

Best Practices for APPROVALS & EDITS



Why is this necessary?

To build expectations with our clients in regards to how we operate. This is to help foster a healthy & respectful relationship between you (the Client) & SYN3RGY Creative.

We have your best interest in mind and being clear & straightforward from the beginning allows us to best serve you to reach the desired outcome.

BEST PRACTICES:

- You contracted us for our creative services. Creative services in which we provide & perform from our education, experience & expertise. Please, trust the process!
- As professionals, we expect a high level respect & trust to perform our services in high standards. In return, you'll often generate better results. Remember, that's why you contracted us in the first place.
- Be clear and specific about your vision so we can make it come to life.
- Please know while we are on your project filming, that does not mean we're available as long as you need us; such as to film "extra" footage or videos. In order for us to keep your cost as low as possible, we aim to be as efficient as possible and only bill for estimated hours needed to do the project hired for.
- While filming is often thought of as "the hard part is done", on contrary editing is very technical in nature with many layers of work, and is the most-time consuming task. Please be patient during the editing phase, it will result in a better end product.
- Have one leader established for approving work and requesting edits. If you have more than one person giving feedback on approval of your projects, it is important to have a designated decision-maker to make "the final call". A bad practice is to have "too many chefs in the kitchen" all with equal "say-so"; the problem is, when internal voices disagree, it creates an unfair and unrealistic expectation of us to produce the final product everyone is happy with. It's important to have your team have an agreed upon consensus of what you want out of the video, before the project is started. Someone in your organization needs to be designated to make "the final call" or executive decision for any project to run smoothly.
- When time for approval/edits, please keep any edits specific, organized and in one document. Requesting more than 2 rounds of edits is considered unprofessional. Please be thorough and specific when sending any required edits. To be kind is to be specific.

SYN3RGY CREATIVE GROUP

7925 N. Hudson Ave. Suite E, Oklahoma City, OK 73114 | Mail: P.O. Box 3004, Oklahoma City, OK 73101
SYN3RGYCreative.com | info@SYN3RGYCreative.com | 405.265.5811