

# Proposed Video Production Strategy for Ten (10) Flexential Data Center Videos

*‘Leveraging video to connect emotionally  
with our audience.’*

6/14/2019



# Compelling, user-focused video content =

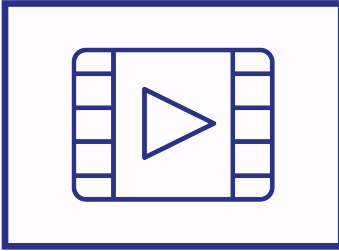
## *Brand elevation / Brand amplification*

- For 2019, we propose creation of ten (10) branded data center videos for our wholesale DCs.
- Each data center video will have a (:30) and (1:45) version.
- The ten (1) data centers we are showcasing are a mix of:
  - Generation 4
  - Tier-III certified
  - Both Gen 4 and Tier-III
  - Neither Gen 4 nor Tier-III

### Data centers to be featured:

- **Dallas – Plano:** Tier III Certified, Generation 4
- **Denver – Englewood:** Generation 4
- **Portland – Hillsboro 2:** Tier III Certified, Generation 4
- **Philadelphia – Collegeville:** None
- **Minneapolis – Chaska:** Tier III certified, Generation 4
- **Atlanta – Alpharetta:** None (the expansion is considered generation 4 but the original is not)
- **Las Vegas – North:** Tier III certified, Generation 4
- **Nashville – Franklin:** None
- **Charlotte – North:** None
- **Tampa – North:** None

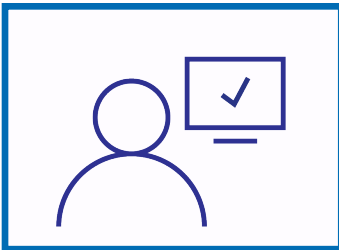
# Basis for Proposal



Identified need for high-quality videos that convey a quality brand



Identified need to be competitive in our look and quality



Requests from RVPs for customized data center videos

# Moving Hearts and Minds with Video

- In the realm of B-to-B marketing tools video is the most powerful of all media, second only to having a face-to-face meeting with the customer.
- Video enables us to moving hearts and minds with the “why” behind what we do for our customers.
- Video is an emotional medium, not a detail medium.
- A quality video conveys a quality product and a sophisticated company who “gets it” and knows how to be out in front of the competition.

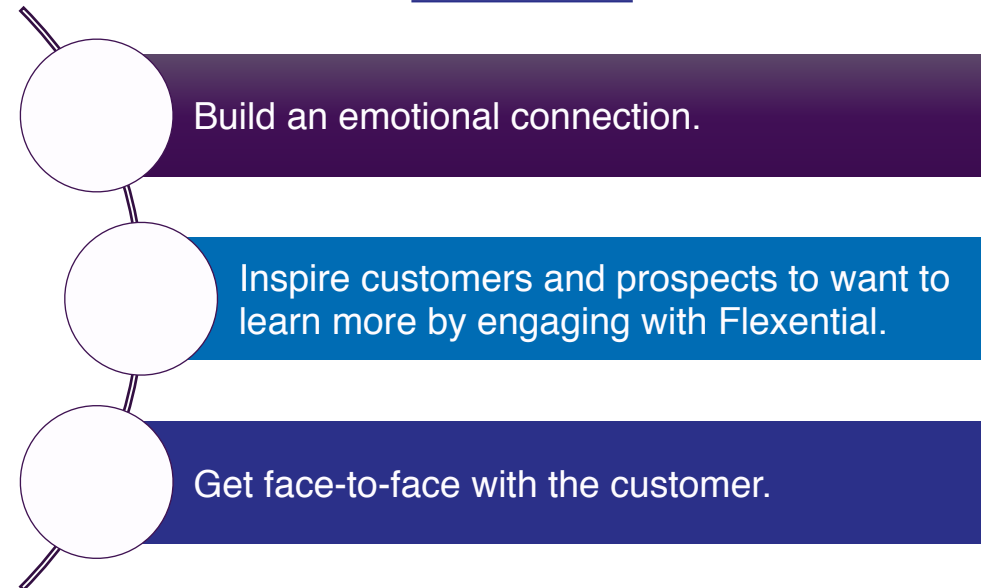
***Martin Luther King didn't say, “I have a plan.”***

***He said, “I have a dream.”***

Make them care.



