



**walkonweb**  
...step out of the box

## **What is walkonweb?**

Walkonweb is a new and unique way to make your website stand out. High Definition Video is utilised to integrate a walking talking real life person into your existing website or flash banner that will grab the attention of your audience for longer. You can use walkonweb to promote your products and services, greet your audience, provide news updates or even direct traffic to special offers.

## **Why use walkonweb?**

When someone logs onto your website or sees your flash banner you only have a few **seconds** to make an impact before they move on. You may have spent a lot of time and money to make sure people click through to your site or see your banner so you want to make sure they stay as long as possible. Our research shows that good quality video on a website makes people stay on a page for up to **85 seconds**.

Also as broadband become ubiquitous in the UK, people expect a richer and more interactive web experience. Walkonweb is a high quality product that uses exciting visuals and crystal clear sound recording to portray the right image to visitors to your website.

Walkonweb also has a novelty factor that encourages word of mouth. People will talk about your website or banner and revisit, leading to an increased number of hits.

## FAQ's

### **How does it work?**

We use high definition video to film the actor in front of a green screen. Using this technique we can completely remove the video background. We use cutting edge editing and encoding software and years of experience to ensure the result works perfectly on the web. Creating high impact visual content that brings websites and flash banners to life.

### **I want a walkonweb, what happens next?**

We will meet with you to arrange the date of filming, the location, the script, and provide advice on the process. This meeting usually takes around 1 hour. Filming on the agreed date takes half a day.

### **When do I get my finished walkonweb?**

Your edited walkonweb will be provided in FLV format within two weeks of the agreed shooting date.

### **Where will the filming take place?**

We will film the video content at our green screen studio. Filming in a controlled environment allows us to turn over a production much quicker than setting up on location. This in turn allows us to keep the budget for a shoot lower. These cost savings are then passed on to the client.

### **Do we need to source an actor or actress?**

We find that a lot of clients wish to star in the walkonweb or have camera friendly employee in mind for the video. However, should you wish to stay behind the camera you can choose an actor from our in house database of experienced freelancers or we can set up a casting on your behalf.

### **How big is a walkonweb?**

The average size of a walkonweb is around 3.7mb and streams at 400kbs. This means anybody with a broadband connection should have no problems with streaming the video on a desktop or laptop. When it comes to adding video content to a flash banner we are able to further compress footage in order to adhere to size restrictions.

### **Can I view walkonweb on any web browser?**

Walkonweb has been tested on the latest versions of Internet Explorer, Safari and Firefox.



### **What happens if we would like two slightly different versions of a walkonweb?**

Many people like to have a 'Welcome to our site' and a 'Welcome back to our site' version of the same walkonweb. This helps keep the content of the site fresh for a lot longer, and maintains the interest of the visitor.

It is very cost effective to film two slightly different versions on the same day as equipment is already on site and lighting and sound is already set up. For these reasons we are able to reduce the price of a second walkonweb.

## **Will the walkonweb appear every time someone visits our website?**

This is entirely your decision. Should you wish to limit the number of viewings per unique visitor we can add an isp recogniser that will prevent the video from launching after a certain number of plays. This technology can also be used to play a different video clip to a returning client.

## **How long can we keep a walkonweb on the website?**

A completed walkonweb is yours to use for as long as is desired on your website.

## **How do I get a celebrity to do a walkonweb?**

We have relationships with a number of agencies that represent celebrities in the U.K. Should you wish to have a celebrity endorse your company we are able to look at availability and cost on your behalf. As with freelance actors this is provided at extra cost according to their individual rate.

## **Can we be on set during filming?**

You are more the welcome to be on the set during set up and rehearsal time. However, when filming starts we ask for only cast and crew to remain on set. Once we have finished recording we will show you the successful takes on a monitor and you can choose your favourites.