

VELVET PIG

BREAK THROUGH THE NOISE



CAPABILITIES DECK - FULL FAT VERSION

velvetpig.co

NICE TO MEET YOU

Velvet Pig was born out of a frustration with how production companies and agencies interacted with clients and a desire to go our own way, to build genuine relationships and create authentic feeling branded content.

We believe that every brand has a story to tell, whether the plucky underdog, the game changing visionary or the stalwart industry leader.

We want to be a part of telling that story.

NO UNNECESSARY JARGON, NO SMOKE AND MIRRORS, NO BULLSH#T.



TELEVISION

ONLINE

BRAND

ANIMATION



23 metres

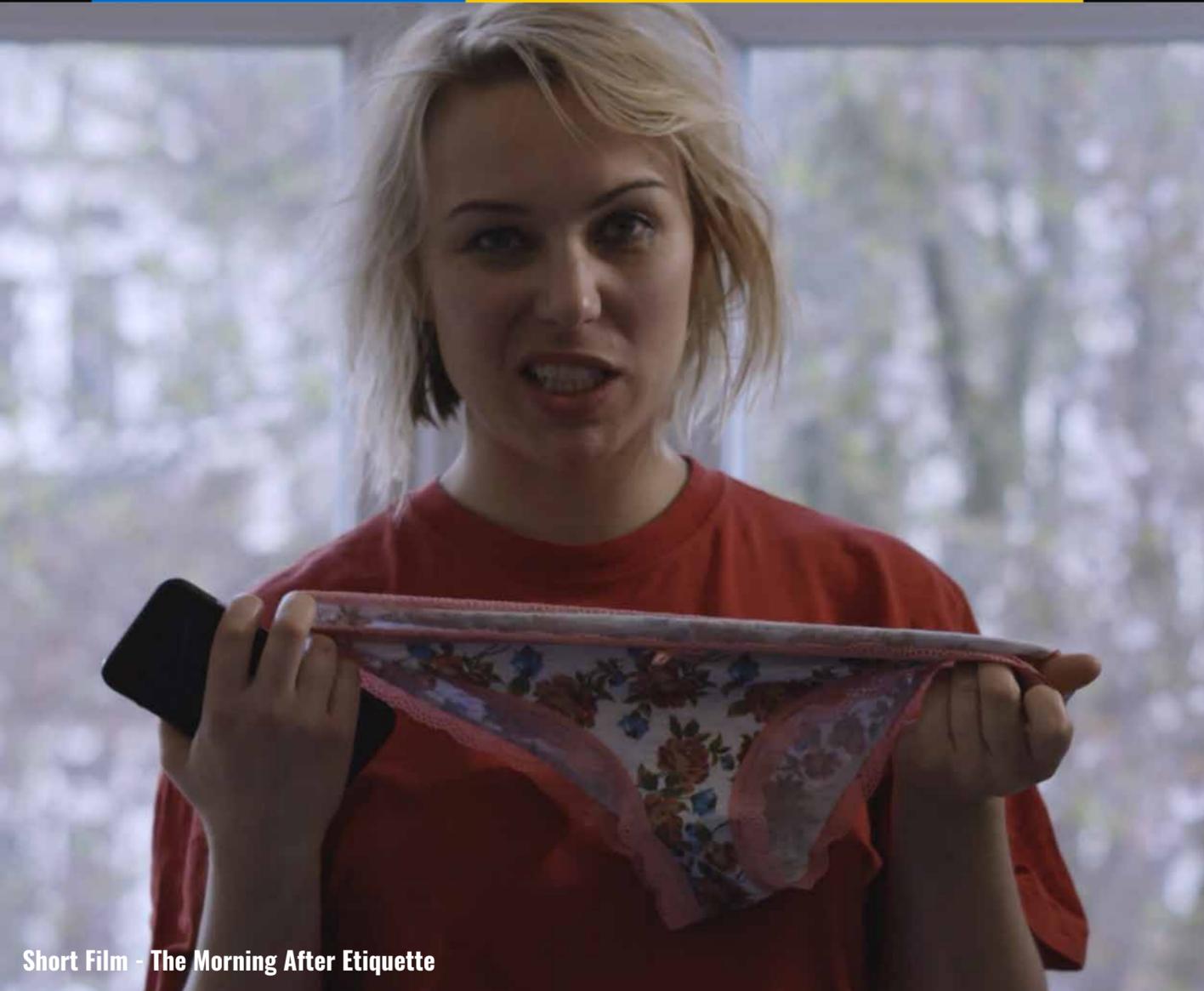
Thinking Distance

Braking Distance

Awareness Campaign - Take A Second



Mini Doc - Cheryl Loft



Short Film - The Morning After Etiquette



Social Media Campaign - Tottenham Hotspur



PROUD TO HAVE WORKED WITH:



