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Automotive Showcase Package

The **Automotive Showcase Package** retainer is tailored for car dealerships, automotive brands, and specialty vehicle builders seeking to highlight their vehicles through captivating video content. This package focuses on showcasing the design, performance, and unique features of vehicles, creating an emotional connection with potential buyers and automotive enthusiasts. Ideal for new model launches, feature highlights, customer testimonials, and branded storytelling, this package aims to accelerate interest and drive sales through dynamic and visually appealing presentations.

Target Audience: Car dealerships, automotive manufacturers, custom vehicle builders, and auto repair shops looking to promote their vehicles, services, and brand through high-quality video content.

Pricing: $6,000 - $12,000 per month

Deliverables:

- **Videos:** 4 automotive showcase videos per month, each 1-3 minutes long, designed to highlight vehicle features, performance specs, design aesthetics, and unique selling points.
- **Content Strategy Consultation:** Initial and ongoing strategy meetings to plan video themes, focusing on new arrivals, special promotions, or specific vehicle features to highlight.
- **Pre-Production Planning:** Storyboarding and conceptualization for each video to ensure a compelling narrative that emphasizes the vehicle's appeal and key selling points.

- **Production:** On-location filming with professional-grade video equipment, including drones for aerial shots of vehicles in motion and stabilized rigs for dynamic driving footage. This includes detailed interior and exterior shots, emphasizing design details and luxury features.
- **Post-Production:** Editing to create engaging and immersive content, including color grading to enhance visual appeal, sound design to highlight engine sounds or music integration, motion graphics for spec highlights, and two rounds of revisions per video.
- **Voiceover and Scripting:** Development of scripts for voiceover narration that articulates the vehicle's features and benefits, recorded by professional voice talent to add an authoritative and engaging narrative layer.
- **Social Media and Platform Optimization:** Formatting and optimizing videos for various platforms, including YouTube, Instagram, the dealership's website, and email marketing campaigns, with versions or cuts suitable for each platform's audience.
- **Performance Review:** Monthly analysis of video performance across platforms, providing insights into viewer engagement, lead generation effectiveness, and recommendations for content adjustments.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients needing more than 4 showcase videos per month, priced at $1,500 - $3,000 per additional video, depending on complexity and production requirements.
- **Extended Length Videos:** For comprehensive showcase videos longer than 3 minutes, or feature-length documentaries on special vehicles or brand history, priced based on the scope of work and duration.
- **360-Degree & Interactive Videos:** Creation of 360-degree or interactive videos allowing viewers to explore vehicle features in a more immersive format, starting at $2,500 per video.
- **Live Event Streaming:** For new model launches or special dealership events, live streaming services to engage with online audiences in real-time, priced at

$2,000 - $5,000 per event.

- **Expedited Delivery:** For quicker turnaround times on video production, an additional 20% of the monthly retainer fee.