



CREATIVE SUMMARY

Who are we? H!NF Media is the commercial and new media arm of the award winning Hold It Now! Films. H!NF Media focuses on internet, streaming and social media platform advertising. We saw a need for lower cost yet **SCROLL Stopping** content to allow smaller businesses to take advantage of social media marketing.

Objective

To provide small to mid-sized businesses high quality advertising and marketing content at affordable prices.

Goals

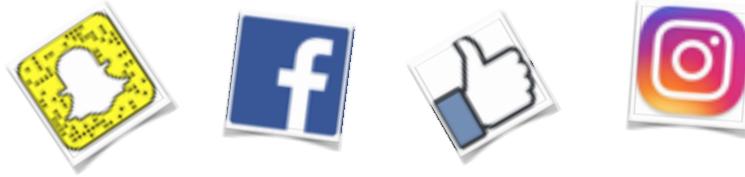
To create high quality content that allows small to mid-sized business a chance to stand out and succeed. Good is not enough in today's media saturated market. We don't settle for anything less than awe-inspiring, jaw dropping OMG # generating greatness.

Solution

To use new advances in film production technology along with our unique knowledge in creating high quality eye catching content to showcase the unique aspects of our clients business or products. Basically we are not afraid to take advantage of the latest advances in technology for an unorthodox approach to making cool stuff.

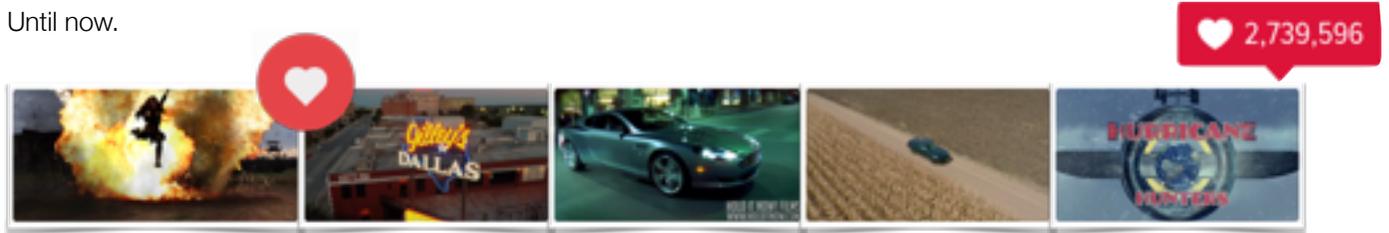


HOW DO WE DO IT?

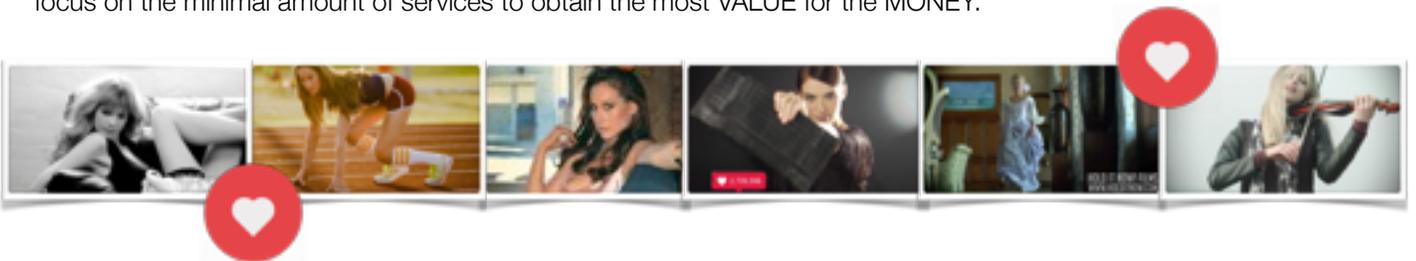


The metrics and ability to focus advertising on social media sites such as Facebook, SnapChat, Instagram and Google has given small businesses unprecedented power. The power to get their message out at much lower costs than traditional broadcast style advertising. Unfortunately the quality level expected by today's audiences is really high and the cost of producing quality content to utilize social media has not dropped.

