



Client FAQ's

- A. Questions about Autism & Inyoni Bay social enterprise.**
- B. Questions about Animated Films, explainer videos.**

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1. Is Video more effective than what I am doing for SEO, content and engagement at the moment?

Video is by far the most effective content organisations' can use to promote their Brand. Click's, engagement, audience size, recognition, and all other factors around SEO and branding see a much greater ROI through the use of video than any other medium. Video is 7X more effective at garnering Clic's than written or static content, and that it is 50X easier to have your page ranked on the first page of Google with a video than with text content!

2. Then why do most companies only use video for USP messages and new product advertising?

- A. Cost: typical bespoke videos cost on around £1500 to £8000 and more.
- B. Time: it takes four to sixteen weeks to produce a video.
- C. Shelf life: the average video receives 75% of its views within the first 25 days!
- D. Hassle: from finding and hiring an agency or freelancer, to script by committee, management of the project, poor execution a Content video is often not seen as worth the effort in terms of ROI.

3. Do you have any statistics' to back up Video's effectiveness.

- 1. Video is 700% more effective than image content on social media
- 2. Video is 2200% more effective than pure text content
- 3. The ROI on non-video content continues to go down
- 4. 90% of blue chip organisations' online content is NON-video, yet views, shares and engagement of videos exceeds that of all other content
- 5. 43% of US companies intend to reduce or cancel traditional content marketing in the next two years
- 6. 80% of video viewers recall the video, its message and the brand 30 days later

4. How will these videos benefit our organisation?

Organisations need content in order to retain the engagement and brand recognition of their clients', former clients and target market. However, there are 365 days of potential content marketing needs, and not all content is created equal. Inyoni Bay videos are designed as quality, accurate and topical

videos that will be viewed exponentially, more times than your current content.

- Set up your own online channel of videos and supplement your proprietary sales videos with our range of content videos. Build an audience that looks forward and proactively requests to view your channel.
- Save money by cutting back on print and traditional media.
- Contribute to the reduction of paper use, by cutting down on pamphlets, newsletters and PDF documents.
- Reallocate marketing hours to more targeted sales content as Inyoni Bay content videos perform the marketing content need.

5. Why should I work with Inyoni Bay?

Here at Inyoni Bay we think of ourselves as professional, motion graphic and explainer video makers first and champions of Autism second. Work with us because we focus our efforts into helping our clients with high quality video content tailored towards to their marketing and communication needs. The fact that together with our clients we are helping to turn around the lives of people with Autism is a bonus for both us and you.

6. How do feedback and revisions work?

Easy, at the end of each step we offer two rounds of revisions and then after signoff move on to the next stage.

7. How long does it take?

Our clock starts from the time of script signoff, and for a typical explainer takes 4 - 6 weeks. Of course our pre-created videos are available for customization and download immediately.

8. How much do your videos cost?

Our pre-created content videos cost from as little as £75 upto a few hundred pounds. Bespoke productions cost from £1500 upto £7000, sorry but that is the range.

9. What are your payment terms?

The payment method is a 50% upfront payment and a final 50% payment after the video is completed and approved by the client. They payment options are Wire transfer and Paypal.

10. Where can I use my Video?

You can make use of the Content Video you have licensed across your Social Media presence; website, LinkedIn, Twitter, Facebook, Instagram etc. However, it is NOT permissible to publish, display, or play any Videos sourced from Inyoni Bay Media as part of a paid for event, traditional television or radio broadcast (e.g. terrestrial, cable or satellite TV, broadcast radio).

B. Questions about Animated Films, explainer videos.

1. How did Inyoni Bay come to be?

Link to our story.

2. Are you a real studio and do you do work for real customers?

Yes and Yes!

Our staff are made up of both ASD members and neurotypical members, new program participants spend their days with a mix of classroom time and on the job experience next to dedicated, gifted and professional designers. Over the two year course, the participants spend gradually less time in class and more time in working on client projects alongside the experienced creators.

