

Bringing the Forchelli Deegan Terrana LLP story to life.

Website Brand Film Proposal

Prepared by Axios Productions

02 THE ASSIGNMENT

A film that shows how the firm works together.

Forchelli Deegan Terrana LLP is a full-service law firm with more than twenty practice groups. What distinguishes the firm is how its attorneys work together across disciplines. This film will introduce that story to prospective clients, referral sources, and future hires through an authentic look at the people behind the practice.

Alongside the flagship brand film, the project will produce supporting assets—including a homepage motion loop, professional headshots, and short-form social edits—to help the firm maintain a consistent presence across its website, LinkedIn, recruiting, and other digital marketing channels.

The goal is a memorable first impression that reflects the firm's culture, expertise, and collaborative approach.

PROJECT SNAPSHOT

HERO FILM

2–3 minute brand film

PRIMARY LOCATION

Uniondale Headquarters

SUPPORTING COVERAGE

Hauppauge & Huntington

PHOTOGRAPHY

Professional headshots

WEBSITE

Homepage motion loop

SOCIAL

Short-form edits

03 CREATIVE APPROACH

Observed, not scripted.

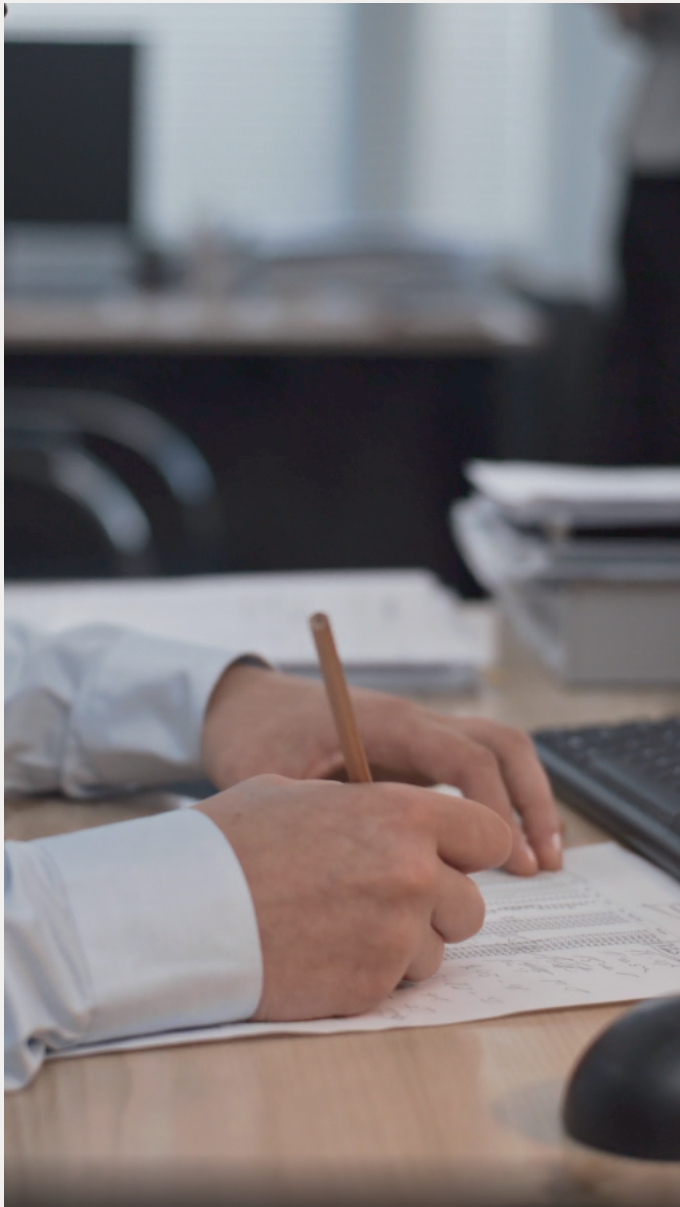
We approach this project like a documentary crew—capturing leadership and key voices from across the firm in their own words, alongside authentic moments of the firm at work. The result is a film that feels credible, professional, and true to Forchelli Deegan Terrana LLP's culture.



