

# VIDEO PRODUCTION SERVICES

LEVERAGE THE POWER OF SIGHT AND SOUND TO CONNECT WITH YOUR AUDIENCE

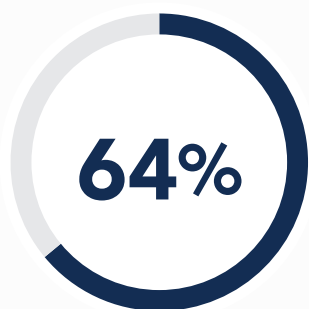
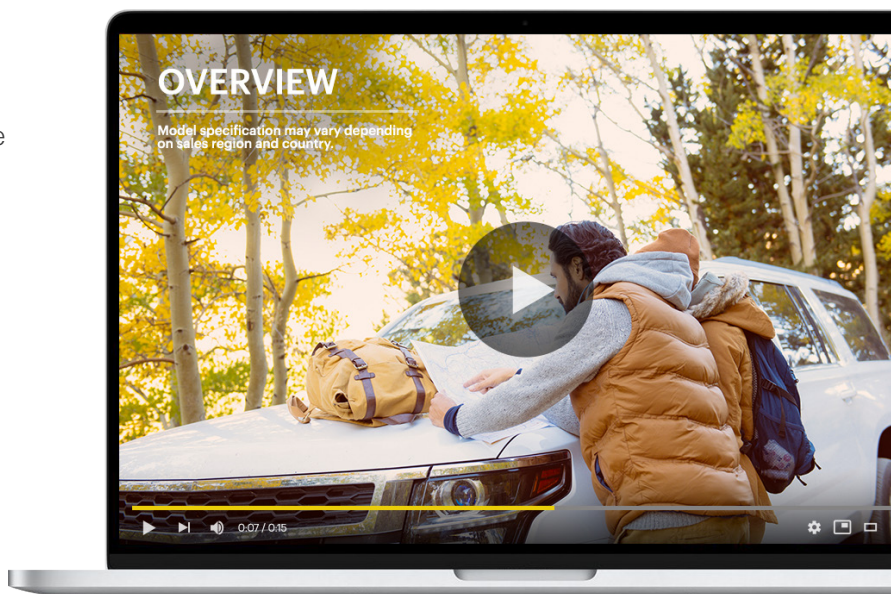
There's absolutely no doubt that the future of advertising revolves around video, and we are here to help you take advantage of that. Video marketing allows you to achieve multiple things, such as boosting customer conversion rates, building trust and credibility, increasing social exposure, as well as elevating your brand visibility in search engines.

## PROFESSIONAL AND CUSTOMIZED VIDEO PRODUCTION

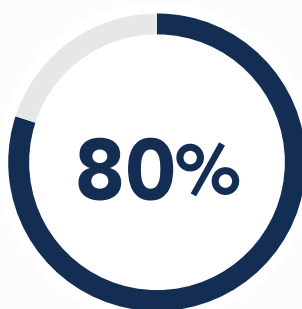
We offer video production services to increase engagement across digital advertising tactics. Choose the custom video package that fits your needs, from professional voice-overs to our impressive stock library of images and clips. We are here to bring your brand to life!

Whether you need a 0:15, 0:30 or 0:60 pre-roll or post-roll / OTT spot, a social media video or even a branding video for your website, we've got you covered. Our tactics include:

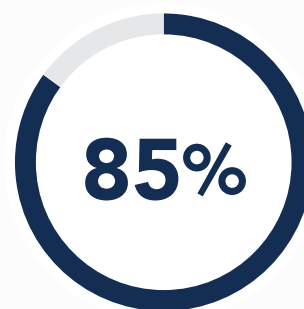
- Pre-Roll Videos
- Mid-Roll Videos
- YouTube TrueView
- OTT
- Facebook and Instagram
- Targeted Videos
- Website Branding Videos



of users are more likely to buy a product online after watching a video



of users recall a video ad they viewed in the past 30 days



of businesses in 2020 used video as a marketing tool

## VIDEO PRODUCTION SERVICE TIERS

Take your pick from a wide range of video packages:

STANDARD	ADVANCED	PREMIUM	EXCLUSIVE	ADD-ONS
0:15 or 0:30 length	0:15 or 0:30 length	0:15, 0:30 or 0:60 length	0:15, 0:30 or 0:60 length	Custom length
Background music	Background music	Background music	Background music	Music
Text over animation	Text over animation	Text over animation or other custom effects and transitions	Text over animation or other custom effects and transitions	Additional images   per image, 5-pack, 10-pack or 20-pack
A.I. voice-over or no voice-over	A.I. voice-over or no voice-over	Professional voice-over	Professional voice-over	Voice-over   0:15, 0:30, 0:60
Client-provides raw footage or images	Includes choice of stock video footage (1) or includes up to 10 images	Includes choice of stock video footage or <ul style="list-style-type: none"> <li>• 5 images (available for 0:15 videos)</li> <li>• 10 images (available for 0:30 videos)</li> <li>• 20 images (available for 0:60 videos)</li> </ul>	Includes choice of stock video footage or <ul style="list-style-type: none"> <li>• 5 images (available for 0:15 videos)</li> <li>• 10 images (available for 0:30 videos)</li> <li>• 20 images (available for 0:60 videos)</li> </ul>	Add music to voice-over
			Includes video script	Video script revisions: <ul style="list-style-type: none"> <li>• up to 30 words (15 sec. voice-over)</li> <li>• 60 - 70 words (30 sec. voice-over)</li> <li>• 150 - 170 words (60 sec. voice-over)</li> <li>• 200 - 249 words (90 sec. voice-over)</li> <li>• 250 - 300 words (120 sec. voice-over)</li> </ul>
			Includes artist's storyboard for client approval	Artist's storyboard for client approval

\*The premium and exclusive video tiers are suitable for OTT.