

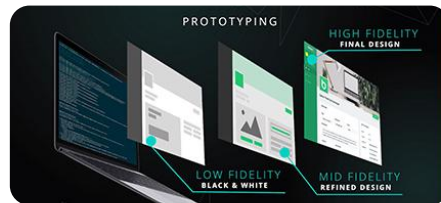
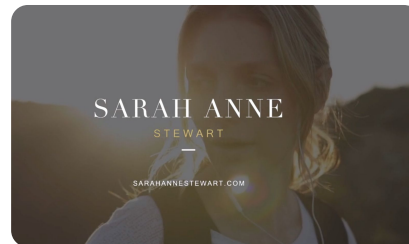
NATIONAL CAMPAIGN

CLEAN AIR TASK FORCE

Jessica & Samantha

VIDEO STRATEGY & PROPOSAL

MOSAIC MEDIA FILMS



2-3 min



NARRATIVE STORIES

We'll take a cinematic approach and tell deep narrative stories about the personal and local impact of federal climate change policies.

We'll create a series of videos for each individual story that can be used in a variety of formats for online and social marketing.

Each story will have long form (2-3 min.) and 3 short form stories formatted in both vertical and horizontal formats to accommodate an array of different social platforms.

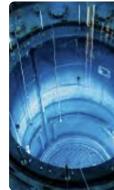
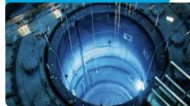
30-60 Sec



30-60 Sec



30-60 Sec



PROJECT DELIVERABLES

MOSAIC MEDIA FILMS

2-3 min



+

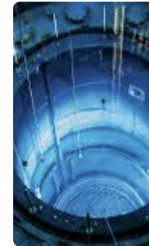
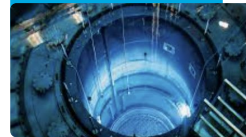
30-60 Sec



30-60 Sec

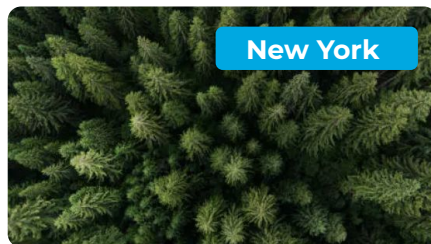
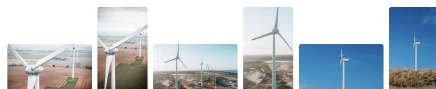
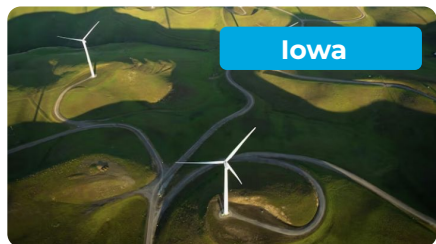


30-60 Sec



PROJECT DELIVERABLES

MOSAIC MEDIA FILMS



PROJECT DELIVERABLES

MOSAIC MEDIAFILMS



INTERVIEWS

- ✓ Cinematic approach
- ✓ Doc-Style Interviews
- ✓ Natural interview question style



LIVE ACTION + DRONE

- ✓ Live action of impact
- ✓ Lifestyle shots & location filming
- ✓ Drone filming