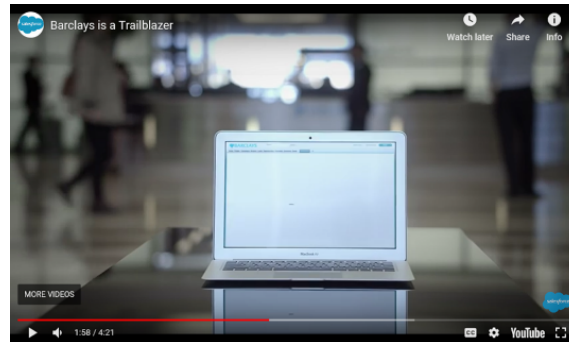
## The Goal:



# Video Structure: The Donut Model

- For optimal economy of scale, all videos will be as standardized as possible, showcasing the best (relevant) interior features across our fleet.
- Each video will include high-end branding, the Flexential story, competitive differentiators and brand value.
- We will customize content for each of the data centers with exteriors, interiors and data center specs.
- Specific messaging points TBD during the scripting process. (*Message points below are for example only*).

***Data ...***



***...is more than a building with space and power.***



# Video Structure: The Donut Model, continued...

The following is the sequence each video will follow:

## 1. INTRO

- :20 intro on who we are, what we care about, why we care, delivered by Chris Downie.
- Rather than a “show-and-tell” we create a masterful journey into Flexential state-of-the-art data centers, with audio from Chris carefully mixed.
- Eventually we cut to video of Chris.

## 2. SEGUE to specific data center.

Examples:

- *What’s special about Charlotte is.. (It’s where we started... the industries that are thriving there... first peering exchange, what the future holds for Charlotte.*
- *Atlanta is poised to become the new Ashburn...*
- *APAC is everything, and that’s where Portland - Hillsboro is taking our customers.*

## 3. DC-SPECIFIC CONTENT

- B-roll
- comments only from Chris (vs. DC managers, RVPs)

