is very lively and diverse, covering politics, events, International marketing, tech creation, journalism, sound engineering and music creation. This certainly gives us an edge over a lot of the other single serving production companies out there.

OUR

4K PRO BROADCAST QUALITY CAMERAS
PARFOCAL CINEMA LENSES
6K CINEMA DRONE WITH PRIME LENSES
ARRI LIGHTING, INCLUDING LED PANELS
DOLLY AND TRACK / STEADICAM
STUDIO QUALITY AUDIO CAPABILITY

GEAR

WHAT WE CAN OFFER YOU

Cinema

Our equipment is wholly Netflix approved. That means real broadcast quality as standard.

Creativity

The cornerstone of a good promo. We'll produce original media that properly represents your work.

Empathy

As our name implies, we like to work closely with you to provide extra value and a personal touch.

Experience

We've gained a wealth of media production knowledge over the years which will benefit you.

Flexibility

Small crew, big crew, next Monday or next month - we'll adapt to your needs and are fully scalable.

Journalism

We have an extensive interviewing and writing background so understand wordsmithing well.

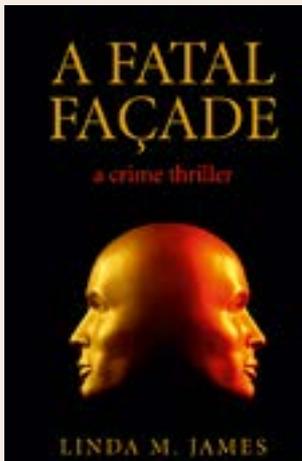
Marketing

Over 30 years in International marketing teaches you a thing or two, and is a vital part of video.

Sound

With a skilled audio engineer mastering the controls, your promo is going to sound amazing.

SOME OF OUR RECENT WORK



Canterbury based author Linda M James contacted us requesting a mid-level book promo for her crime thriller A Fatal Façade.

This was her fourth novel, a departure from a WWII trilogy. The brief was simple : edgy, moody, filmic and suspenseful.

She decided to use pictures with the faces shown as she had clear ideas of what the characters looked like.

We then picked seven key 'scenes' - enough to whet the appetite but not spoil the plot. The result is a very intriguing and powerful promo.

www.lindamjames.co.uk



Snappy The Shark is a unique and endearing children's book from Brighton based author William Mills.

Featuring a young mischievous shark and his friend Bubbles The Dolphin, it is set in Ibiza where the author often goes sailing.

The brief was : short and sweet, under 30s main and a 15s Instagram cutout. We duly obliged.

The author wanted plenty of action going on in the background, so we added dinghies, flying fish, a yacht, plane and of course gulls. It's busy without losing the core message.

[William Mills - Amazon Page](#)

[CLICK HERE FOR OUR PORTFOLIO](#)



Capturing your story

BRING
YOUR
WORDS
TO LIFE

Creating your image



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