



CAMPAIGN CONTENT PACKAGE 2025

CLARITY VIDEO



MAXIMUM ENGAGEMENT

THE DEMAND FOR HIGH-QUALITY VIDEO CONTENT IS RELENTLESS

In crowded markets, standing out while staying consistent across global and local campaigns is a balancing act. We understand how to create marketing campaign video content that works across multiple channels, fulfilling audience expectations whilst maintaining brand consistency.

WITH DECADES OF STORYTELLING AND MEDIA PRODUCTION EXPERIENCE, WE OFFER INSIGHT, CAPABILITY, AND CREATIVITY. WE UNDERSTAND HOW TO CREATE BEAUTIFUL CONTENT THAT IS RELATABLE, AUTHENTIC, AND RESONATES WITH YOUR AUDIENCE.

To simplify the production process, we have packages designed to deliver the content you need.



PACKAGES

SOCIAL

Content that stops the scroll and engages your audience

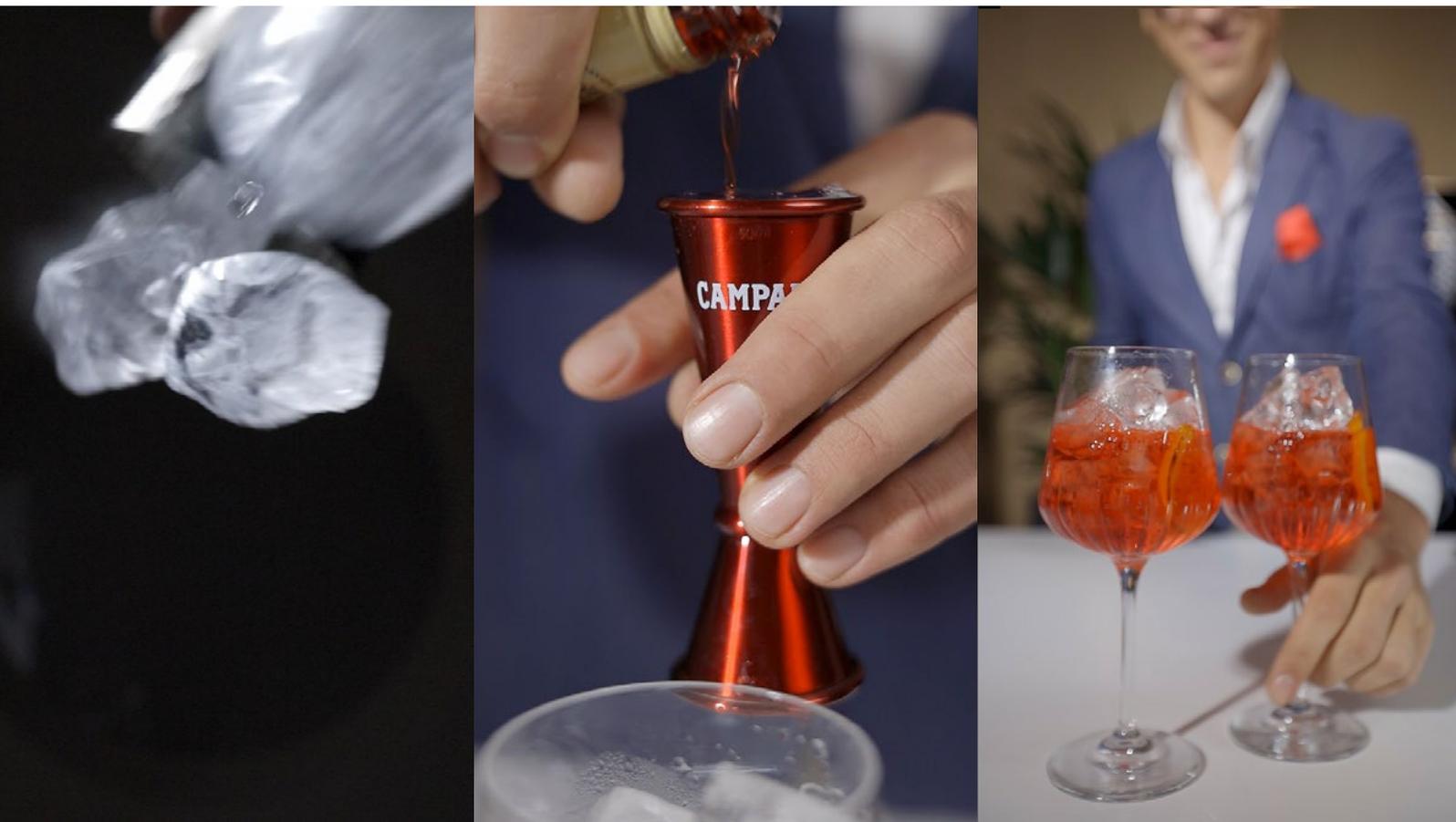
DELIVERABLES

- **Short videos** - Each one focused on a single specific campaign message for maximum retention
- **Long video** - Covering the entire narrative, encompassing all of your campaign messaging

Perfect for organic social campaigns, website landing pages and ecommerce sites. Engage your target social audience with beautiful videos crafted for maximum engagement.

