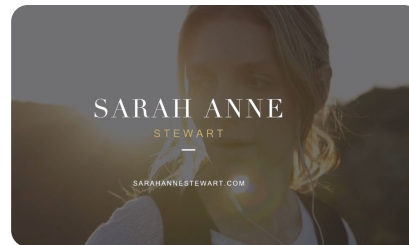


80/20 FOUNDATION JCB ACADEMY

Hanna & Team

VIDEO STRATEGY & PROPOSAL

MOSAIC MEDIA FILMS



2-3 Min.



HERO VIDEO

We'll create a compelling cinematic, story showcasing the JCB Academy's mission, unique programs, and lasting impact on students.

Designed to inspire and connect with parents, students, faculty, and investors alike.

1-3 Min



EDUCATIONAL VIDEOS

A create a series of focused videos that break down course curriculum, programs, and unique educational details.

This is ideal for informing and engaging prospects at the top and middle of the funnel, during the research phase of their journey.

1-3 Min.



STUDENT IMPACT STORIES

We'll create a series of authentic, personal stories from students that highlight their journey, and why they chose this career path.

With compelling visuals and story, we'll share how the Academy is shaping their future with confidence and purpose.

20-30 Sec.



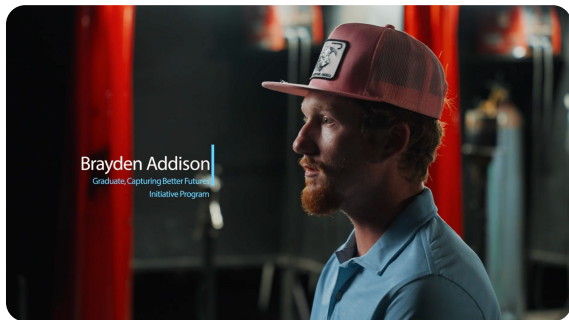
SOCIAL VIDEOS

We'll create a wide array of Short-form, (Horizontal & Vertical) high-energy content that repurposes key moments from the Hero, Educational, and Impact Story videos.

These short form videos are decided to attract viewers and drive traffic to the landing page with the longer form videos and more information about the school & programs.

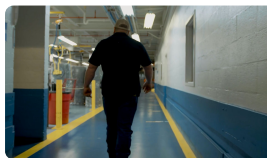
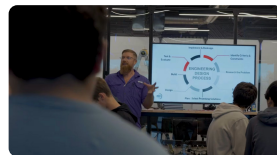
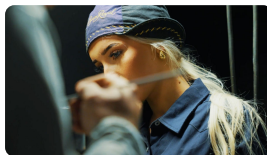
PROJECT DELIVERABLES

MOSAIC MEDIA FILMS



INTERVIEWS & TESTIMONIALS

- ✓ Staff & faculty interviews
- ✓ Student testimonials
- ✓ Natural interview question style



LIVE ACTION + DRONE

- ✓ Live action footage of school
- ✓ Lifestyle & school cinematic filming
- ✓ Drone & location filming



ANIMATION

- ✓ Animated text & graphics
- ✓ Used to explain & educate
- ✓ Adds more professional look