**Bartlett
Schenk**



**OK BUT WHAT DO
WE ACTUALLY DO?**



BRAND

Brand video is often overlooked by smaller brands. At a first glance it doesn't seem like a powerful sales tool, especially compared to a product video. But then why are they often embraced by iconic brands such as Apple, Nike, Levis and the like?

A video focused on your brand, or your team and your approach can differentiate you from the competition, sell a lifestyle or vision for the future and win over clients looking for a long term relationship.

Customers are invited to learn more and develop a deeper bond than client/supplier and to invest in your story. Alternatively testimonial videos can be leveraged to highlight the impact you and your product have had on your clients business.

Great as a one off long life video or for building brand messaging over the life of your business.



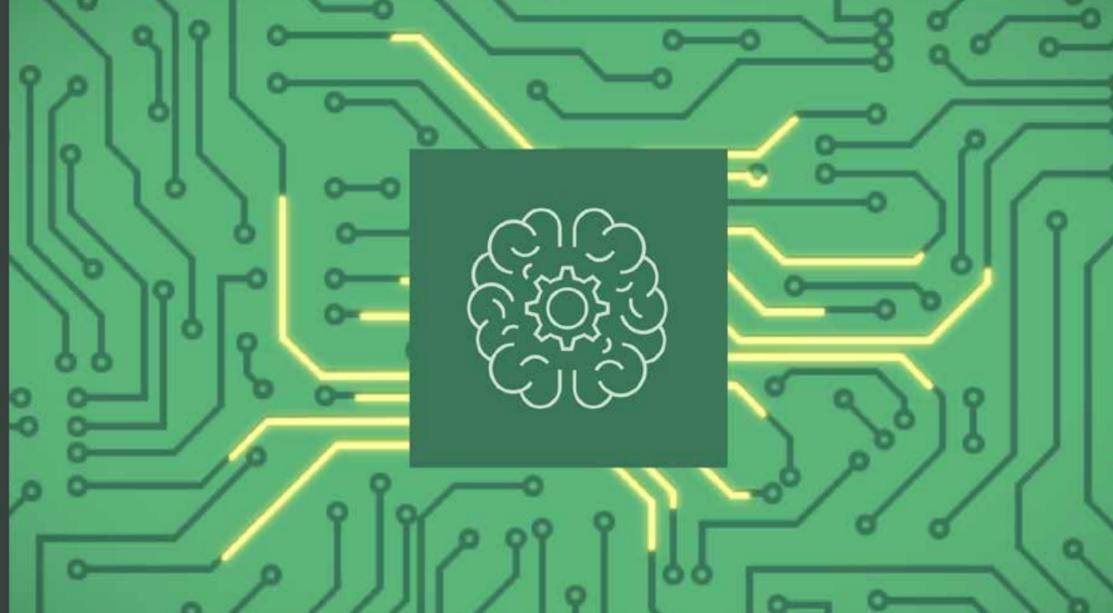
PRODUCT

The product approach allows your product or service to take centre stage.

Probably the most common approach to video for SME's, we've all seen animated explainers online or a shiny product video on the TV.

Tried and true there's not much about a product video we can tell you, that you haven't already heard! That doesn't mean they're not worth considering however. Far from it, a great showcase for a new product to drive sales or traffic, or an easy explainer to help onboard customers and convince those on the fence, product videos feel increasingly essential in the modern world.

Great as a one off long life video or group of videos that can show case the product or service, its capabilities, features and impact.



SOCIAL

The most rapidly growing area among our clients and the market in general. Building a presence on social platforms is becoming increasingly essential for those in particular industries.

Acting as both a tool for awareness and sales the more unique perk is the level of social proof that a strong social presence can add to your brand.

We've worked with brands such as Tottenham Hotspur to create one off content as well as templates that can be used to easily and cost effectively create regular content.

