

SAWA DIGITAL		DIGITAL VIDEO MODULES				
NB ALL SERVICES ARE						
<ul style="list-style-type: none"> . CUSTOMIZABLE . AVAILABLE IN CANADA . MULTI-LANGUAGE FRIENDLY . ALL SCREEN FRIENDLY 		<ul style="list-style-type: none"> . CAMPAIGNABLE - PACKAGABLE . CLOUD DELIVERABLE . DIGITAL NATIVE . WEB-FRIENDLY 				
A	CORPORATES & BUSINESSES	DESCRIPTION	LINK TO SAMPLES	BUDGET STARTS	REMARKS	WHATS INCLUDED
1	TESTIMONIAL VIDEO	Specific to a company event, or product by industry experts or end users	https://vimeo.com/192355820 https://vimeo.com/147887458	CAD2500+	Pswrd: PASSTV123 Some sample videos are password protected Up To 2 minutes duration	Development Structure Script - 4 Hours of video filming - 1 Location - 1 Day Edit - 2 Edit Modifications - Rights Free Prodcutijon Music - 1 Mic On location Sound Recording - 1 Lighting Setup
2	TRAINING TUTORIAL GRAPHICS VIDEO	Specific to a topic, mainly for internal staf f-development use - corporate or event training	https://vimeo.com/178684120 https://vimeo.com/188837134	CAD3000+ (best value when considered in a series as the design template is charged once)	Could be done with repurposed footage - Animation - VO - Music - Best value when considered in series - client to provide all text content material - relevant imagery for specialised topics - (2 to 3 minuntes duration)	2D Graphics Template 1 Design Development - Updatable To various tutorial topics - Voice Over - Rights Free Music - 1 Day assembly per turtorial video
3	EVENT VIDEOS	Specific to an event - and/or - a montage of event coverage - and /or - event motivational video - and/or event explainer - could be abstract in style	https://vimeo.com/71157697 https://vimeo.com/144456143 https://vimeo.com/9371702	CAD3500+	Can be done from avaiable repurposed footage - stock footage & graphics - (3-4 minutes duration)	Development of 2D Graphic Design & Packaging - Rights Free Music - Voice Over - 4 days of video editing & Assembly - 2 modifications
4	PROJECT PROFILE VIDEO	Focusses on a specific development or project on-site wrok in progress	https://vimeo.com/57748031	CAD3500+	Top Of Funnel Video - Live Action filming & Field Production - (2 - 3 mintues duration)	Development Structure Script - 8 Hours of video filming - 2 Locations - 2 Day Edit - 2 Edit Modifications - Rights Free Prodcutijon Music - 2 Mic On location Sound Recording - 1 Lighting Setup



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A CNTD		CORPORATES & BUSINESSES	DESCRIPTION	LINK TO SAMPLES	BUDGET STARTS	REMARKS	WHATS INCLUDED
5	ADVERTORIAL VIDEO / FILM	Factual-style long-form advert - establishing locations, developments, or events	https://vimeo.com/55840448 https://vimeo.com/144431786	CAD4000+ (there is a big range of styles here, solutions tend to be highly customised)	Live Action & Field Production (duration depends on brief, so does the budget)	Development Structure Script - 4 Hours of video filming - 1 Location - 1 Day Edit - 2 Edit Modifications - Rights Free Production Music - 1 Mic On location Sound Recording - 1 Lighting Setup	
6	NEW SERVICE / COUNTRY LUNCH VIDEO	Positioning/establishing video - in-depth view of business segments, company launch event (3 - 6 min duration)	https://vimeo.com/6478116		CAD7000+	Live Action filming & Field Production & GFX & VO & Music	Development Structure Script -Multiple Day filming - Multiple Locations - Multiple Days Edit - 3-4 Edit Modifications - Rights Free Production Music - Mics & location Sound Recording - multiple Lighting Setup - Highly customizable
7	PROMOTIONAL - STORYTELLING - POSITIONING - JV - LOCAL PRESENCE	Specific to existing corporate message, or could be a montage of event coverage	https://vimeo.com/71156145 https://vimeo.com/71158402			Top Of Funnel Video - Live Action filming & Field Production (duration depends on brief, so does the budget)	
B					MIN CAMPAIGN SPEND	4 STEP PROCESS	
1	FOR CORPORATES	Integrating brands in Public Service Adverts	https://vimeo.com/145936354	CAD1500+	Brand Integration can be done using existing video assets	1) Front End Content & Brand Artwork Delivery - 2) Assessment & Still Mock Ups - 3) Client Sign Off On Mock Ups & Campaign - 4) Delivery Of Branded Content	
2	FOR BRAND EXPOSURE IN MAINSTREAM TV & ONLINE	We can integrate the GE brand in TV & Online content which is non-corporate in nature (ex: Documentaries, entertainment, series..etc)	https://vimeo.com/112519686 https://drive.google.com/file/d/0BxnNcQuQocWOMC1FaUdvT2IfnW8/view?usp=sharing	CAD3000+			