VISUAL & CREATIVE APPROACH

MOSAIC MEDIA FILMS

MINI-DOC

Click To Watch Video



VIDEO ELEMENTS



Interviews



Live action visuals



Drone Footage

CLEAN AIR TASK FORCE

MOSAIC MEDIA FILMS

BRAND STORY

Click To Watch Video



VIDEO ELEMENTS



Interviews



Live action visuals



Drone Footage

CINEMATIC STORY

Click To Watch Video



VIDEO ELEMENTS



Staff Interviews



Live Action Filming



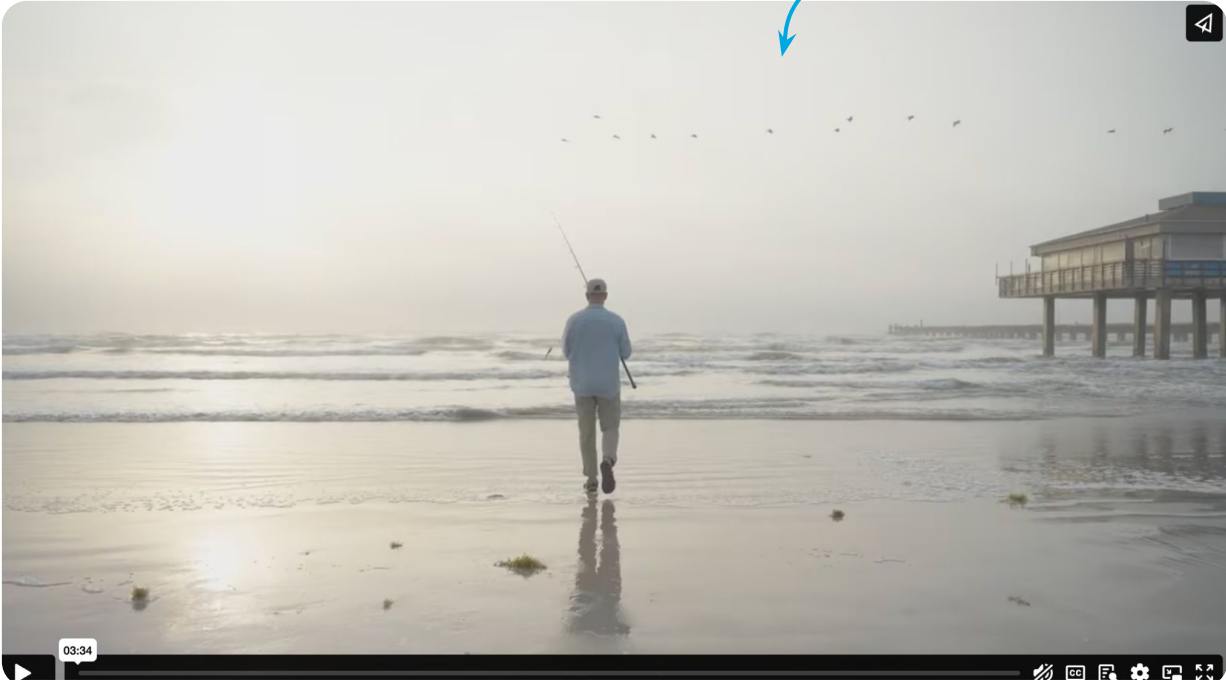
Stock Footage

BARNES GLOBAL ADVISORS

MOSAIC MEDIA FILMS

BRAND STORY

Click To Watch Video



VIDEO ELEMENTS



Doc-style interview



Live action footage



Animated graphics & text

SAVE THE WAVE

MOSAIC MEDIA FILMS

MATT'S JOURNEY

Click To Watch Video



VIDEO ELEMENTS



Doc Style Interview



Lifestyle Live Action
Filming



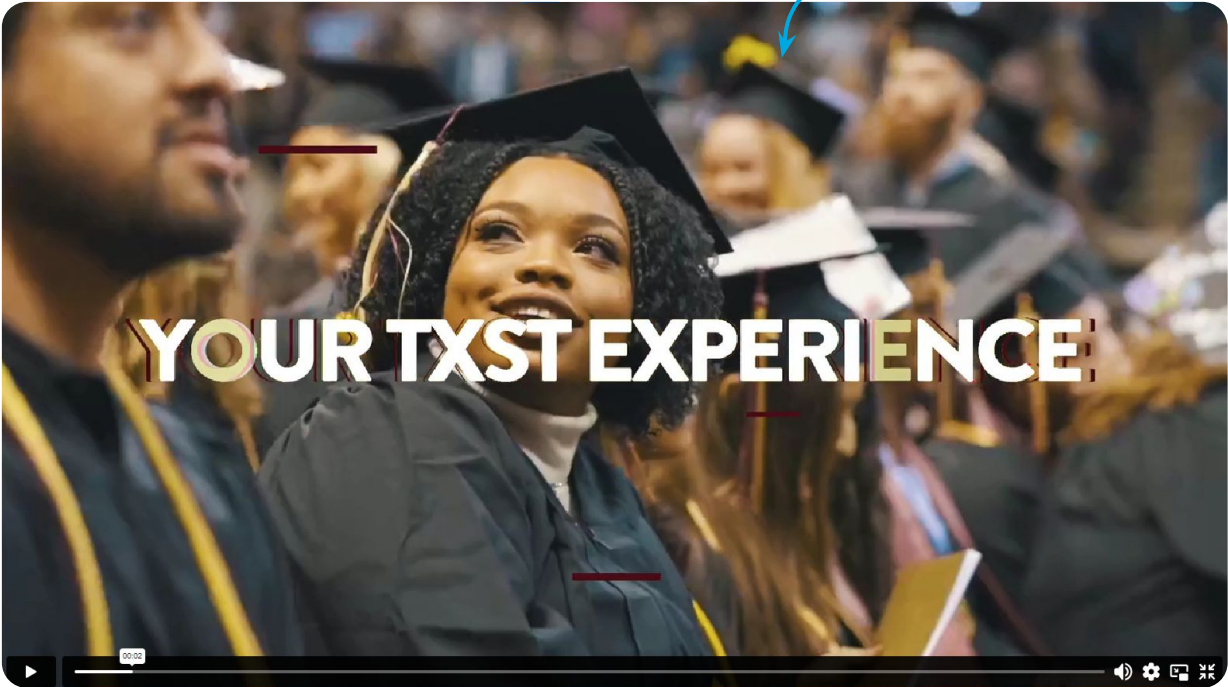
Historical Filming

TEXAS ORIGINAL

MOSAIC MEDIA FILMS

HYPE VIDEO

Click To Watch Video