Typical commercial production cost usually start at a minimum of \$20,000 with many north of \$100,000 Until now.



H!NF Media combines new advances in film production technology along with their unique knowledge in creating high quality content to provide a lower cost alternative content production packages for small businesses. We focus on the minimal amount of services to obtain the most VALUE for the MONEY.



Our solution is quite simple really. Making Awesome Content is all based on **TIME**. Each **DAY** has a fixed cost. The amount of things one can produce in a day is dependent on the complexity and scope of the project. The more days the greater the cost. To make amazing content at a lower cost we look for ways to simplify the project and **lower the number of days to match the budget**. Thus we keep the quality and lower the cost.



BASE VIDEO \$1000 PER DAY

A DAY IS FOR UP TO 10 HRS

PRICE FOR BASE VIDEO INCLUDES:

Broadcast Quality Camera, Jib/Crane (12feet) with control head, Tripod, Slider, Audio Boom Mic, 2 wireless Lavalier Mics, Digital Audio Recorder, 3 Softbox lights, 3 Fresnel 650w Lights, Various stands and bounce boards to shape light and Lighting color gels. 5 Specialty Color programable LED Lights, 3 regular LED lights, blah blah blah plus **one assistant** to speed things along. *Package includes one day of editing.*



*This package is a proven production work horse that has been used to produce some amazing footage (See Reel).
www.holditnow.com*

An Aerial Drone camera platform is available with this package for an extra \$175. To bring the drone out for it's own day of shooting is only **\$300** as part of the Base Video Package (since it requires less set up time than a full day). State of the art way to capture a wide over view of any production and add eye catching visuals using worlds smartest



drone.

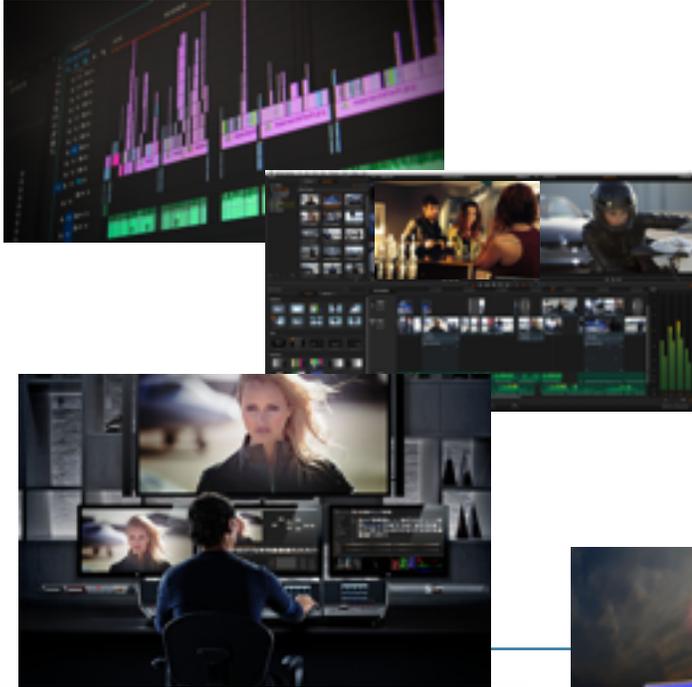
Specialized gear we might need to rent if you have something in mind that requires it. We just rent it. Usually not too big a deal. We will discuss any additional cost before rentals. Usually it's really big lights for larger shoots.



If you want to talk specifics about your ideas feel free to give me a call
[\(323\) 508-1473](tel:3235081473)

POST PRODUCTION

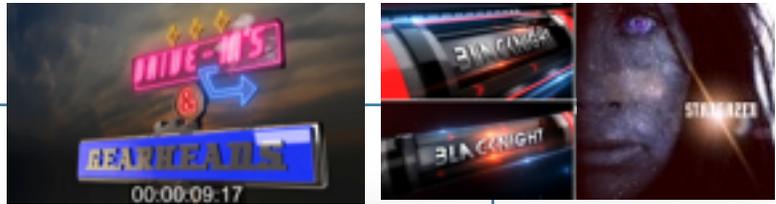
BASE VIDEO EDITING \$500 PER DAY



Post production is where all the hard work comes together. A great post production experience can take any project to new heights. It gives that polished feel that makes audiences pay attention.