3. What is Inyoni Bays' story?

Around 1.5% of the UK population are on the Autism spectrum, in the UK that works out to around 750,000 people. Unfortunately, they are amongst the most isolated, and discriminated groups in society; unemployment is over 85%, this leads to increased social isolation, low self esteem, and a reliance on inadequate state handouts. Our intention is to offer people with autism the chance to work within a real studio with the outcome goal of long term employment and financial security.

Inyoni Bay is a social enterprise organisation set up under the legal structure of *Community Interest Company* for the purposes of identifying, training and mentoring young adults with ASD in digital 2D design and production during a two year program. In addition to the creative skills they will be taught, work and social skills all within a real working environment. The participants will progress to working on live client projects and earn an income commensurate with typical market levels.

The attainment of these valuable skills and experiences in a real working studio supported, mentored and provided in a safe and flexible environment will conclude after the program with a *Progression Pathway Plan*. Individual plans will be developed in conjunction with the participant, his or her family/guardian and will aim to place each participant in another studio, as a supported freelance artist or remain as an employee of Inyoni Bay.

How many people are you offering this opportunity to?

The program is two years in length, with an annual intake of four, so in year two we will have eight participants. The intention is to increase this in year three and four, with a target of ten per annum.

4. What is a social enterprise?

The UK Government definition of social enterprise: "Businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners."

5. What is a Community Interest Company (CIC)?

A community interest company (**CIC**) is a type of company introduced by the United Kingdom government in 2005 under the Companies (Audit, Investigations and Community Enterprise) Act 2004, designed for social enterprises that want to use their profits and assets for the **public good**.

6. Company Law requirements

A CIC must also comply with the requirements of company law in general, and accordingly must file annual accounts and returns at Companies House in addition to its responsibilities to the Regulator. Accordingly, a CIC must be registered both with Companies House and the CIC Regulator.

Statutory Clauses

The CIC structure has **statutory clauses that cannot** be removed by directors:

- Asset Lock: assets must be used for the “purpose”.
- Dividends payments (if any) are **capped by statute**.
- Assets can only be transferred to another asset-locked body.

Transparency

- An annual report is placed on the public record for public scrutiny;
 - The activities of the CIC, & the benefit provided to the community
 - The remuneration paid to the directors
 - The assets transferred other than full consideration
 - Dividends paid (if any)
 - Performance related interest paid
 - The steps taken to consult stakeholders and the outcome

Please feel free to contact us should you wish for more information about Inyoni Bay, its mission or members.

7. What is Autism?

A mental condition, present from early childhood, characterized by great difficulty in communicating and forming relationships with other people and in using language and abstract concepts.

Some facts:

- Autism was only recognised and diagnosable in the late 70’s to early 80s’. This resulted in millions of individuals being labelled as disruptive, incompetent and worse.
- The current thinking is that around 1.4% of the population is on the spectrum, however, owing to the late creation of a diagnostic tool for ASD, many adults have never been diagnosed. Recently the USA’s CDC announced an increase in their estimate of the rate of autism from 1 in 68 to 1 in 59 (1.7%). This amounts to 5.1 million and over one million people in the United Kingdom.
- Individuals on the spectrum have an **unemployment** rate of over 85%.
- This leads to isolation, mental and physical health issues, suicidal rates above the average and a life expectancy sharply below the average.

8. How can you offer the same quality for the same price as your competitors?

We use the same software, processes and professionalism as our competitors, but as a social enterprise we do not have the same short term goals. Having the ability to continue to work, train and mentor our colleagues through a journey to becoming secure, confident with an ability to work a meaningful job and be paid appropriately is our short, medium and long term goal.

Our studio is made up of the ASD men and women who are participating in the program after being selected from a pool of applicants. Alongside them work the experienced professionals who have substantial industry experience and came to Inyoni Bay to continue their career in an environment that allows them to also contribute to a social good.