VIDEO ELEMENTS



High entry edit



Live action footage



Advance animation

TEXAS STATE

MOSAIC MEDIA FILMS

SOCIAL VIDEOS

Click To Watch Video



VIDEO ELEMENTS



Interview



Live Action



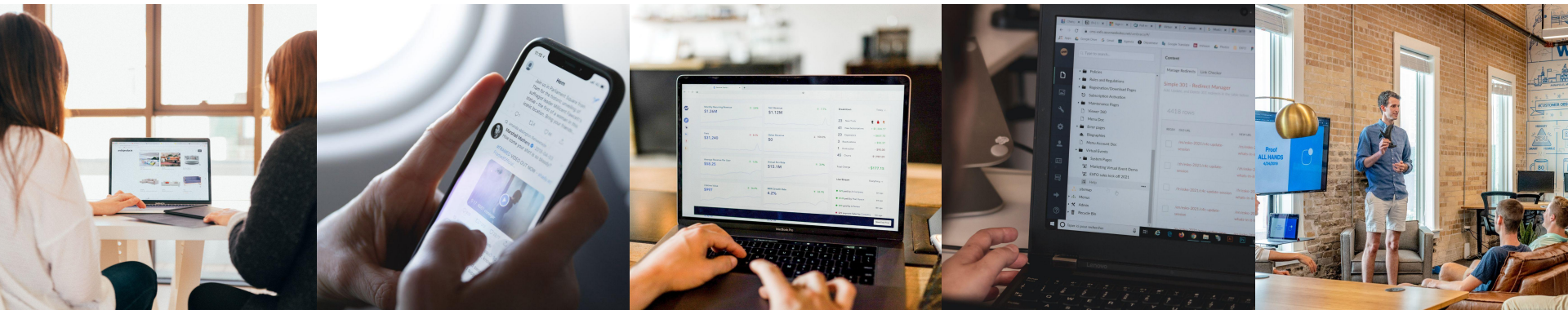
Live Footage



PROCESS

MOSAIC MEDIA FILMS

MARKETING YOUR VIDEO CONTENT



WEBSITE

- Homepage
- Landing pages
- About Us page
- Product pages
- Service pages

SOCIAL MEDIA

- Facebook
- YouTube
- Instagram
- TikTok
- LinkedIn

ADVERTISING

- Google PPC
- SEO
- Retargeting
- Social Ads
- Online Ads

EMAIL MARKETING

- Traditional emails
- Campaigns
- Automations

SALES

- Sales pitches
- Sales automations
- Funding pitches

“

Our goal with every video project is to help you connect with your audience at a deeper level so they convert. We create and structure the video in a way that's designed to perform best with your specific marketing channel and maximize your sales success.