Short videos or animations that either educate or delight the user shine on social. Animated or filmed testimonials can also help provide social proof around your brand and products.



2D Animation
3D Animation
Audio Editing
Awareness Videos
B2B
B2C
Branded Content
Brand Video
Colour Grading
Corporate Video

Development
Documentary
Educational Content
Event Coverage
Feature Film
Fundraising
Graphic Design
Infographics
Interviews
Motion Graphics

Post Production Services
Product Videos
Social Media Content
Short Film
Testimonials
Trailers
Training Videos

and much more...





HOW IT WORKS

Development

- Research
- Consultation
- Strategy Discussion
- Concept Development
- Scripting
- Storyboarding

Pre-Production

- Location
- Cast & Crew
- Talent Negotiations
- Kit Hire
- Test Shoots / Graphics
- Script Finalised

Production

- Shoot Day
- Crew Management
- Client Presence
- Post Presence
- Poor Diet Choices
- The Magic Happens

Post Production

- Ingest & Transcode
- Assembly & Edit
- Client Feedback
- Graphics & VFX
- Sound & Music
- Colour Grading

Delivery

- QA Reviews
- Render/Transcode
- Subtitles / Transcription
- Derivative Content
- Project Review



TIMELINES

General Guidelines that can shift up and down depending on project size and/or complexity. Animations for example would not require much if any Pre-Production or Production but may require more Post Production or Development.



| | Guide Price | Ad hoc Rate | |
|------------------------------|-----------------|------------------------------|---|
| Video Production | £10,000+ | - | Development, Production & Post Production |
| Television Commercial | £30,000+ | - | Development, Production, Post Production & Clearances |
| Video Testimonial | £5000+ | - | Filming & Editing - Location available for additional fee |
| Brand Documentary | £15,000+ | - | Ideation, Development, Production & Post |
| 2D Animation | £5000+ | £350/Day £1500/Week | Development and Animation (including V.O and Music) |
| 3D Animation | £8000+ | £450/Day £2000/Week | Development and Animation (including V.O and Music) |
| Post Production Only | - | £350/Day £1500/Week | Video Edit, Basic Sound Design, Light Motion Graphics |

All prices listed are subject to final agreed brief. Additional services available on request, ask and you shall receive

Costs of video range wildly, typically a TV Commercial **will start at £30,000** whereas a simple corporate video to be posted online can be done on less than half that.

Cost is always going to be a part of your decision making process, we can't ignore that. However as an extension of your brand and potentially your first impression it's worth remembering that you get what you pay for.

We'll always work with you to find a solution that works for your budget.



OWN WHO YOU ARE AND STAND PROUD: THE BRAND DOCUMENTARY



You've heard it all before, studies and stats boasting the ability of videos such as explainers, commercials and standard product videos to boost sales, drive traffic and raise awareness.

Taking a brand documentary approach, placing a true story at the centre of the messaging achieves these same goals in subtler ways. Fostering trust and building authenticity whilst raising awareness.

Telling your story, whether that be centred around the business/ brand, a particular offering or a social issue; allows you to engage a larger audience that might be turned off by a more direct sales approach. This approach also allows you to present yourself as an authority and deliver value by sharing lessons you've learnt, processes you implement and solutions you can offer.

All of this before we even tackle the improved audience engagement of content that tells a great story over something that is clearly aimed at selling you something.



**WE'RE PASSIONATE ABOUT OFFERING THIS, BECAUSE IT
ENCAPSULATES WHAT VELVET PIG STANDS FOR:
AN OPEN, NO BULLSH#T APPROACH TO BRANDED CONTENT.**

