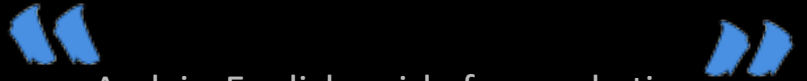


**HOW MUCH SHOULD A  
CORPORATE VIDEO  
COST IN THE UK?**



# ABOUT THIS GUIDE



A plain-English guide for marketing managers and business owners

## WHAT YOU'LL FIND IN THIS GUIDE

- The three pricing tiers — and what you actually get at each level
- The key factors that push costs up (and how to manage them)
- Hidden costs agencies don't always mention upfront
- How to brief a video company confidently



# THREE PRICING TIERS

Most corporate video projects fall into one of three bands. Here's an honest breakdown.

## BUDGET

£500 – £1,000

- ✓ Single-camera shoot
- ✓ Basic editing + music
- ✓ Captions included
- ✓ 1–2 revision rounds
- ✓ LinkedIn / testimonials

*Stock music only · Limited creative direction*

## MID-RANGE

£500 – £1,000

- ✓ Multi-camera / location
- ✓ Pro lighting & audio
- ✓ Script / creative treatment
- ✓ Motion graphics + grading
- ✓ 2–3 revision rounds
- ✓ Multi-format deliverables

*Sweet spot for most SMEs*

## PREMIUM

£10,000+

- ✓ Full creative development
- ✓ Larger crew + specialist kit
- ✓ Actors + voiceover talent
- ✓ Advanced animation / CGI
- ✓ Dedicated project manager
- ✓ Distribution strategy

*Broadcast-quality · campaigns & brand films*

**TIP:** Start with your goal and deadline — not your budget. Once you know what the video needs to do, the right tier usually becomes obvious.

# WHAT DRIVES THE PRICE UP

Even within a tier, costs vary significantly. These are the biggest levers.

FACTOR	WHY IT AFFECTS COST
Length of video	Longer videos can mean more shoot time, editing hours, and music licensing. But shorter high impact videos can also mean greater edit time.
Number of locations	Each location adds travel time, setup, and breakdown. Multiple locations in a day can double crew costs.
Crew size	A solo videographer is far cheaper than director + cinematographer + sound recordist + lighting tech.
Animation & graphics	Even simple animated lower-thirds add hours. Fully animated explainer videos can cost as much as a live-action shoot.
Music licensing	Stock music costs £20–£100. Commercially licensed tracks or original composition can sometimes add A LOT more than that e.g. £2,000, £10,000, even £100,000+.
Revisions	'Unlimited revisions' are never truly unlimited. Agree a number upfront — 2 rounds is the standard.
Voiceover	A professional UK voiceover artist typically charges £300–£800 per project, depending on usage rights.

## HIDDEN COSTS TO WATCH FOR:

### ⚠️ Rush fees

Need it in 2 weeks instead of 4? Expect a surcharge on top of the standard rate.

### ⚠️ Subtitle / caption files

Often sold separately, but essential for social media accessibility and reach.

### ⚠️ Storage & archiving

Raw footage isn't always included in the handover files. Clarify this upfront.

### ⚠️ Additional cut-downs

Your 3-minute hero video needs a 30-second social edit. That's a separate deliverable — and an extra charge.

### ⚠️ Usage rights

Some quotes only cover web use. TV, paid ads, or international use will cost more.

### ⚠️ Extra shooting days

If your interview subject cancels, who covers the rebooking cost? Make sure it's in the contract.

#### OUR ADVICE:

Always request an itemised quote and confirm exactly what is and isn't included before you sign off.

# HOW TO BRIEF A VIDEO COMPANY

The clearest brief gets the best video. Every good brief should include:

## – Your goal

What should this content achieve (e.g. lead gen, brand awareness, sales, etc).

## – What project success looks like

Does the above mean greater financial gain, greater awareness of your brand, etc.

## – Your budget range

Being transparent saves everyone time. Tick-box ranges work well.

## – Your approval process

Who has final sign-off, and how many stakeholders are involved?

## – Your audience

Who are they, where will they watch this, and in what context?

## – Style references

Links to 2–3 videos you admire — they don't need to be in your sector.

## – Your deadline

And whether it's fixed or flexible.



# READY TO TALK?



We're a nimble, friendly UK team.

Working with global businesses of all sizes — from one-person consultancies to regional brands with national ambitions.

If you'd like a no-obligation scoping conversation about your next video project, we'd love to hear from you.

No hard sell — just an honest chat about what's possible within your budget.



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**“ FOR HIGH IMPACT—  
CREATIVE, COMPELLING,  
CONTENT. ”**