We give you one day with the base package then we bill per day after that. We offer an incredible amount of services from motion graphics to visual effects for the same day rate. So you can add as much sizzle as your budget allows. We will work to make sure you get the magic you deserve.

Most productions can do really well with as little as three days of post production. But you get to decide!



EDIT VIDEO

This is where the final magic happens.

MOTION GRAPHICS

Animated graphics including Titles and Logo



MUSIC (ADDED COST)

We use sound libraries usually \$25-\$50 dollars



COLOR CORRECTION

All footage is color corrected and polished to look professional and broadcast ready.



AUDIO MIX

Mix down the audio including music, cues, and motion sound sound effects. Sweeten the Audio.

BASE VIDEO

POST PRODUCTION

VFX MOTION GRAPHICS

Animated graphics to show BLOW MINDS and CAPTURE EYEBALLS



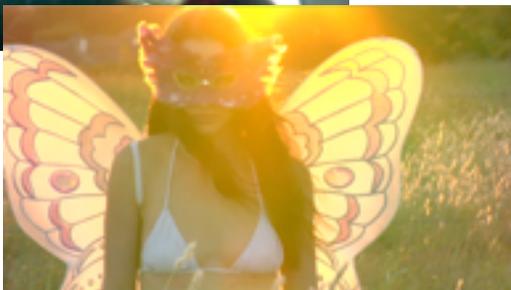
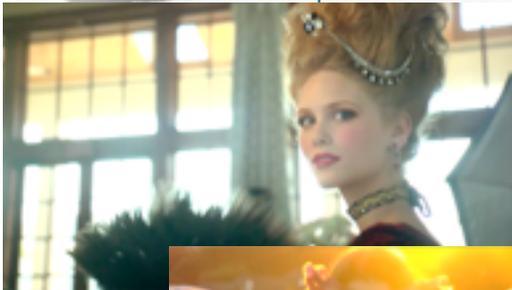
EDITORIAL

Final Delivery



APPROVAL

Two rounds of approval with changes to Final Version.



DELIVERY

- *Full Version Cut and Short Teaser Cut
- Delivery of Low Bandwidth Web Version
- Delivery of Full Resolution Master Version.

EXTRAS FOR PRODUCTION

ADD TALENT \$150 - \$300



ACTOR DEMO

Actor working with or interacting within scenes



PRESENTER

Actor talking about Product.



Take your production value up a notch by investing in on camera talent to help tell your story.

Professional talent bring experience and ease in front of the camera to help bring out the best of your vision.

Today's sophisticated audiences recognize professional on screen talent which helps validate your message.

SAMPLE COST QOUTE

Video Production Budget

This is a general quote for a Basic Video production as well as optional additions to the production if you choose. Price for each additional video is provided as well as a combined price for Add-On's. You can choose to only add the additional service you want or both. This includes everything all the way to deliver. Feel free to call me. We can get much more specific and accurate idea of cost. [\(323\) 508-1473](tel:3235081473)

MAIN VIDEO	Quantity	Unit Price	Cost
BASIC VIDEO PRODUCTION	1	\$ 1,000	\$ 1,000
Total			\$ 1,000

ADDITIONAL SERVICES	Quantity	Unit Price	Cost
MUSIC TRACK	1	\$ 35	\$ 35
ADDITIONAL DAYS OF POST	2	\$ 500	\$ 1,000
AERIAL DRONE	1	\$ 300	\$ 300
Total			\$ 1,335

COMBINED ADDITIONAL SERVICES	Quantity	Unit Price	Cost
BASIC VIDEO PACKAGE	1	\$ 1,000	\$ 1,000
COMBINED EXTRAS	1	\$ 1,335	\$ 1,335
Total			\$ 2,335