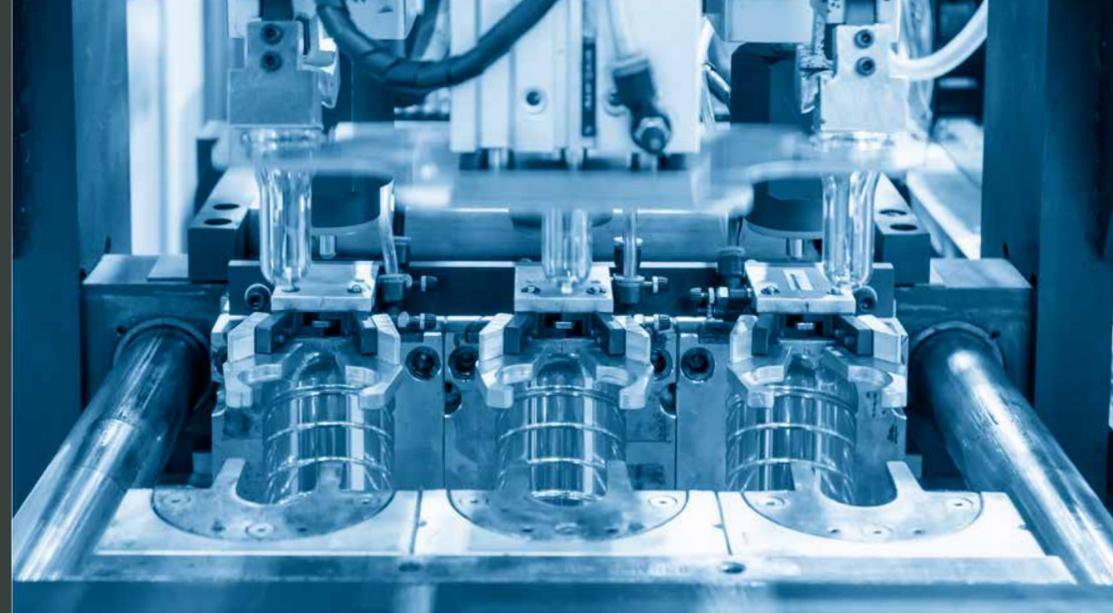


BRAND

The brand approach is a great, easy to understand starting point. Here the video focuses on you and your business, how the business came to be, the motivations behind its inception and the challenges you've overcome to be where you are today.

You're the hero of your own story; customers are invited to learn more and develop a deeper bond than client/supplier and to invest in your story. Elements of this approach are often present in more standard offerings from other production companies.

Great as a one off video and for cultivating a sense of authenticity, good will and introducing your brand and values.



PRODUCT

The product approach allows your product or service to take centre stage.

By following the development and processes involved in the creation of your offering this approach allows you to highlight your expertise, thought leadership and high levels of quality put into your work.

This approach can also borrow from the age old testimonial format, allowing you to follow and document the roll out of a product and the impact it has.

Great as a one off or as a series of videos and for building the reputation or prestige around your brand or product.



SOCIAL

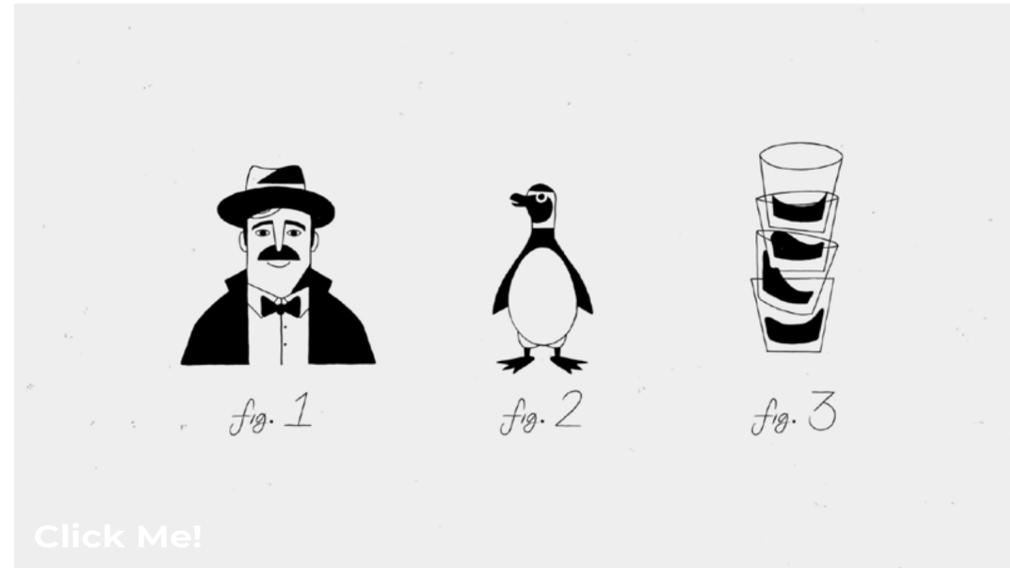
The most challenging approach but also the most rewarding if done right. This approach highlights your businesses work in the community or as a part of the solution to a social problem.

