

**“Cook like a Pro at Home”
(Client = High End Knife Producer)**

Shot Description

1. Horizontal spread image of chef talent in kitchen, in a home environment that is creative and personal. He or she is shown in their home kitchen environment in various poses - as a portrait, as a cooking shot, and as a cooking & interacting with family shot.

Variations should be covered to allow for a vertical execution as well as a possibility to crop into extreme verticals or horizontals as the need may arise for partial page or web ad placement. Shots should be accomplished with multiple types of knife.

2. Inset images – up to 20 – to include hands cooking, ingredients, food preparation in stages, plating, serving and talent with final dishes. Prioritized shot list to be provided by agency prior to shoot day.

3. Estimate should include costs for a video crew including sound, capture only (no edit or post production required), to capture an interview with talent and a shot list of inset shots to be provided by agency. All video capture will utilize existing prop & wardrobe on location. All edit and postproduction to be handled by agency, and video should be provided with transcoding and basic color profile, on a separate hard drive.

Knives should be seen whenever possible but we do not want this to take away from the realness of the moments with talent, and shooting should be prioritized accordingly. This does not need to include any ‘beauty shot’ photography of knives.

Usage

Shoot fees to allow for unlimited and unrestricted global use of one main visual with no time limit, and unlimited and unrestricted web/online/social/electronic use only of up to 20 inset images.

Please provide fee per additional image for unlimited and unrestricted global use, as well as for unlimited/unrestricted web/online/social/electronic use only.

Any BTS imagery created on-set should have usage included to allow for promotional and web use only by Client, and all video should be a work-for-hire/transfer of copyright to client.

Retouching

Estimate should include retouching for one final image to print standards, on a compressed timeline. Please allow for 3 rounds of work plus a possible final 'tweak', and allow time at each review point for agency & client feedback per attached calendar.

Estimate should also include minor cleanup and color adjustment of 20 images, suitable for web use only.

Please also include the price per additional image to retouch to print standards, and to web-only standard (i.e., minor cleanup and processing, no in-depth retouching)

Deliverables

Imagery should be provided to agency on a hard drive as follows:

- Lo res thumbnails of all images
- Hi res layered PSDs
- Hi res TIFF files of final retouched select
- Hi res unretouched RAW files of final select
- Transcoded video of all content captured
- RAW video of all content captured

Schedule

Please provide a calendar and schedule of work, to include the following:

- Award date
- Cast & Scout
- Location & Talent review with agency
- Location and Talent approval by client (allow at least 24 hours)
- Prop & Wardrobe Agency moodboard reviews
- Prop & Wardrobe client signoff (allow at least 24 hours)
- Prepro (to include talent fitting prior to prepro meeting)
- Shoot
- Photographer's edit to agency
- Client-approved selects due to retoucher
- Retouching milestone review dates, allow 24 hours between rounds for agency & client
- Final art due date

Other notes

Specifics for Casting

For the chef, we would like to see men and women ages 35 – 50 that ideally are actual chefs/former chefs/food-related professionals, as well as casted talent that are believable as real chefs. We would like to see a range of ages, ethnicities and types of appearance, and video casting should be included so we can be getting a sense of personality for all talent.

We would need to see family casting that works with the chef – ideally 2 kids ages approx. 7 and 11, and a spouse or significant other, and we are totally open to seeing actual chefs bring their actual families.

We are looking for photographer to make suggested family groups around their recommended chefs. A script will be provide to talent at least 48 hours prior to shoot for the interview portion.

Specifics for Location Scout

We are looking to shoot in two primary areas – the kitchen cooking area, ideally perhaps a large island, and in a dining area where the food is being served. An open plan kitchen/dining area is probably going to be ideal, but we are open to other suggestions.

Home should be charming and individual-feeling, with furnishings and décor that speak to a creative individual, not necessarily affluent but still aspirational. Décor should indicate the owners have a strong sense of design and individualism.

Kitchen appliances should indicate a high level of professionalism in the home kitchen environment, without being too high-end or out-of-reach.

We are hoping to find as much existing décor in our location as possible, but some prop styling/set design allocation should be in your estimate for any additions we need to make.

Homes should be vetted for our ability to bring in a butcher block island as needed, as well as any needed lighting.

Concept is around a dinner meal, but we should look for locations that could work for other executions as well, and location recommendations should indicate the meal that would best work there.

Specifics for Wardrobe Styling

Wardrobe should be stylish, but believable. The wardrobe should reflect the same individualism, design sense, and attention to detail as the décor. We want to see clothing a chef would wear at home, cooking a casual meal for family, and we should style this with and without aprons of differing styles. If our casting select is an actual chef, we will want to hear what they actually would want to wear. Kids and spouse will have a similar direction – seasonless, aspirational and individualist without being overly affluent or out-of-reach.

Specifics for Prop Styling

Prop styling may or may not need to include a butcher block island, tabletop cooking props (cutting boards, spoons, pots and pans, bowls, produce, etc.)

Client to provide all knives, storage blocks, sharpening tools.

Notes for Production

Please include talent fees and payroll in your estimate – we will be looking to have producer pay talent directly.

All crew on set must be covered for worker's comp, and all crew and talent payment should be 100% compliant with up-to-the-minute industry standard for the city in which we shoot.

Bid specs, Wardrobe specs, and talent and location releases will be provided upon award.