MOSAIC MEDIA FILMS

1

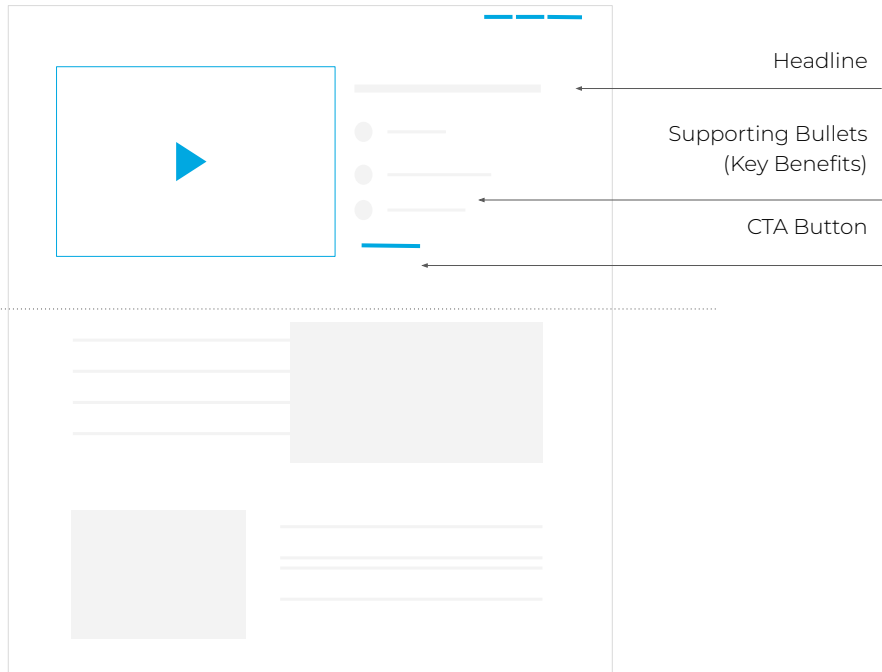
DESIGN OPTION ONE

**ABOVE
THE
FOLD**

(No Scrolling)

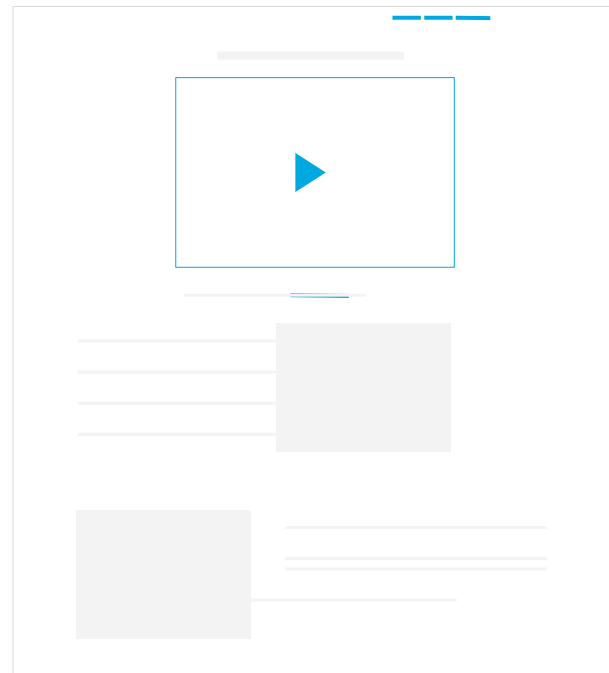
**BELOW
THE
FOLD**

(Have To Scroll)



2

DESIGN OPTION TWO

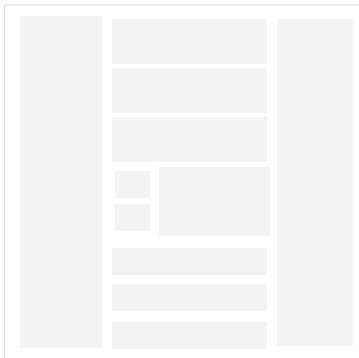


LANDING PAGE DESIGN

MOSAIC MEDIA FILMS

1

GOOGLE PPC LISTING

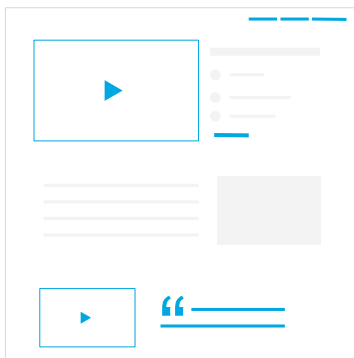


APPROACH

- Compelling PPC Listing
- Broad based keywords
- Long-tail keywords
- Drive to landing page based on search

2

SEND TO RELEVANT VIDEO

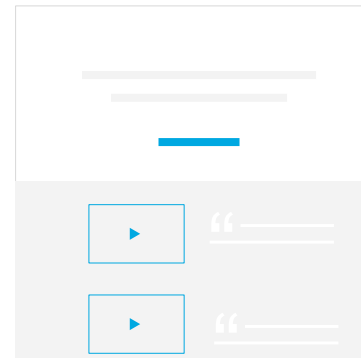


APPROACH

- Video specific based on search
- Have video at top of the page
- Have one clear CTA
- Pixel for future retargeting
- Have phone number in top right corner