DOCUMENTARY INTERVIEW



COLLABORATION



DETAIL



LEADERSHIP INTERVIEW

Two filming days, planned around your team.

A small documentary crew works quietly inside a live office. We plan interviews, locations, and shot lists in advance so the days on site stay calm, on schedule, and out of the way of the firm's work.

Uniondale — Primary Production

Leadership interviews, additional interview subjects identified during pre-production, office coverage, and professional headshots at the firm's headquarters over two production days.

Interview Approach

Conversational, on-location interviews. Themes are shaped with leadership in advance so subjects arrive prepared, not scripted.

Hauppauge & Huntington — Supporting Coverage

Exterior and select interior coverage of the satellite offices, filmed to match the primary shoot.

Lean Crew, Minimal Disruption

A four-to-six person crew, quiet lighting and sound, and a schedule built so attorneys and staff can keep working through the day.

05 DELIVERABLES

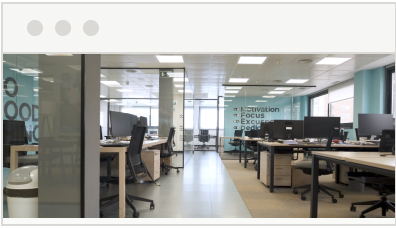
A brand film, website loop, social edits, and headshots.



FILM 2-3 MIN

Hero Brand Film

The centerpiece film for the homepage, introducing the firm's people and way of working.



WEBSITE 15-30 SEC

Website Loop

A silent, seamless loop designed for the homepage hero.



SOCIAL* 15-30 SEC

Social Cutdowns*

Vertical edits for LinkedIn, recruiting, and attorney spotlights.



PHOTOGRAPHY

Professional Headshots

Professional headshots for participating attorneys and firm leadership. Final quantity, scheduling, background, and delivery specifications will be confirmed during pre-production.

06 TIMELINE

Eleven weeks, kickoff to final delivery.

The schedule allows time for consolidated stakeholder feedback and the firm's legal review before final delivery.

PHASE 01

Weeks 1–2

Discovery & Pre-Production

Kickoff, creative brief, interview planning, and production strategy with firm leadership.

PHASE 02

Weeks 3–4

Scheduling & Final Planning

Finalize interview participants, production schedule, locations, logistics, and the final shot list.

PHASE 03

Weeks 5–6

Production

Two production days at the Uniondale headquarters, with supporting coverage at the Hauppauge and Huntington offices.

PHASE 04

Weeks 7–10

Post-Production & Client Review

Story edit, color grading, sound design, licensed music, two client revision rounds with consolidated feedback, the firm's legal review, and client approval.

Mastering & Delivery

Final color and audio mastering, quality control, exports, website loop, social deliverables, professional headshots, and final file delivery.

07 INVESTMENT

\$34,500, concept to delivery.

A single investment covers the full scope below.

LINE ITEM	DESCRIPTION	INVESTMENT
Creative Development	Discovery, concept, and pre-production planning.	\$4,750
Production	Two production days at the Uniondale headquarters, with supporting coverage at the Hauppauge and Huntington offices.	\$11,250
Post-Production	Story edit, color grading, sound design, licensed music, graphics, two consolidated client revision rounds, one final approval round, and final mastering.	\$13,500
Deliverables & Finishing	Website loop, social cutdowns*, headshot retouching, final mastering, exports, and file delivery.	\$5,000
PROJECT INVESTMENT		\$34,500

08 CLOSING

Ready to tell the firm's story?

We're a small production company that works like a documentary crew. We earn trust with the people we film, plan carefully around the room we're in, and craft films that feel authentic, polished, and true to the organizations they represent.

Forchelli Deegan Terrana LLP has the story, and Axios Productions will bring it to life. If this proposal sounds good, we'd like to get started.

STEP 01

Approve Proposal

STEP 02

Execute Agreement

STEP 03

Creative Kickoff

AXIOS PRODUCTIONS

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