



E-commerce Product Unboxing Package – Monthly Retainer

The **E-commerce Product Unboxing Package** on a monthly retainer is tailored for e-commerce brands, online retailers, and product creators interested in leveraging the popularity and engagement of unboxing videos. These videos not only showcase new products in an exciting way but also help build anticipation and trust with potential customers. This package focuses on creating captivating unboxing content that highlights product features, packaging aesthetics, and the initial consumer experience.

Target Audience: E-commerce brands, online retailers, subscription box companies, and any business launching new products regularly who want to enhance their online presence and sales through engaging unboxing videos.

Pricing: \$5000 - \$8,000 per month

Deliverables:

- **Videos:** 4 high-quality unboxing videos per month.
- **Content Strategy:** Initial strategy session to discuss upcoming product launches, key features to highlight, and branding elements to incorporate. Monthly planning meetings to refine content focus and align with marketing campaigns.
- **Pre-Production:** Script or bullet points for each video highlighting key messages, product features, and call-to-action. Coordination for the procurement of products to be featured.

- **Production:** Half-day shoot (or two quarter-day shoots) per month to film the unboxing videos, incorporating creative angles, close-ups of product details, and engaging on-camera presence (either by a company representative or a hired on-screen talent).
- **Post-Production:** Professional editing to craft a compelling narrative around each unboxing experience, including the addition of dynamic text overlays, motion graphics to highlight key features, licensed background music, and color correction. Two rounds of revisions per video to ensure client satisfaction.
- **Optimization:** Delivering videos in formats optimized for the client's preferred online platforms, including e-commerce product pages, YouTube, Instagram, and Facebook.
- **Performance Analysis:** Monthly review of video engagement metrics and feedback, offering insights and recommendations for future content.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** If more than 4 videos are required within the month, priced at \$1,000 - \$1,800 per additional video.
- **Influencer Collaboration:** Partnering with influencers for the unboxing videos, with pricing varying based on the influencer's reach and engagement rates.
- **Advanced Motion Graphics:** For more sophisticated animations or effects, starting at \$500 per video.
- **Professional Voiceover:** Addition of a professional voiceover to enhance the narrative, priced at \$250 - \$500 per video.
- **Expedited Delivery:** For quicker turnaround times on video production, an additional 20% of the monthly retainer fee.