

# VIDEO PRODUCTION SERVICES

BRING YOUR BRAND TO LIFE WITH PROFESSIONAL, CUSTOMIZED VIDEOS!

Boost customer conversion rates, build trust and credibility, increase social exposure, and elevate your brand visibility in search engines by utilizing video advertising. Leverage the power of sight and sound to connect with your audience!

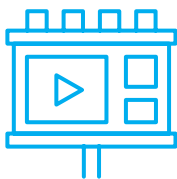
We offer video production services to help you increase engagement across digital advertising tactics. Choose the custom video package that fits your needs, from professional voice-overs to our impressive stock library of images and clips.

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:

## VIDEO AD TYPES:



Pre-Roll & Mid-Roll Videos



Digital Out-of-Home



YouTube



OTT



Facebook and Instagram



Website Branding Videos

82%

In 2022, 82% of the global internet traffic came from video streaming and downloads.

92.8%

of internet users worldwide watch video online each week.

91%

of consumers want to see more online video content from brands.

## 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                                                                                                                                                                                     | Includes artist's storyboard for client approval                                                                                                                                                                                                                                                               |

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