Many businesses have been keen to be seen as supporting movements such as BLM or Environmental and LGBTQ+ issues.

However modifying a logo or creating a few social posts in todays media savvy world is often counter productive and damaging to your sense of authenticity.

A video or series highlighting your real world efforts can allow you to stand apart.



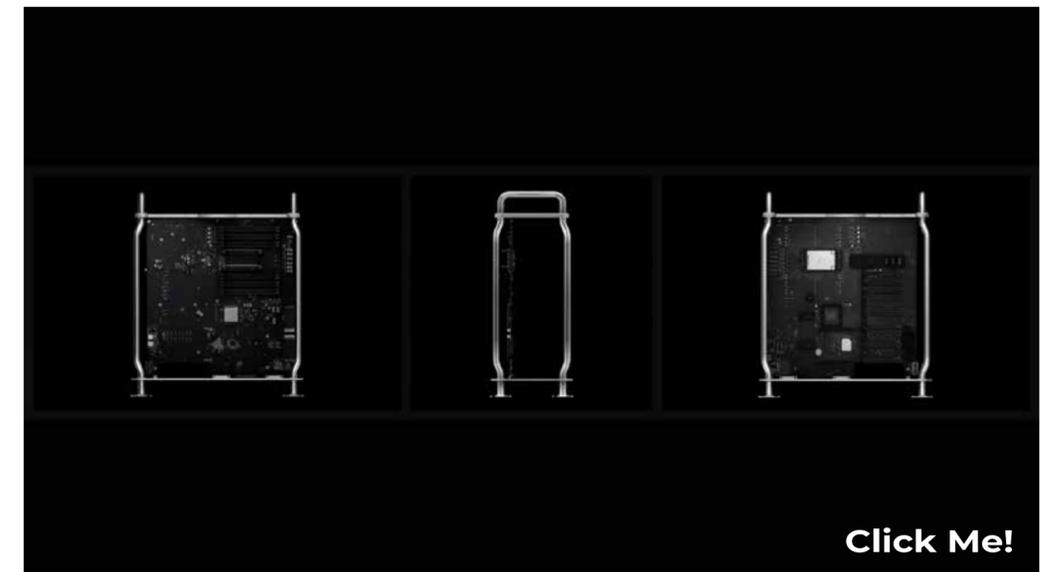


Penguin & The Story Behind A Logo

Based on the true story behind their iconic logo, Penguin used a stylish animation full of character and humour to bring their story to life whilst introducing themselves to new customers and allowing their current customers to feel a part of the story.

Apple & The Perfect Product Videos

Love them or hate them, Apple have long been at the forefront of marketing and advertising trends. Their product videos often use slick visuals and great soundtracks to tell the story behind their product. What innovations were made, why were certain design choices made and what impact will the product have on their customers' life.





MAC Cosmetics & Highlighting Social Issues

Having created the MAC AIDS Fund, MAC Cosmetics have already surpassed many other brands on social issues, by putting their money where their mouth is. By going a step further to work with a transgender Director to create a documentary series that “will provide an intimate peek into the daily lives of transgender individuals” MAC also highlighted their own work in the community and added to their credibility and authenticity of branding whilst raising awareness of both their brand and an important social issue.

Blind/The Futur & Documenting A Service

As a subsidiary of Blind, The Futur was uniquely placed to document the brand development process that a high end agency takes a client through from start to finish. The documentary style web series serves to educate the audience of The Futur, cement Blind as an authority in the market place and provide value and insight to potential clients who may be curious as to the stages involved in a rebranding or brand development.



**THE PROOF IS IN
THE PUDDING...**



“

Excellent work on an experimental project with a quick deadline and a few required review passes. Would hire again in a heartbeat!

”

Sonia Atchinson | Microsoft



“

In my 15+ years in marketing and entrepreneurship I've worked with many video producers. A rare mix of quality, speed, solid product/business grasp and fair price.

”

Ran Oelgiesser | RightBound



“

Working with Velvet Pig is always a delight. Professional, creative and always goes above and beyond the brief. They are great at communication and are always up for working with you to make sure they give you nothing but the best.

”

Kate Aldridge | Wyld Origins



“

Creative, fast, efficient and cost effective, couldn't ask for anymore. This was our first time working with Velvet Pig and we would use them again, no question!

”

Gabi Bloor | Rapport Group



THANK YOU.

