

Hi [confidential name],

We are sad to hear that you were not satisfied with the video. We want to assure you that the video was made with utmost care and passion. We intended to deliver to you the best video we could while staying within the limits of the project, and that we believe we have done.

The real issue here, it seems, is that there might have had some unrealistic expectations about how the video would look upon completion. This had been communicated to you before we began working on this project. However, we will reiterate the points we made back then one more time.

We understand that you provided many reference videos in mind but please do remember that those videos had budgets which were 400%-500% higher than the budget we worked with. The budget within which we worked would not even be enough to rent the equipment that would be needed for a video like the ones you provided as references.

We always aim to make the best music video that we can within the budget provided to us by the client. Could your video have looked better if it were shot with better equipment and in a better location? Yes. But then, it would also have cost 4-5 times more.

Also, we would like to remind you that we were forced to work on strict time constraints through no fault of our own. You showed up 4 and a half hours late at the shoot, which left us with no other option but to negotiate with the venue owner to provide us with a time extension. Unfortunately we couldn't bargain for more than 2 hours, and even that time was paid for out of our own pockets.

As far as we see this project, we tried our very best to bring the best out of a pretty bad situation. We have cooperated with you since the very beginning and are willing to work with you to ensure you get the kind of quality video you were initially expecting.

We are glad that you chose to work with us and that you perceived a touch of quality in our previous work. I personally want to assure you that we are willing to sit with you and re-edit the work until you are satisfied. If you want us to shoot a different video, then we could start a new project with a bigger budget. In this project however, we believe that we have done the best job we could have done with the budget that we had.

We can work around some of the issues you have with the video. Please let us know when we can sit together and find a good solution to the issue at hand.

Regards,

[service provider]