

# Bespoke Labels

Pre-production document



# Deliverables

## Deliverables & (objectives)

Hero Video (User retention)

About Video (Introduction to Bespoke Labels mission, vision, services and staff)

Image Bank (Content for web design based on below themes & messaging)

## Themes & messaging

Expertise, knowledge, reliability, small enough to care but large enough to deliver, family owned, trusted globally.

# Mood board



# Set



# Interview questions

- Tell me a little bit about Avonclyde Ltd. When was the business founded, where are you based, how long has it been going, who started it, who is in the team? etc.
- What do you think makes Bespoke Labels different?
- What services do you provide?
- What types of labels do you produce?
- How can people order labels from you?
- What parts of your service are you proud of?
- What types of businesses do you make labels for?
- What do you think your customers appreciate about your service?
- What advantage do you think you have over your competitors?

# Shot list

Scene	Shot	Description	Shot type	Movement	Equipment	Location	INT/EXT	Sound	Cast
1	1	Interview with Nicola following the questions in the pre-production document.	Mid-shot & Close-up	None	Tripod	Warehouse	INT	Dialogue	Nicola
1	2	Interview with - following the questions in the pre-production document.	Mid-shot & Close-up	None	Tripod	Warehouse	INT	Dialogue	Fraser
2	1	Various shots of foil metallic labels.	Various	-	Various	Warehouse	INT	None	-
2	2	Various shots of Kraft labels.	Various	-	Various	Warehouse	INT	None	-
2	3	Various shots of textured labels.	Various	-	Various	Warehouse	INT	None	-
2	4	Various shots of functional labels.	Various	-	Various	Warehouse	INT	None	-

# Shot list

Scene	Shot	Description	Shot type	Movement	Equipment	Location	INT/ EXT	Sound	Cast
2	5	Various shots of waterproof labels.	Various	-	Various	Warehouse	INT	None	-
2	6	Various shots of custom shape labels.	Various	-	Various	Warehouse	INT	None	-
2	7	Various shots of variable info labels.	Various	-	Various	Warehouse	INT	None	-
2	8	Various shots of short run labels.	Various	-	Various	Warehouse	INT	None	-
2	9	Various shots of transparent labels.	Various	-	Various	Warehouse	INT	None	-
2	10	Various shots of eco friendly labels.	Various	-	Various	Warehouse	INT	None	-
3	1	Nicola working on label designs	Various	Various	Various	Warehouse	INT	Computer SFX	Nicola

# Shot list

Scene	Shot	Description	Shot type	Movement	Equipment	Location	INT/ EXT	Sound	Cast
3	2	Nicola and Fraser working together.	Various	Various	Various	Warehouse	INT	Dialogue	Nicola & Fraser
3	3	Label printers	Various	Various	Various	Warehouse	INT	Printer SFX	-
3	4	The team working	Timelapse	None	Tripod	Warehouse	INT	None	Nicola, Fraser &
3	5	Nicola on the phone	Various	Various	Various	Warehouse	INT	Dialogue	Nicola
3	6	Fraser working on computer	Various	Various	Various	Warehouse	INT	None	Fraser
3	7	Labels being packaged for delivery	Various	Various	Various	Warehouse	INT	Packaging SFX	-
4	1	Establishing shots of the warehouse/ industrial space	Drone	Various	Drone	Industrial Estate	EXT	None	-

# Shot list

Scene	Shot	Description	Shot type	Movement	Equipment	Location	INT/EXT	Sound	Cast
4	2	Establishing shots of Kirkintilloch	Drone	Various	Drone	Kirkintilloch	EXT	None	-

# Risk assessment

Risk Event	Yes/No	Risk Event	Yes/No
Restricting access in public areas	No	Outside of normal office working hours	No
Actors/Performers/Children	No	Noise	No
Working at height	No	Special filming equipment	No
Vehicles/Traffic	No	Animals	No
Slips/Trips/Falls	Yes	Electrical/Cabling	Yes
Beach/Sand/Water	No	Manual handling	Yes
Lone working	No	Smoke/Visibility/ Pyrotechnics	No
Covid-19 mitigations needed?	No	Other (State)	No

# Risk assessment

Risk Event	Impact	Likelihood (Low, Moderate, High)	Risk Score (1-5)	Mitigation Strategy
Slips/Trips/Falls	Injury	Low	2	All wires and leads to be taped down and secured. Heavy equipment to be carried in pairs up the stairs on site.
Electrical/Cabling	Electrocution	Low	1	All wires to be checked for damage before use. No overloading of plugs.
Manual handling	Injury	Moderate	3	Lighter loads to be carried due to the stairs on site and heavy equipment to be carried in pairs. Car parked near the door for unloading.

# Call sheet

Production	Date	Call & Finish
Website content	20/05/2025	09:00-16:00
Location	DOOD	Hospital
Unit 3C, G66 1SL	1 of 1	133 Balornock Rd, Glasgow G21 3UW

Scene	Call	Location
1	09:00	G66 1SL
2	12:00	G66 1SL
3	15:00	G66 1SL

Name	Cast/ Crew	Role	Contact	Call
Ross Chapman	Crew	Director/ Camera Op	07876474413	9:00
Jay Chapman	Crew	Camera Op/ Assistant	07507069482	9:00
Nicola Reid	Cast	Staff	-	9:00
-	Cast	Staff	-	9:00
-	Cast	Staff	-	9:00