



KRK STUDIO

VIDEO PRODUCTION COMPANY & FILM STUDIO



We transform clients visions into exceptional videos that work and sell. We also specialize in marketing, so our productions are not only emotionally engaging, but also translate into real results for your business.

Let's make a film that your audience will fall in love with!

Video production offer for
Your Business



+48 664 760 465



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About Us



[WATCH OUR SHOWREEL >](#)



Who are we?

We are a production house that for more than a dozen years has combined **specialization in video production** with a very good **knowledge of the advertising and marketing market**. As a result, we deliver visually stunning content that is also modern and effective video promotion tools.



What do we do?

We are responsible for the entire production process - starting with the concept and script, through the organization of shooting days, post-production and publication of the finished material. We also have our own film and photography studio in the very center of Krakow.



What do we specialize in?

We specialize in professional production of advertising, promotional and product videos and images. We create unique visual content for business clients and marketing agencies for publication on the Internet, cinema and TV.



What makes us stand out?

- **Experience in marketing** - we know what works and what doesn't. Our videos not only stir emotions, but also sell effectively, so you don't burn through your budget.
- **Nice and professional service** - efficient contact from the very beginning. Zero postponements and emails with no response. Dedicated account manager at all times, free consulting before the start of cooperation, as well as after closing the project - all this is very important for us!
- **Full transparency and flexible approach** - this includes, but is not limited to, insight into all stages of production, a complete price list available on our website, zero hidden costs and full openness to dialogue during cooperation - our customers appreciate this very much.



Video commercial

A short and effective - about 15 - 60 sec. - marketing message, promoting the product, service or brand, in which we create the reality ourselves - the script, actors, etc.



Promotional video

A longer form - about 1 - 3 min. - that presents reality in an attractive way and encourages the audience to take a certain action, such as a case study or a report on an event.



Product video

A short video presenting the most important features and benefits of your product. The video will make the viewer feel as if they can touch and evaluate it themselves.

OUR PRODUCTIONS

Examples of our work



Portfolio – VIDEO

Film production is our specialty! See our portfolio and choose the category that interests you most.

WATCH NOW



Portfolio - PHOTO

We will take care of the comprehensive implementation of the photos - from conceptual work, through the organization of the session, up to the retouching of the finished photos.

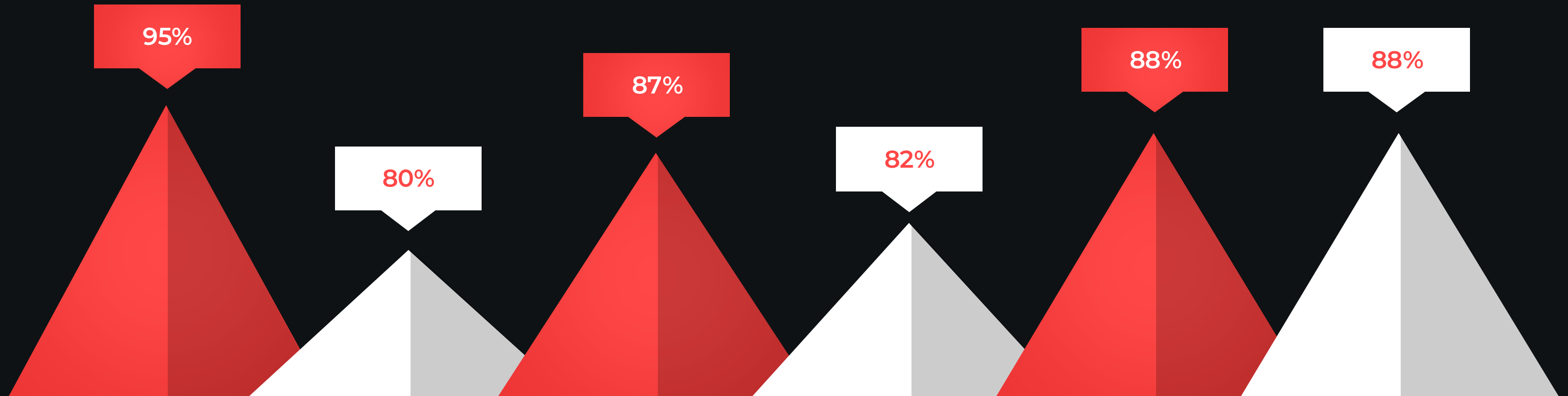
WATCH NOW



How are **our films** made?



Why is the commercial video so important?



Clear message

People retain **90%** of the content in the video as compared to 10% when reading.

• *Payback Opinion Poll*

Conversion

The use of video on landing pages has the power to increase conversion rate by **80%**.

• *Eye View*

Popularity

87% of marketing professionals use video as a marketing tool.

• *Wyzowl.com*

Trend

By 2021 video will account for **82%** of global Internet traffic.

• *Cisco*

Engagement

An average internet user spends **88%** more time on the website containing video materials.