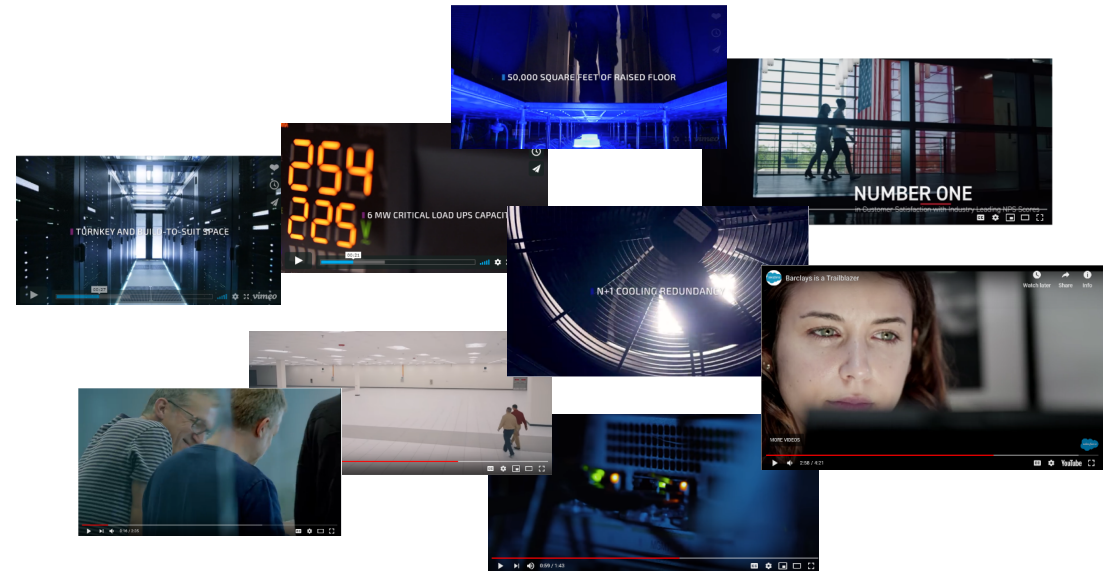
## 4. Conclusion

- reiterate compelling points a la the intro
- powerful call to action

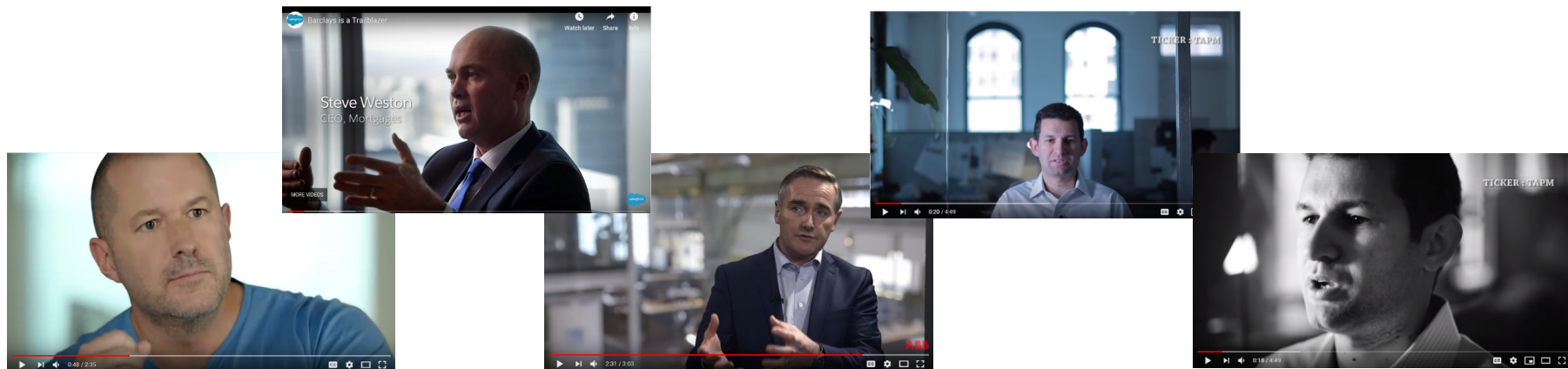
# Visual Style

## #1: B-Roll

- Dolly wide shots, bright, no uber-dramatic lighting
- Mix of slow-motion and time-lapse
- Mix sweeping “corporate dramatic” with Wes Anderson style

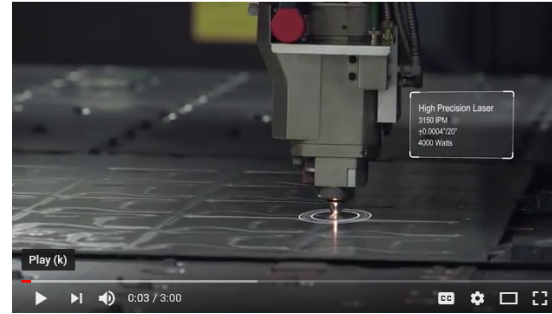


## #2: Executive Interview

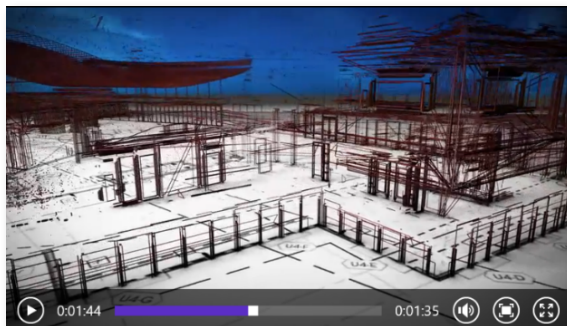


# Visual Style, continued...

## #3: Motion Design



## #4 3D Animation



- We know Kristen is a fan of this.
- For budget purposes (10 videos for \$100k) we will come up with an impactful alternative to this graphical style that lasts 12-15 seconds vs. 20+ seconds.
- Our story line seems to lend itself to a few 3-5 second 3D builds, mixed with 3D integrated text.
- Options and examples to be provided.





# Creative Approach & Economy of Scale

## Proposed Shooting Approach

### Interior Shots

- Gather beautiful, stylized B-roll at (4) data centers:
  - Denver
  - Atlanta
  - Portland
  - Charlotte – North
- Shoot for two (2) days at four (4) data centers
- Footage from these four (4) data centers can be used to create all ten (10) videos.
- We propose to shoot on-camera interviews inside the data center at these locations only, unless otherwise mandated.

### Exterior Shots

- We will hire local camera crews for seven (7) of the data centers to gather high-end exteriors and drone footage.
- If we need to shoot interviews (DC managers, RVPs) , I would recommend that I be present to direct at each location.

# Cost Breakdown

DATA CENTER	Gen 4	Tier III	N/A	New Cons.	Shoot Interior + drone (2 days)	EXT/ Drone	O/C i.v.	Prod. Serv. (storage, transfer, transcripts)	3D Build	Post-production inc. licensed music, sound mix, sweetening, etc.	GFX	TOTAL
Atlanta- Alpharetta			X	X	X (\$9000)		X	X \$750	X (\$2500)	X (\$2500)	X \$150	\$14,900
Charlotte - North			X	X	DISCUSS - EVENT VS/ MARKTG BUDGET \$6,500	X (\$1200)	X	X \$750	X (\$2500)	X (\$2500)	X \$150	\$13,600
Dallas - Plano	X	X				X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
Denver - Englewood	X				X (\$9000)		X	X \$750	X (\$2500)	X (\$2500)	X \$150	\$14,900
Las Vegas - North	X	X				X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
Minneapolis - Chaska	X	X				X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
Nashville - Franklin			X	X		X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
Philadelphia - Collegeville			X			X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
Portland - Hillsboro 2	X	X			X (\$9000)		X	X \$750	X (\$2500)	X (\$2500)	X \$150	\$14,900
Tampa - North			X			X (\$1200)		X \$750	X (\$2500)	X (\$2500)	X \$150	\$7,100
					\$33,500	\$8,400		\$7,500	\$25,000	\$25,000	\$1,500	\$100,900

