

# CORPORATE & COMMERCIAL FILM & VIDEO PRODUCTION IN ISRAEL AND PALESTINE

**Highlight Films produces corporate & commercial photo, video & film productions in Israel and Palestine. We often run the entire production, beginning to end, and in other cases we provide part of the services. We are a full service company: from crew booking to location management and logistic support, from technical to creative services and everything in the middle...**

## **Our Clients**

Our **corporate and commercial** [client base](#) is comprised of public and private companies, NGO's, commercial companies, advertising agencies and marketing departments of international organizations. We often produce the entire product, beginning to end. In these cases, the client hires us for a complete production. Our clients include The Jewish Agency, The United Jewish Communities of North America, The United States Government and others. For other clients we provide part or most of the [production services](#) required.

We have recently completed such productions for 888 and Omnisia (UK), Fox-20th Century (US) and others.

## **Commerical photo productions in Israel**

Our company provides [photo shoot production services](#) to European, American and Asian advertising agencies, magazines, designers and production companies interested in producing photo shoots in Israel. From location scouting and obtaining [film permits](#) to production management, budget supervision and arranging for all necessary [services and facilities](#), we provide a full service line for the photo production.

## **Corporate Video Production in Israel**

Whether it is for an American, European or Asian company with customers or suppliers in Israel or the West Bank, or for an international conglomerate with branches in this area, we often handle the **production of corporate videos** to be used either for sales, company image or marketing purposes. The format, scope and quality of the video depend on the budget. We filmed corporate films and videos on [DVCAM](#), on [high definition](#) tapes and on [16mm](#) film, by a one-man-band or by a 20 person [crew](#). When we [edit](#) a corporate video, the customer is often unable to visit the edit room. In order to save time and overcome time differences, we upload the edit drafts during and after the editing days, so the customers can make their comments online.

## **Fundraiser Video Production in Israel**

In the last five years, we produced dozens of fundraiser videos for a variety of causes. We are proud at the practical results of these videos, and we know we are very experienced in analyzing the target market, understanding the customer's needs and applying the available cinematic and tele-visual tools to reach the desired goal. Due to the discrete nature of this area, we will not disclose details on our fundraiser customers, but we will be able to provide references, upon request.

## **Infomercial Production in Israel**

In any duration, from one minute to half an hour, the infomercial video can be used to convey

marketing and sales information to any client base. We can produce a final product or provide some of the services for the production. Our production teams can produce in High Definition and Standard Definition formats, and we can get the best professionals in Israel - from directors and DOPs to technical crew, creative talents and any other position needed in order to make sure we will produce a high quality yet carefully budgeted video.

### **Commercial Ad Production in Israel**

Since 1998 we produced many 30 seconds commercial TV ads for UK and European broadcast. We have access to young and talented creative professionals in Israel and we often create project teams consisting of Israelis and Europeans working together on the design and production.

### **Commercial Video Production in Israel**

Highlight Films provides [production services](#) / creative assistance to dozens of commercial video productions every year. From three-minute instruction video for a local or international manufacturer, to a worldwide sales video or a TV commercial spot using footage, actors and animation - we have the experience and the abilities to analyze your project and offer you the necessary [production services](#) you require, as well as any options you may be interested in reviewing.

When we face a challenge we are not sure about our ability to cope with, we always admit that. In this business no production company knows everything... While we know that our producers and creative personnel are very experienced, we will never mislead our clients or take upon ourselves a project we are not sure we can complete in full. As Israel's [leading production house](#), we learned to keep it simple: listen to your customer, find the simplest solutions and take it from there.

### **Promotional Video Production in Israel**

We have produced many **promotional videos** - for campaigns, products, services and companies. We are very experienced working with advertising professionals dictating a creative line and we believe that we have in Israel some excellent creative talents that can provide all necessary answers from here to your requirements.

