



Tech and Innovation Package

The **Tech and Innovation Package** retainer is specifically crafted for technology companies, startups, and innovative businesses looking to showcase their products, services, and the cutting-edge advancements they bring to the market. This package aims to highlight the unique features, user benefits, and technological breakthroughs of these products or services through engaging and informative video content. Ideal for product launches, feature demonstrations, customer testimonials, and behind-the-scenes looks at innovation processes, this package helps to communicate complex tech concepts in an accessible and captivating manner.

Target Audience: Tech startups, software developers, electronics manufacturers, and businesses within the innovation sector seeking to promote their technological advancements and products through high-quality video content.

Pricing: \$7,000 - \$15,000 per month

Deliverables:

- **Videos:** 4 detailed tech-focused videos per month, each 2-5 minutes long, covering product demonstrations, software tutorials, innovation spotlights, and customer success stories.
- **Content Strategy and Planning:** Initial consultation to identify key product features, upcoming launches, and strategic messaging. Monthly content planning sessions to align video topics with marketing goals and product roadmap milestones.
- **Scriptwriting and Storyboarding:** Development of scripts and storyboards to effectively communicate complex tech concepts and product benefits in an

engaging manner.

- **Production:** High-quality filming with professional lighting and sound equipment, including on-location or in-studio shoots, to capture product demos, interviews with developers or users, and visually appealing shots of the technology.
- **Post-Production:** Advanced editing to incorporate dynamic visuals, motion graphics, and animations that help explain technical features and use cases. Color grading, sound design, and two rounds of revisions per video to ensure clarity and impact.
- **Voiceover Narration:** Professional voiceover narration to enhance the narrative and articulate tech specifications and benefits clearly.
- **Platform Optimization:** Customization of videos for various platforms, including the company's website, social media channels, and presentation decks, ensuring optimal format and engagement for each audience.
- **Analytics and Impact Review:** Monthly review of video performance, including engagement metrics and viewer feedback, to refine future content strategies and maximize the effectiveness of the video marketing efforts.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients requiring more than 4 videos per month, priced at \$1,750 - \$3,500 per additional video, depending on complexity and production demands.
- **Extended-Length Videos:** Production of longer form content for in-depth product reviews, tutorials, or documentaries, priced according to the scope and duration of the content.
- **360-Degree & VR Content:** Creation of immersive 360-degree or VR videos for a unique product experience, starting at \$3,000 per video.
- **Interactive Video Features:** Development of interactive video elements for online platforms, enhancing viewer engagement and providing personalized paths through content, quoted based on complexity.

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