• *Forbes.com*

ROI

88% of the companies which invested in the video are satisfied with 'return on investment'.

• *Animoto.com*

Our price list

Every film or photography project is completely different, so we never send two of the same cost estimates. All our quotes are dedicated to a specific order and are akin to create a project from building blocks - just like a house project or choosing car equipment :)

Caring for **full transparency** of our activities, we present an approximate price list of elements that your video may consist of.

Contact us to consult your idea free of charge and get a personalized quote.

[CHECK OUR OFFER >](#)

The prices shown are net prices to which **23% VAT should be added**. Presented price list is for informational purposes only and does not constitute a commercial offer within the meaning of Article 66 of Polish Civil Code.

NAME	QUANTITY	UNIT	RATE	PRICE
PRE-PRODUCTION				
Preproduction	1	day	1 000 PLN	1 000 PLN
Location scouting	free of charge			-
Scenographer	1	day	1 000 PLN	1 000 PLN
Scenography & Props	-			1 000 PLN
Concept & Project consultation	free of charge			-
Script	-			1 500 PLN
Studio	1	hour	100 PLN	100 PLN
Transport	100	kilometers	1,50 PLN	150 PLN
Catering	1	person	50 PLN	50 PLN
Film set insurance	1	day	300 PLN	300 PLN
Location fee	1	day	2 500 PLN	2 500 PLN
PRODUCTION				
Director	1	day	2 000 PLN	2 000 PLN
Film set manager	1	day	1 200 PLN	1 200 PLN
Camera operator + equipment	1	day	1 500 PLN	1 500 PLN
Additional camera	1	day	500 PLN	500 PLN
Production assistant	1	day	800 PLN	800 PLN
Drone	1	flight	400 PLN	400 PLN
Timelapse photography	1	day	1 200 PLN	1 200 PLN
Photographer	1	day	1 000 PLN	1 000 PLN
Gaffer	1	day	1 500 PLN	1 500 PLN
Sound recordist	1	day	1 500 PLN	1 500 PLN
Actor - work on set	1	day	1 000 PLN	1 000 PLN
Actor - image rights	1	year	1 000 PLN	1 000 PLN
Background actor	1	day	200 PLN	200 PLN
Makeup artist	1	day	1 000 PLN	1 000 PLN
Stylist - work on set	1	day	600 PLN	600 PLN
Costumes	1	costume	350 PLN	350 PLN
Lighting equipment - BASIC	1	day	500 PLN	500 PLN
Lighting equipment - ADVANCED	1	day	2 000 PLN	2 000 PLN
Sound equipment	1	day	300 PLN	300 PLN
Prompter	1	day	100 PLN	100 PLN
POST-PRODUCTION				
Editing	1	day	800 PLN	800 PLN
Editing - shorts	1	short	500 PLN	500 PLN
Editing - other formats	1	format	300 PLN	300 PLN
Simple animations - intro, titles, supers, logos etc.	1	day	800 PLN	800 PLN
Subtitles - per minute	1	minute	50 PLN	50 PLN
Color correction & grading	1	hour	100 PLN	100 PLN
Photo editing & retouch	1	photo	50 PLN	50 PLN
Timelapse editing	1	day	800 PLN	800 PLN
Footage backup - 1 year	free of charge			-
Raw files delivery	-			1 500 PLN
Voiceover AI - Image rights: NO LIMIT	-			400 PLN
Voiceover PL - Image rights: INTERNET/TV/CINEMA, Advertising campaign: YES/NO	1	year	600 PLN	600 PLN
Voiceover EN - Image rights: INTERNET/TV/CINEMA, Advertising campaign: YES/NO	1	year	1 000 PLN	1 000 PLN
Audio mix & mastering - per minute - BASIC	1	minute	100 PLN	100 PLN
Audio mix & mastering - per minute - ADVANCED	1	minute	200 PLN	200 PLN
SFX - per minute	1	minute	150 PLN	150 PLN
Music licence	1	licence	200 PLN	200 PLN

THEY TRUST US:

Our Customers



fitatu

Bank Pekao



Carlsberg



BOSCH

interia



Zatorland

SWISS



tantis.pl



Uber

SUEMPOL

GALERIA
KRAKOWSKA

5-MINUTE CRAFTS



Herbalife



saldeo SMART



Fitatu

Piotr Multan

"I recommend cooperation with KRK Studio. Very good communication, visible commitment, ingenuity - full professionalism and a great end result! "



Saldeo Smart

Veronika Makowska - Lupa

"Cooperation with KRK Studio is a pleasure - from the process of developing the concept of the film, through work on the script, implementation, and editing. Good communication, professionalism and great atmosphere on the set :) Thank you for the past projects and we hope for more equally successful ones!"



Tantis.co.uk

Magdalena Gruszczyk

"Professionalism, creativity and flexible approach. Advertising at a high level. I highly recommend!"