### **Corporate Video Production House in Israel**

In the last years we produced [corporate](#) videos and films for [companies](#) from England, Scotland, France, Germany, The United States, UAE and Israel. A corporate video is always tailor-made according to the purpose, needs and specific nature of the company. Among our regular contractors and in house creative talents are writers, scriptwriters, researchers and directors who are very experienced with planning and executing a corporate video production.

Producing the entire production in Israel is usually significantly less expensive than the production of the same video in Europe or the US. Even if our customer is in the other end of the world, he or she will be totally updated in the production process and can utilize our online work processes for their benefit.

In a corporate production we were in charge of in Spring 2007, the CEO of the company wanted to see the shoot, but was in South America at the time. We established low-resolution video communication at no cost from Jerusalem to Buenos Aires, and one week later we did the same in the end of the editing process, when the same CEO was in Australia. The main obstacle we have in setting up these conferences and online collaborations is the time differences - but that is something even we can't control....

With the development of the Internet, many corporate videos are now produced in order to fit several media outlets: while fewer customers use VHS tapes, many of the companies working with us use the combination of DVD, web digital video and streaming digital video.

### **Corporate Training Video Production in Israel**

Unlike a corporate or infomercial video, the training video has to be the outcome of working with both the customer and the future viewer. The research process requires a deep understanding of both the content and the unique nature of the viewers, as far as language,

the training setup, using the right terminology and creating optional outlets for future uses of the video in collaboration with other training tools. Once research is complete and the direction we recommended is accepted by the customer, we will write a first draft of a script, based on the technical data and information provided by the customer. After filming and editing, we will present a rough cut of the video, and after approval we will add graphics and animation, record final voice over and add other visual and audio elements to reach a complete product.

### **Corporate video production services in Israel**

We can provide all necessary services for the production of a corporate video or corporate film.

Pre-production: research, location finding and location management; releases and permits; scouting and casting of local talents.

Production: Coordination of camera crew and equipment; Production management.

Post production: Editing, format transfers, sound mixing, original or commercial music tracks clearance, archive footage, DVD mastering and duplication, compression to web formats / streaming video.

### **Educational Video Production in Israel**

Our crews and producers took part in several productions of **educational videos**. Such productions in Israel / Palestine usually deal with either religion and archeology, or with the political / historical circumstances in past and present. Our vast archive, containing more than 900 ours of footage can come very handy for such projects. In our database we have experts for every area of activity, from Massada in the Herodian times to urban warfare in the Israeli-Palestinian conflict. We will be able to advise you about specialists in every field and the best ways to film on the relevant locations.

### **Creative Video Production in Israel**

We work with the best creative talents in Israel and Palestine, and we would be glad to advise you on the best local talent for your production. We work with both established and experienced directors and young, talented professionals who are eager to prove their talent and motivation. As far as technical crews are concerned, we work only with the best. There are hundreds of good video cameramen in Israel, but on our lists there are less than 10 cameramen specializing in corporate or commercial productions. Our demands are first and foremost professionalism, then good English language skills and obviously, we prefer nice people on the set... So if you are extremely talented but painfully obnoxious, we won't hire your services...

### **Video Field Production in Israel**

Our [fixers](#), or field producers, were trained as assistants to senior producers before working on their own. Our fixers are first-rate producers who operate from the office in pre-production, and on the field once actual production has begun. They have to be able to improvise, to solve problems swiftly, to keep a careful eye on the budget and to be ready with the next phase, scene or location. Whenever one of our fixers is out on a production, he or she knows that they have a back up person they can call or text with anything they need. The backup person will find information on the web, provide the fixer with help to unplanned multitasking, check updated weather and traffic information, and seek advise for anything the fixer is working on.

Since many of the stories we are working on take place in semi-hostile areas, it is of great importance to plan according to changing security conditions. Our Tel Aviv headquarters advises all fixers on the field about sudden security developments.

Contacts us by [email](#) or Call us 24/7 +972-3-6168611 or from the US 1-917-3386188

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