What makes our approach unique is we focus on the social content *first*, then the long form video. Each short video follows a proven story structure covering a specific message and is executed in an exciting and engaging way. This ensures maximum engagement across all of your content. This is far more effective than 'clipping' shorts out of longer content. The short videos are also planned to work together as part of a wider narrative in the long form video, encompassing all of your marketing messages into one video.

Your content will work across the full customer journey with videos formatted for each stage - awareness, consideration, decision/purchase, and even retention and advocacy.



PACKAGES

COMMERCIAL

Paid media aligned with your brand, audience, industry trends, and campaign goals.

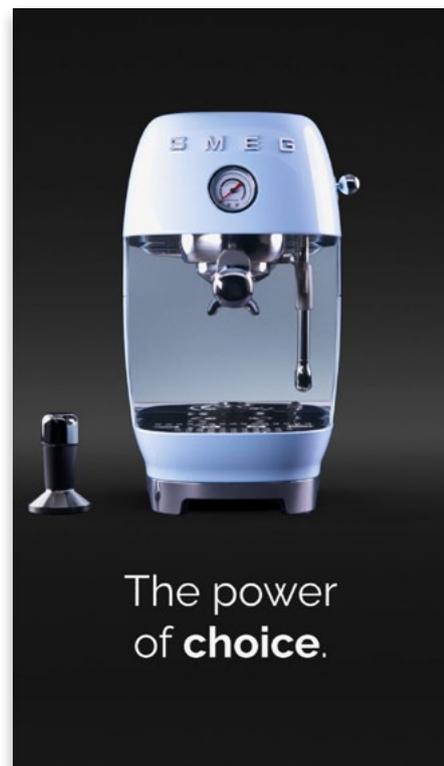
DELIVERABLES

- **Digital & Social** - 6 second bumpers, 15 second pre and mid-roll, and 60+ second long form
- **Broadcast** - 10, 20, 30, and 40-60 second TV and VOD campaigns

Cut through the social noise with authentic and targeted ad campaigns created for maximum impact, boosting sales and building brand awareness.

It's becoming increasingly difficult to gain the attention of new audiences with organic content, paid media can overcome this by specifically targeting customers with the right messaging. We have the expertise to create engaging and authentic ads that stand out and resonate with your customers

Videos are delivered in the required paid media formats suitable for Meta, Google, TikTok, and TV.



PACKAGES

MAX

All of the video assets you need for your marketing campaigns

DELIVERABLES

- **Social shorts** - Each short video is focused on a single campaign message
- **Long video** - covering the entire narrative, encompassing all of your campaign messaging
- **Advert** - Formatted into multiple formats, covering multi-channel placement

Unify your branding and messaging across social and paid content.

Combine the power of organic social content to build awareness and drive sales with impactful adverts designed to cut through to your target audience with a key message.

Simplify the production process with fewer suppliers, making it easier to manage and maintain consistency throughout your campaign.

[CLICK HERE TO VIEW OUR PORTFOLIO](#)





ADD-ONS

ENRICH YOUR CAMPAIGN WITH ADDITIONAL ADD-ONS

PHOTOGRAPHY

Supplement your marketing campaign with stunning images. By dealing with one supplier, we help you simplify your content production process and spread your budget further.

BTS CONTENT (BEHIND THE SCENES)

Make your brand even more relatable with BTS content shot during production. Perfect for authentic content and teasing up-coming campaigns.

INTERACTIVE SHOPPABLE VIDEO

Shoppable videos are revolutionizing online shopping, allowing customers to purchase products directly from videos. Platforms like Instagram, TikTok, and YouTube have embraced this trend, and now you can too - on your own website.

We create interactive, high-converting videos that let viewers watch, click, and buy instantly, making shopping more seamless than ever. Are you ready to take your video marketing to the next level?

[Click here to find out more about shoppable videos](#)

CONTACT US

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