

# Bunny & Boar

## *Statement of Work*

<b>Client</b>	Mozilla
<b>Project</b>	Australis Launch Video

Prepared for: Dia Bondi  
Prepared by: Amelia Anderson  
March 26th, 2014  
SOW#: 03252014-moz

# Project Description and Scope

## Australis Launch Video: "Young Dramatic Voices"

We will create a video of the approved concept, "Young Dramatic Voices" (working title). In the video, 7 children between the ages of 3-5, speak directly into the camera, and remind the powers that be to, "keep working for mankind." Each child will share a few lines of the 25 line call to action. The primary purpose of the video is to illustrate the importance of maintaining a free and open web ally this value with Firefox in a way that is emotional, goose bump giving, and viral.

The video will be shot at the Bunny and Boar's studio in 4K. We will be using the highest quality studio lighting and sound equipment, so the look is highly cinematic and the sound is clear it evokes a sense of intimacy and vulnerability. We will also be creating an original score with an accomplished Cellist to add drama and originality to the piece.

The piece is expected to be 60-120 sec in length. We will deliver the video to YouTube with imputed localization a week before the Australis Launch. Note that if localization cannot be provided by Mozilla, B&B can source the translation services for an additional cost.

We are allowing for 3 rounds of feedback on the script and the final edit.

Estimated time: 5 weeks total to concept, write, cast, shoot, edit, score, and color.

## Pre-production, "Young Dramatic Voices"

Amelia and Dia will take a week to write and edit the script- we expect to circulate up to 3 drafts for feedback and approval. The final script must be locked on Friday, March 28th, 2014 or we will risk production delays.

The first week of April, Dia and Amelia will be casting the 7 children for the video. Amelia will also hold pre-production meetings and camera tests that week with the crew, as well as continue directorial prep.

Our Line Producer, Jennifer, will also come on in the first week of April to coordinate with the casting agent, the resulting talent, and the crew. Jennifer will be managing the logistics and scheduling the shoot carefully **to make sure we abide by all applicable child labor laws.**

Estimated time for this phase: 10 days writing, casting, and directorial prep for Amelia. 5 days of general pre production for Jennifer. 1 day of camera tests for the crew.

## **Production, “Young Dramatic Voices”**

Production dates are April 5th and 6th. The crew for the production days consists of the following: Director, Producer, Line Producer, Director of Photography, B-camera operator, Lighting Designer, Production assistant, and Sound/Music Supervisor.

Each child cast will work one of the two shoot days for a maximum of 3 hours, as mandated by law. Also in accordance with child labor laws, we must have a Studio Teacher on set. Jennifer will be on set on both shoot days to ensure we abide by the laws and track breaks for the crew.

Estimated time: 2 days, for Amelia and crew. 1 day for each child we cast.

## **Post Production, “Young Dramatic Voices”**

April 7th, the Monday after the shoot, we will jump right into post production with the goal of distributing an Assembly Cut to Eric Pettit and MaryEllen Muckerman by midweek for notes and in hopes of getting a locked picture by Friday, March 11th.

In the final week of the project we will be for scoring the piece with a Cellist, sound mixing, color correcting, and creating the motion graphics with the localized text. The video will be shown for final approval by Eric Pettit and MaryEllen Muckerman on April the 17th, so we can take the 18th to focus on carefully exporting the video to Firefox’s YouTube Channel and inputting localized text of the following languages: German, English, Portuguese, Spanish, Indonesian, and up to two more.

Estimated time for this phase: 10 days, for Amelia and her Assistant Editor. 2 days for the Music Supervisor, Sound Mixer and Cellist.

## Team Organization

Role	Team Member	Billable Day Estimate
Director / Editor	Amelia Anderson	24
Line Producer	Jennifer Thomas	7
Director of Photography	Pistol Stamen	3
B-camera	Arthur	3
Lighting Designer	Myleen Hollero	3
Production Assistant	Elena Marx	3
Assistant editor	Alexandra Sheffield	10
Music & Sound Supervisor	Aubrey Anderson	4
Musician	Cellist	1
Casting Director	Theresa Benavidez	5
Talent	to be cast	7
Studio teacher	Carolyn Crimley	2
Localization	Mozilla	NA
Michaela Thayer	Social Realease	N/A
Story Producer	Dia Bondi	N/A
Content Publication	Benjamin Sternthal	NA
	<b>TOTAL TEAM DAYS</b>	<b>75</b>

# Project Timeline and Cost

## Timeline

Milestone	Start	End	Description
M1	week of 3/17/2014	3/21/2014	Created and Pitched for 4 Concepts. Arrived at one to pursue.
M2	3/24/2014	3/28/2014	Script is locked. Crew is hired.
M3	3/31/2014	4/6/2014	Talent is cast and then Video is shot.
M4	4/7/2014	4/11/2014	Assemble cut receives notes, they are applied to satisfaction, and picture is locked.
M5	4/14/2014	4/18/2014	Score is created, Sound is mixed, Color is corrected, Localizations in place, 18 versions of the video are delivered.
M6	4/18/2014	4/18/2014	Final Media Delivery

## Cost

Bunny & Boar will bill Client monthly at a rate of \$1200 per day against allotted team days in that month. The total estimate for this Statement of Work is **\$90,000** US and we will not exceed that allocation without advance approval from Client.

## Changes & Overages

Bunny & Boar will endeavor to nimbly accommodate changing priorities throughout the course of the project. We will remain as open as possible to executing new features and changes in project scope and requirements without sacrificing the project's timeline. If overages beyond our specified allocation are deemed necessary and approved by the Client, we will bill these at a rate of \$150 per hour and attach the overage charge to that week's invoice with a specific explanation about the circumstances for the additional charge.

## Payment Terms

Due to the significant upfront costs we will incur on this production, 50% of the total cost will be due upon one week from script finalization, April 4th 2014, with the balance to be paid Net 30 after final delivery.

## Signatures

IN WITNESS WHEREOF, the parties have caused this Statement of Work to be duly executed by their authorized representatives as set forth below.

Bunny & Boar	Mozilla
By:	By:
Date:	Date:
Name:	Name:
Title:	Title: