



For producers

Behind-the-scenes, EPK and social content for international campaigns

We specialise in behind-the-scenes films for commercials. Based in Bulgaria, we take on campaigns all over Europe, film without slowing the shoot down and deliver the film, social cuts, stills and EPK within 10 days of the wrap.

70+

international campaigns

1–3

people on the crew

10 days

to the finished film

NDA

on every campaign

Why productions add a BTS crew

Proof it was really shot

When any image can be generated, a film of the real crew and set shows the campaign is genuine.

Weeks of content from days already paid for

The talent, the director and the set are already booked. We turn those days into a film and a run of social posts.

Footage for your awards film

An awards entry needs footage of how the idea came to life. Without a BTS crew there is none, and that usually becomes clear after the wrap.

Content with the talent

Talent time is the scarcest thing on set. We film interviews and moments in the windows the talent team gives us, without asking for extra time.

One shoot, everything you need

A behind-the-scenes film

A finished 1 to 5-minute film for PR, YouTube, your website and the client presentation.

Interviews

The director, the talent, the client and the crew talk about the campaign in their own words.

Selects for your case film

Organised selects of the best moments, so your agency can cut its own case-study or awards film.

Social cuts

Vertical 9:16 and 4:5 versions for Reels, TikTok, Shorts and LinkedIn.

Behind-the-scenes stills

Edited stills from the set for press, social media and your portfolio.

EPK for the press

An electronic press kit: the film, interviews and stills in one package, ready for the press on launch day.

On set

Your call sheet

We work to the call sheet, film around the main unit and never ask for a take.

NDA and embargo

We sign your NDA before the shoot. Nothing is published before launch.

Phones away

No personal photos or posts from set, ever.

Five-year archive

Every project is kept on hard drives for five years, ready for a re-edit or an awards film.

From brief to delivery

01

Brief and dates

You send the shoot dates, location and what you need. You get a detailed quote within 24 hours.

02

Plan with the production

With the producer and director we agree what we film, when interviews happen and what stays confidential. We sign the NDA.

03

Shoot days

We film the preparation, the set, the people and the key moments, plus interviews and stills, without slowing the schedule.

04

Edit and delivery

Within 10 days of the wrap we deliver the film, cuts and stills, revised to your notes and the brand's guidelines.

What to send us

- Shoot dates and call times
- Location: city, country, studio or location
- What you need: film, cuts, interviews, stills, EPK, selects
- Talent on set and any restrictions

- Launch date and embargo
 - Brand guidelines for logos and titles
 - Your contact on set
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Working with us from abroad

In English

From the brief and interviews to the final edit.

EU invoicing

VIDEO KING LTD invoices in euros, with VAT reverse-charged for EU businesses.

Across Europe

Based in Bulgaria, we take on campaigns all over Europe. Travel is a separate line in the quote.

A crew with cover

A small team of camera operators and editors we have worked with for years.

Kit and crew

Cameras

Mostly Sony FX3, FX6 and FX30. On request from the agency or client, also Blackmagic, Canon, ARRI or RED. We recommend the FX3, which keeps our footprint small.

Gimbal and drone

We film with a gimbal, and with a drone on request.

The crew

One to three people, set by what needs filming: a camera operator and a photographer, two on video when there are no stills, or three for complex social ads with lighting and a shot list.

Sound and light

Wireless microphones for interviews. We bring our own interview lights when the set needs them, or work with the gaffer's light.

Stills

Separate high-resolution stills cameras, mostly Sony.

What we need on set

A table for the BTS crew with power for batteries, cameras and gimbals, and parking to unload the kit. Nothing else. For shoots abroad we travel even lighter.

Rights, revisions and delivery

Yours to use

The client owns the film and stills, to use anywhere, with no time limit.

Licensed music

From libraries such as Artlist and Envato. Before the edit we agree the licence: organic posts or paid ads.

Raw footage

You always get it, and it is included in the quote.

Booking

Two weeks ahead is ideal, but we often take on shoots just two or three days away.

Portfolio and awards

The agency can show them in its portfolio and its award entries.

Revisions

As many rounds as it takes, until you and the client are completely happy.

Delivery

On a hard drive from the production, or via Frame.io, Dropbox, WeTransfer or Google Drive.

Payment

No deposit. We invoice after delivery.

Send us the shoot dates, location and what you need. You get a detailed quote within 24 hours.

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Branded is a brand of VIDEO KING LTD · Sofia, Bulgaria · References from producers on request.