3

RETARGET SERIES OF TESTIMONIALS

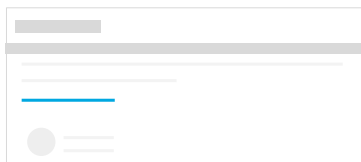


APPROACH

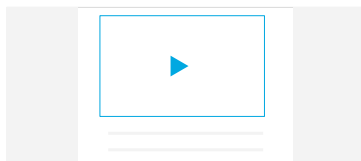
- Series of 60-90 second testimonials
- Deeper story on experience
- Use on landing page & retargeting
- Ideal for social proof
- Highlight initial "objection" turned success



TRADITIONAL EMAIL

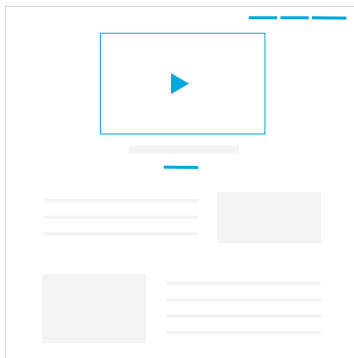


HTML EMAIL



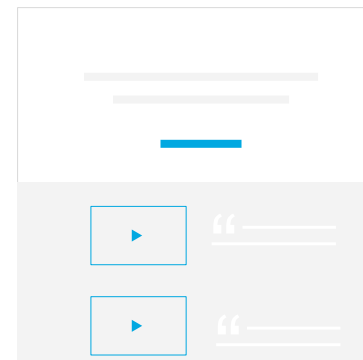
APPROACH

- Put "WATCH VIDEO" in subject line
- Provide link in traditional email
- Create GIF image in HTML email
- Drive to page with video & pixel
- Segment list on clicks in HTML email



APPROACH

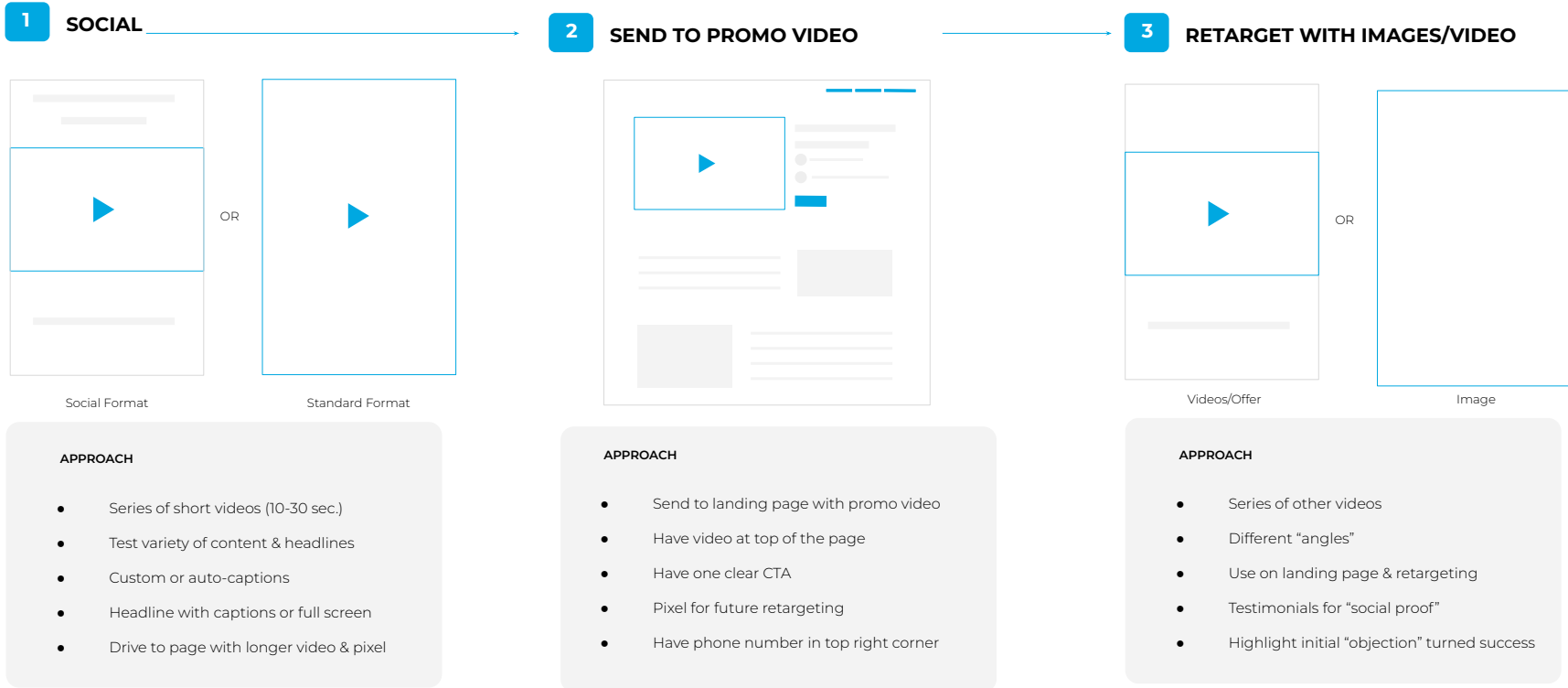
- Video specific from email
- Have video at top of the page
- Have one clear CTA
- Pixel for future retargeting
- Have phone number in top right corner