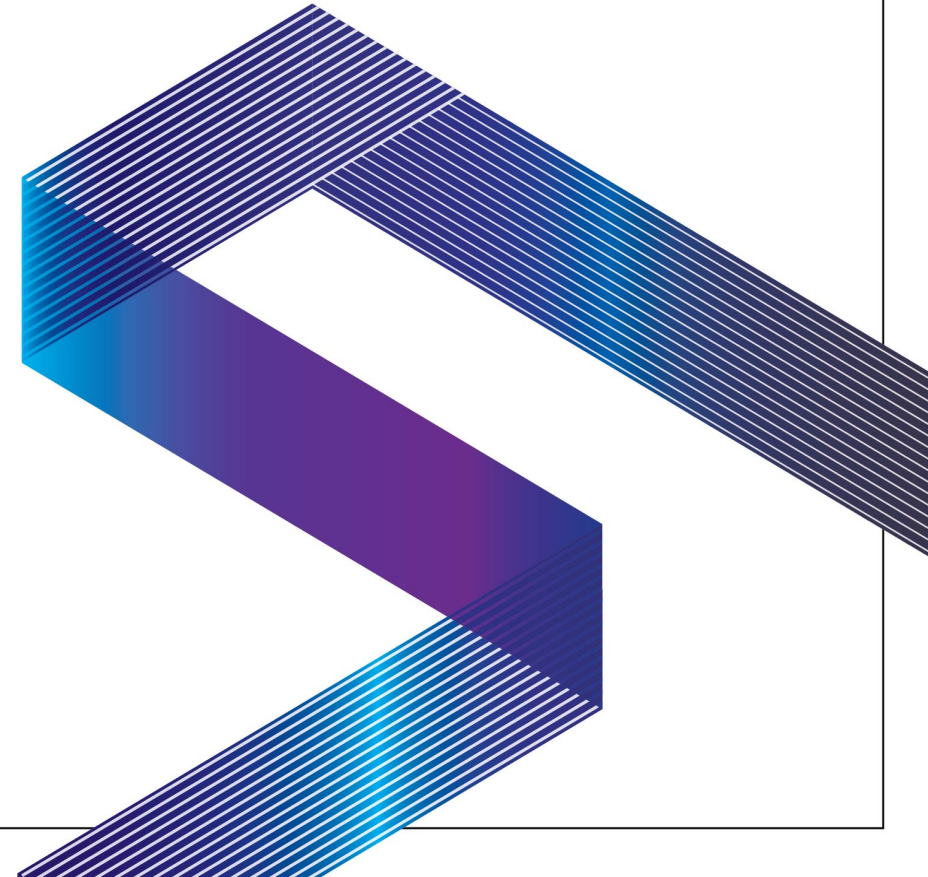


# Cost Breakdown

## **COST DISCLAIMERS:**

- If we are designing to budget - 10 videos for \$100k - we will come up with an alternative to the “benchmark” 3D.
- As we get further into scripting and phases, we may need to adjust, reallocate editing vs. animation, etc.

The budget enclosed does not include travel for the Director of Photography and Robin Bond for two (2) of the remote locations.



# Time Frames & Future Potential

## Phase 1

Initial Time Frame-  
Example for discussion

**September 1** – Deliver Charlotte version

**November 1** – Deliver Nashville version

**December 1** – Deliver Denver and Chaska (MN) versions

**Q1 2020** – 3 videos

**Q2 2020** – 3 videos

## Phase 2

Thoughts on “Phase 2”

While we anticipate eventual pursuit of a comprehensive, data-driven video strategy and platform that allows us to artfully deeply videos geared to highly targeted audiences and CTAs t following proposal is for the initial data center videos only.

**Future products in our arsenal – a Phase 2 for our video strategy – might include:**

- Product and solutions videos (Edge, DraaS, Colo, PS, Wholesale, PS, etc.)
- Sales and customer success – dozens of applications here!
- HR/onboarding/training – “A Day in the Life” of a Flex employee, company culture, recruiting, onboarding, branding, etc.
- Case studies - :30- :45 versions are optimum
- Tech Q&A (Interactive – a la Facebook Live)
- ABM – :20- :30 teasers
- DG - :30 and 1:45 videos
- Social – iPhone videos / vlogs – In Phase 2 would like to discuss strategy and best practices for quality, creation and deployment of user-created content
- Thought leadership