

FRONT COVER (PAGE 1)

Posterboy Media logo

Text:

CREATIVE VIDEO CONTENT

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Posterboy Media produces creative video content for brands and organisations that seek to build, engage and grow their audiences. Whether your business is getting its feet wet in the videosphere or looking to take your creative communications to the next level, we can deliver cut through. We identify your story and what makes you unique, then marry this with super creative and killer production values via a team of filmmakers, creative strategists, writers, designers and animators.

We work with organisations that want to cultivate a digital relationship across all channels and screens through creative video marketing. Our portfolio includes ads for web & TV, corporate profiles, recruitment & training videos, documentary-style shorts, music videos, online viral pieces plus more. Central to all of this is our desire to create something that connects with people.

We understand that how you present your brand visually requires tact and thought. The good news is that we absolutely love coming up with ideas and developing them so talk to us today about how we can help grow your business and give your brand an edge.

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Some of the organisations we've partnered with include:

Monash University
Western Bulldogs
Victorian Government
News Corp Australia
City of Wangaratta
Victorian Electoral Commission
Moonee Valley Racing Club

Bespoke Video Solutions

If you've got a specific idea or brief in mind, great! Let us help develop it and make it reality.

Otherwise, read on to find out more about our offering.

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Your STORY

Video Profile

The Your STORY video profile is a combination of interviews and overlay footage designed to tell your business' story.

This style of video content helps your audience better understand:

- what makes you unique
- why they should trust you
- what your product offering is and how it works
- what your process is

We'll work with you to develop the best approach to deliver this in a sharp & engaging fashion.

The package includes:

- Filming of interviews + overlay footage at your desired location
- A slick, professionally edited high definition video
- Quick turnaround time and review process
- An opportunity to make any changes before your video is finalised
- Delivery in your choice of formats

Have additional requirements? No problem. Contact us to discuss a quote.

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Your EVENT

Event Coverage & Highlights

Got a launch, seminar, celebration, party or any other event that you want filmed? We've got you covered.

The Your EVENT package provides creative event coverage, with the best parts of your event condensed into a slick highlights video that captures the vibe and essence of your event.

The package includes:

- Filming of your event exactly as you need
- A slick, professionally edited high definition video, cut to music to suit your event
- An opportunity to review an edit and make changes before your video is finalised
- Delivery in your choice of formats
- Speech & speaker recording also available

Have additional requirements? No problem. Contact us to discuss a quote.

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EXPLAINER Animation

Animated Explainer

If you're looking to convey your message in a simple, easy-to-understand fashion, then consider an EXPLAINER Animation (or infographic). Suitable for businesses with more complex offerings, and where trust is vital, an explainer animation is a highly informative video that brings to life a script via clever animation and voiceover. Think fun and eye-catching.

The package includes:

- Script development based on your key messages and target market
- Planning, storyboarding and design consistent with your brand
- Professional voiceover recording, with your preferred style of voice
- A slick, professionally edited high definition animated video, cut to appropriate music
- Titles and a call to action to drive home your message

Have additional requirements? No problem. Contact us to discuss a quote.

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Your CLIENT

Customer Testimonial Video

Leverage your customer relationships and use their success stories to build trust and acquire new business.

The Your CLIENT package is a testimonial video that gets your current clientele speaking to your prospective clientele, telling them all the reasons why they should do business with you. Sometimes it's better coming from someone else.

We'll work with you to develop a key message and talking points that show you in the best light possible.

The package includes:

- Filming & interviewing of your client at a location of choice
- A slick, professionally edited high definition video
- An opportunity to review an edit and make changes before your video is finalised
- Delivery in your choice of formats

Have additional requirements? No problem. Contact us to discuss a quote.

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Social CONTENT

Short Form Social Media Content

Increase the effectiveness of your video campaign by producing short form versions designed specifically for social media. This allows your videos to be seen across more platforms, engaging your social communities and extending the life of your content.

We can turn anything we produce into content relevant for Instagram, Facebook, LinkedIn and other platforms.

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Filming Only

Got your own editing suite and just need the footage? We can film whatever you need and then hand the footage over upon completion. Half Day or Full Day rates available.

Editing Only

Got footage that requires some slicing, dicing and polish? We can edit your own footage and give it that sparkle it needs both in terms of visuals and audio.

Audio Clean Up

If you're filming a lot of content in-house where you've got people talking to the camera, perhaps you've experienced the same issue as many - poor audio quality. In some instances, the audio quality is more important than the visuals.

We can help with the clean up of audio, particularly dialogue and speech, including minimising hiss, hum and crackle and balancing the levels in your audio.

BACK COVER (PAGE 10)

Get in touch:

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