[READ MORE OPINIONS >](#)

Our Team



Our Mission

When creating a film, we always put the viewer first. We follow the same principle when working with our clients. The most important thing for us is the needs and expectations of the people for whom we work.

Our mission is to create beautiful, unique and inspiring videos that are not only distinguished by very high quality, but also carry a great emotional message.



Our Values

We focus on pleasant contact from the very beginning, professional approach, efficient production and high quality of delivered material.



Our Approach

Full transparency at the start, setting expectations and mutual trust from the first contact with the client.



Mateusz Wykurz

Founder / Owner



Piotr Wancerz

Co-Owner / Art Director



Marcin Bieliński

Creative Manager



Damian Szafran

Account Manager



Mateusz Macheta

Editor / VFX Artist



Kamil Pilch

Filmmaker



Patryk Woźniak

Photographer

Create a professional video for your business



kontakt@krkstudio.pl



[+ 48 664 760 465](tel:+48664760465)



[ul. Mogilska 1/09 Kraków](#)

Do you have **additional questions?**

Give us a call or check out the **FAQ** on the last slide of our listing 



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FAQ

HOW MUCH DOES IT COST TO PRODUCE A FILM?

The price of production is always determined individually, as it depends on many elements, including the type of film, number of locations, video length, shooting days, script, crew, equipment and additional elements, such as voiceover, music, actors, animation, drone shots, etc.

The least complicated projects are worth about 5 - 10 thousand zlotys.

More advanced implementations cost tens of thousands of zlotys.

Contact us for a personalized quote.

WHAT IS INCLUDED IN OUR QUOTE?

Full transparency and zero hidden costs are very important to us.

The detailed quote you will get from us already includes everything that is necessary to make a film - the entire pre-production stage, organization of shooting days, editing and post-production and full transfer of film rights.

HOW LONG CAN I USE THE ORDERED FILM?

When you order a video from KRK Studio, we give you a lifetime license to use it. If the image of actors or voiceover appears in the video, standard

licenses for their use are granted for a period of

From 1 year to 5 years. They can, of course, be freely extended later.

EXTRA VERSIONS / OTHER FORMATS / RAW MATERIAL?

Of course, there is such a possibility. If you decide to do so, each of the above items will be specified in the quote you will get from us.

I KNOW EXACTLY WHAT MY VIDEO SHOULD LOOK LIKE.

WHAT TO WRITE IN THE EMAIL REQUESTING A QUOTE?

We ask that in your email you include basic information about your business and the film you plan to create. This will allow us to prepare a fair offer and estimate a production quote.

- **YOUR BUSINESS** - a brief description of your product/service and target audience

- **GOAL** - what do you care most about? What effect do you want to achieve?

- **IDEAS** - write in a few sentences what your idea for the film looks like?

- **TYPE OF VIDEO** - commercial, promotional, product, event video?

- **QUANTITY + DURATION** - how many videos do you plan to record? What kind of length?

- **DAYS OF RECORDING** - the expected number of days on which we will record

- **DEADLINE** - what is the deadline - when should the film be ready?

- **PREPARATION** - where do you plan to broadcast (Internet, cinema, TV) and for how long?

- **SOUND** - what should be the background - music, voiceover, statements by others?

WITH WHAT EQUIPMENT DO YOU RECORD?

We use the highest quality film equipment in our work. These include Sony A1, Sony FS7, Panasonic S1H cameras, Blackmagic Pocket 6K PRO professional video lighting, Ninja V recorders, DJI Ronin gimbals, etc.

I WANT TO CREATE A FILM, BUT I DON'T KNOW YET

WHAT IT SHOULD LOOK LIKE. HOW CAN YOU HELP ME?

To suggest the right solutions and create effective advertising for you, we need some information about your business.

If possible, answer the following questions:

- **Why do** you need a video? What effect do you want to achieve?

- Are you thinking about a specific type of video - promotional, advertising, product?

- What is its purpose - where do you plan to publish the video?

- Who is the video viewer (age, gender, interests, social status) ?

- What is the biggest "problem" of your customers and how do you Does your product/service solve this problem?

- What makes your product/service stand out from the competition?

- What needs to happen for video to turn out to be a good investment?

- You have seen a movie that you liked and would like to create a

Similar for yourself? Send an example - it will make the whole process much easier.

- You have created video in the past and are not satisfied with the results

Or just need it refreshed? Send us the link :)

- What is your budget? Determining it will allow us to propose

HOW LONG DOES IT TAKE TO PRODUCE A FILM AND WHAT IS THE WHOLE PROCESS LIKE?

Once the details are settled, everything runs very smoothly. With larger projects, the most time-consuming is the pre-production stage, which takes about a week. On the other hand, for less complicated productions, even one day of preparation is enough and we are ready to go! After completing the recordings, we need about 3 - 5 days to hand over the finished video material. The entire process of filmmaking at KRK Studio is described in detail on our [website](#).

DO YOU HAVE MORE QUESTIONS ?  **+48 664 760 465**