APPROACH

- Series of 60-90 second testimonials
- Deeper story on experience
- Use on landing page & retargeting
- Ideal for social proof
- Highlight initial "objection" turned success

EMAIL MARKETING STRATEGY



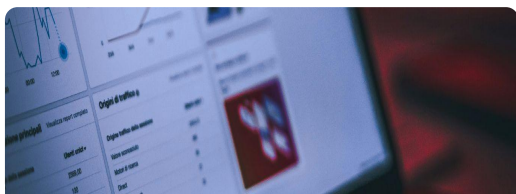
SOCIAL MEDIA ADS



DEDICATED VIDEO TEAM

From conception to completion, our team will do all the heavy lifting minimizing your workload.

- ✓ Fully managed process
- ✓ Over 50+ years of combined experience
- ✓ Frees up internal resources



MARKETING APPROACH

We'll create your video content with marketing and conversion in mind, to help reach your audience and exceed goals.

- ✓ Marketing approach
- ✓ Detailed strategy once video is done
- ✓ Collaborate with our industry partners



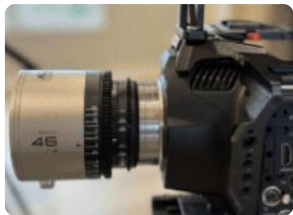
MARKETING STRATEGY

Our #1 goal is to create video content that exceeds your goals. After the production we'll strategize on marketing and connect with our partners for implementation.

- ✓ Marketing strategy consultation
- ✓ Connect with implementation partners

ABOUT US

MOSAIC MEDIA FILMS



ONE TEN

We strive to go above and beyond and provide a smooth and easy experience from conception to completion.



CONSTANT COMMUNICATION

We'll always keep you in the loop, and make sure you know the next steps every step of the way.



BIG HEART

We're honored to be working with you, to tell your story, and create content you're proud to share.



GROW DAILY

We love being creative, but we have NO EGOS we love collaboration and you always have the final say on the creative.

OUR VALUES & PROMISE

MOSAIC MEDIA FILMS



HIGHEST RATED VIDEO COMPANY

As Austin's highest rated
production company,
we'll make it

Easy
Effective
Affordable

Mosaic Media Films - Austin Video Production Company

5.0 ★★★★★ 188 Google reviews

Video production service in Austin, Texas



Crystal Rodriguez

5 reviews

★★★★★ 2 months ago

We came to Mosaic looking for top of the line video marketing and they did not disappoint! The process was made simple and didn't require tons of time away from my business. They made filming all of our moving parts so fluid and efficient. The quality of our end product far exceeded my expectations and was very impressive given the affordable costs. I would recommend any one looking to take their advertising to the next level to give Mark a call!

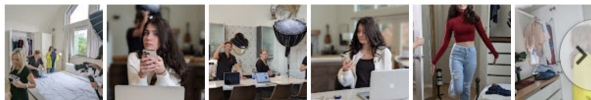


Antonio Beretini

Local Guide · 10 reviews · 172 photos

★★★★★ 2 years ago

I had an opportunity to recently work with Mark and his crew on our new product video. The setup was professional and the crew covered all aspects of planning and coordinating the set. The team worked closely with our animators, branding and graphics teams to ensure a fully branded final cut. I absolutely recommend working with them and would do it myself again in the future.



