

“W.I.L.D. Berwyn” Video Series with Emmy Award-winning Ben Hollis

*Ben regularly opened viewers’ eyes to surprising, interesting businesses, services & cultural organizations on WTTW’s hit shows “Wild Chicago” and its popular spin-off “Wild Chicago’s Illinois Road Trip.” Now he’s doing it online... **where video is essential to getting your message across!***

The Premise

W.I.L.D. stands for “What I Love Doin’!” And what I love doin’ is helping you promote your members’ businesses by zeroing in on the passion and motivation that drives them to excel. I help them tell their stories in fun-to-watch, exciting ways. This attracts viewers who want to “get in on” the fun.

W.I.L.D. Life videos tap the authenticity of the businesses and organizations we feature. The message is never stale, stiff or canned. The honest enthusiasm expressed by the merchant for his or her business rings out – and grabs the prospective customer.

The Proposal

Ben Hollis Worldwide (BHW) returns to Berwyn to build on the success of its initial collaboration with BDC, to produce 10-20 more exciting online videos about Berwyn and its ever-growing businesses and attractions. See the first WILD Berwyn series on [YouTube](#).

These videos will play on:

- * BDC “Wild Berwyn” page
- * BDC Facebook page
- * BDC YouTube channel
- * Ben Hollis’ various sites online.

(W.I.L.D. Berwyn videos have been viewed over 20K times!)

* Participating businesses and organizations are also free to use their videos on their own web sites or wherever they choose, *without limitation*.

Costs

1. W.I.L.D. Video Edited Production

\$350 per 1-2 minute video

\$595 for 3-4 minute video. Longer productions are negotiable.

BHW will book multiple businesses on same day to economize time. BHW requests this exclusive BDC member pricing info remain confidential.

2. Facebook Live Option

Cost: \$295 for up to 3 videos made within 1-hour window, not to exceed a total 15 minutes of “broadcast” video content.

Businesses may elect to have BHW produce multiple Facebook LIVE videos for them. Perfect for live events, offering customers valuable tips or info on your business, promoting specials tied to real time (“Visit us in the next 60 minutes for this amazing deal!”), or quick tours of stores or sites of any kind. No editing – it’s LIVE! Share your live videos without limit – they originate on your Facebook page

Example: 3 live videos, each 4 minutes long, each highlighting 3 distinct services you do, or 3 distinct areas of your retail space.

3. Viral Video Option

Cost: additional \$85, two for \$140.

It’s impossible to predict what will “go viral” but having a funny or eye-popping moment on video can do a lot for a business. BHW will select a fitting moment from the uncut footage and produce a very short video for you to use. [Here’s an example](#).

NOTE: Viral Video Option not available with Facebook Live Option.

Easy for Participants

Three simple steps:

1. Consult with Ben over the phone to discuss what you want to get out of your video.
2. Set up a date to shoot the video (**the taping only takes 30-60 minutes, and no experience necessary – Ben’s many years of Emmy-winning experience in TV will put you at ease and bring out your best!**)
3. View Ben’s 1-2 minute edit of your segment online to make sure you like it – and that’s it! Ben and BDC will handle the rest. You will receive a video file of the segment to use any way you like.

Your video will include:

- Professionally produced 1-2 minute video with Ben interviewing owner/manager
- Customer testimonial(s) (if desired – must be filmed same time, same location)
- Attractive shots of store/products/signage
- Graphic of business contact info
- A high resolution digital video file of your segment
- OPTIONS: Participant may elect to have BHW produce a “straighter” 1-2 minute video without Ben on camera; longer 3-4 minute videos are possible too

W.I.L.D. Production Guidelines

Every W.I.L.D. Life video production is executed in a style that is speedy and efficient.

This is not “sit around and wait” production style. Merchants appreciate how our production does not get in their way of doing business. Our breezy style also relaxes merchants and makes for more effective soundbites.

NOTE: The excellent value reflected in this proposal is dependent on our keeping true to this style of production and not getting bogged down. **Videotaping must be limited to one location during a span not to exceed 60 consecutive minutes.** (In and out in one hour or less.)

A Note on the *Wild Chicago* Tone

The emphasis is on fun! Our productions have been entertaining viewers for over 25 years. Yet they still deliver your critical marketing message, and show **what makes you and your business unique**. This is not a bland, cookie-cutter approach. How could it be? -- This is Berwyn!

Final creative control is Ben Hollis Worldwide’s.

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