Morgan Walters-Schaler

3 reviews

★★★★★ 8 months ago

The entire Mosaic team was friendly, accommodating and flexible with our needs! Our videographer Alfie was creative and efficient with his work. The recorded footage was used to make a highlight reel for a corporate learning and development program. Would absolutely use them again!

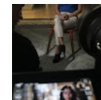


Jenna Henao

3 reviews · 2 photos

★★★★★ 5 years ago

Mark was hands down one of the BEST videographers we've worked with. He knew EXACTLY what to do from the start (our first phone call). It was great to work with someone who could lead our vision from start to finish. He was friendly, easy to work with, and his work speaks for itself. Not to mention- his prices are very affordable for the quality of work you get. Thank you Mark! Our Wander team enjoyed working with you and we will be back in the future :)



Dr. Bill Melot

Local Guide · 15 reviews · 32 photos

★★★★★ 5 years ago

Mosaic Media Films is by far the best video production company in Austin. I really enjoyed working with Mark and the team. They made the entire process simple and easy, and their price point is astounding. We met initially and discussed my company's needs, then we planned the logistics of the video production, and then met on location and filmed our commercial. The final product was perfect. I could not be happier with it. I love the way they incorporated all the testimonials and created such a great looking and educational video on my sleeping product. I plan to use Mosaic Media again and continue to refer them to everyone.



ABOUT US

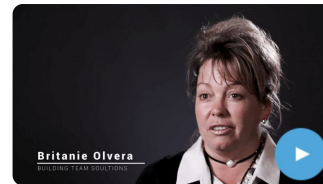
MOSAIC MEDIA FILMS



HIGHEST RATED VIDEO COMPANY

As Austin's highest rated
production company,
we'll make it

Easy
Effective
Affordable



Click To Watch Videos

ABOUT US

MOSAIC MEDIA FILMS



PLANNING

Our producer will walk you through the creative process and map out all the logistics to ensure we capture all the content on film day.

- ✓ Zoom planning meetings
- ✓ Creative insight
- ✓ Shot list creation
- ✓ Schedule creation
- ✓ Interview question creation
- ✓ Project logistics



FILMING

Our highly talented film crew will execute on the plan and take a cinematic approach to all content

- ✓ 5 days filming
- ✓ 3-4 person team
- ✓ Pro cameras, lighting, & audio
- ✓ Filming all interviews
- ✓ Filming all live action content
- ✓ Filming all drone content



EDITING

We'll combine the planning and filming to craft your videos that are representative of your brand and the video project goals.

- ✓ Full editing & story structure
- ✓ Full interview editing
- ✓ Text animation
- ✓ Royalty free music
- ✓ 2 Sets of revisions (10 changes)
- ✓ Delivery is web-ready format

WHAT'S INCLUDED



VIDEO CONTENT LIBRARY

We'll produce a complete video suite for JCB Academy — beginning with a cinematic Hero Video that tells the overarching story of the school's mission and impact, followed by a series of Educational Videos that highlight curriculum and programs in detail. To bring the experience to life, we'll capture Student Impact Stories that showcase personal journeys and future aspirations, and finally create Social Videos that distill the best moments into short, engaging content designed for broad online reach. Together, this collection builds a powerful narrative that inspires, informs, and connects with students, parents, faculty, and investors alike.

- ✓ Planning, filming, editing, animation
- ✓ Array of long, mid, and short form content
- ✓ 5 days filming

\$90-125K
Estimated Project Cost



PRICING

Pricing is all-inclusive for entire project. Once the project is completed you'll receive a downloadable link to the below videos



Based on overall deliverables

PRICING & DELIVERABLES

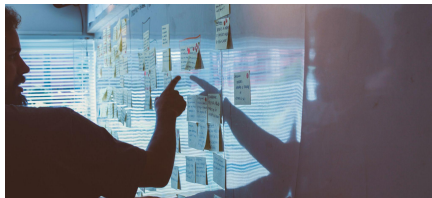
MOSAIC MEDIA FILMS



MEETING

Click on the button below to schedule meeting to make adjustments, answer questions, and talk next steps.

Schedule Meeting



PLANNING

From there, we'll schedule a formal planning meeting to go over the creative & logistics .



PRODUCTION

Then, we'll film everything and creatively edit the videos, then review & revise for final approval.

NEXT STEPS

MOSAIC MEDIA FILMS