ANIMATION

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

VISUAL & CREATIVE APPROACH



NARRATIVE STORIES & IMPACT

MOSAIC MEDIA FILMS

BRAND STORY

Click To Watch Video



VIDEO ELEMENTS



Interviews



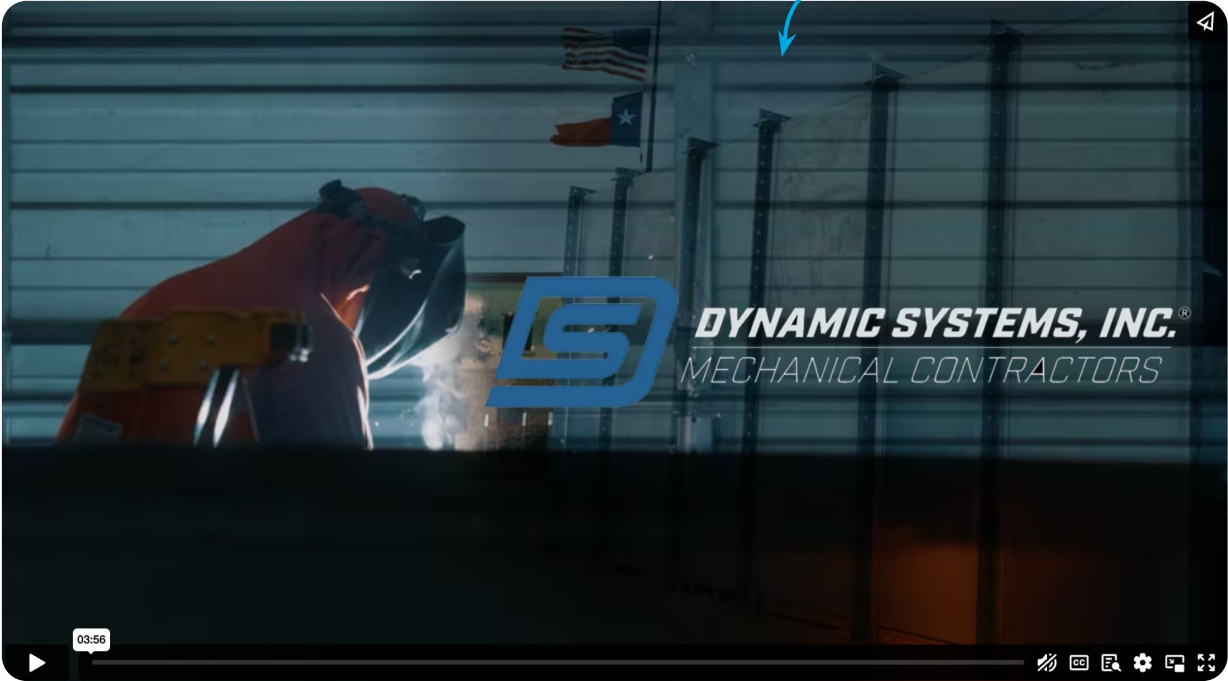
Live action visuals



Drone Footage

PRODUCT VIDEO EXAMPLE

Click To Watch Video



VIDEO ELEMENTS



Staff Interviews



Live Action Filming



Drone filming

BUSINESS PROMO

Click To Watch Video



VIDEO ELEMENTS



Doc-style interview



Live action filming



2D Animation

FTC SOLAR

MOSAIC MEDIA FILMS

CINEMATIC STORY

Click To Watch Video



VIDEO ELEMENTS



Interviews



Live Action Filming



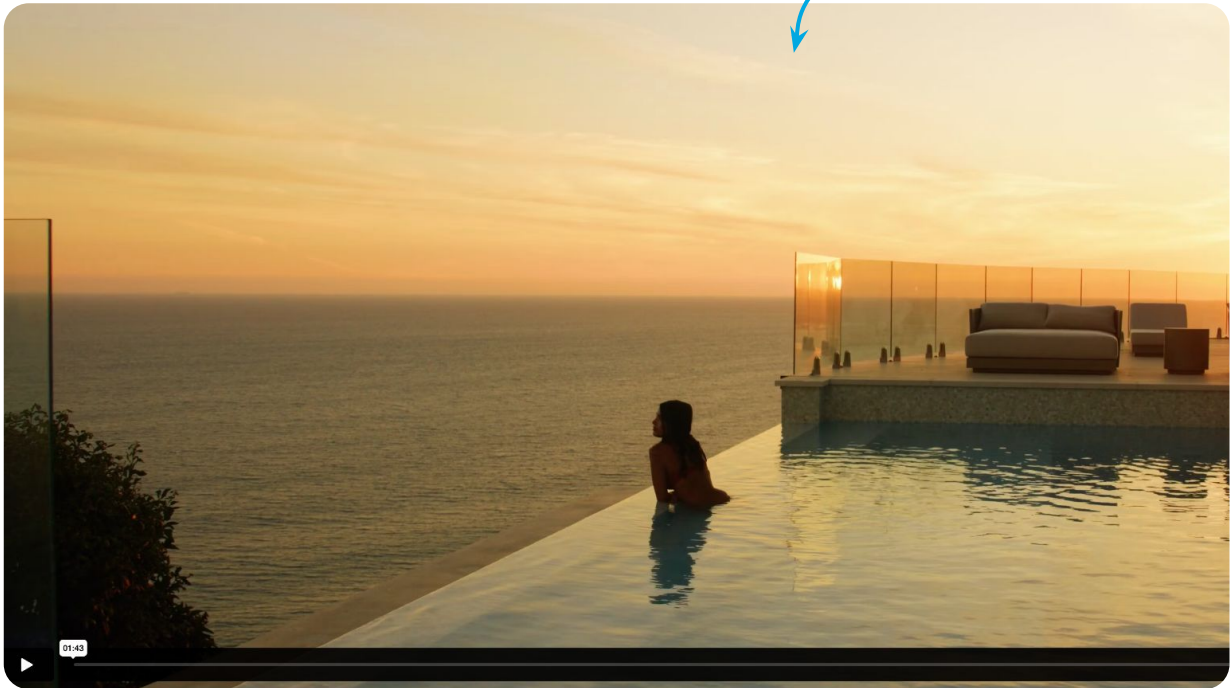
Reenactment
storytelling

ALLIE'S WAY

MOSAIC MEDIA FILMS

BRAND STORY EXAMPLE

Click To Watch Video



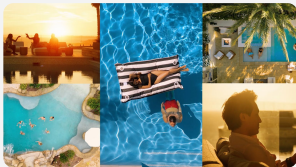
VIDEO ELEMENTS



Scripted
Voice Over



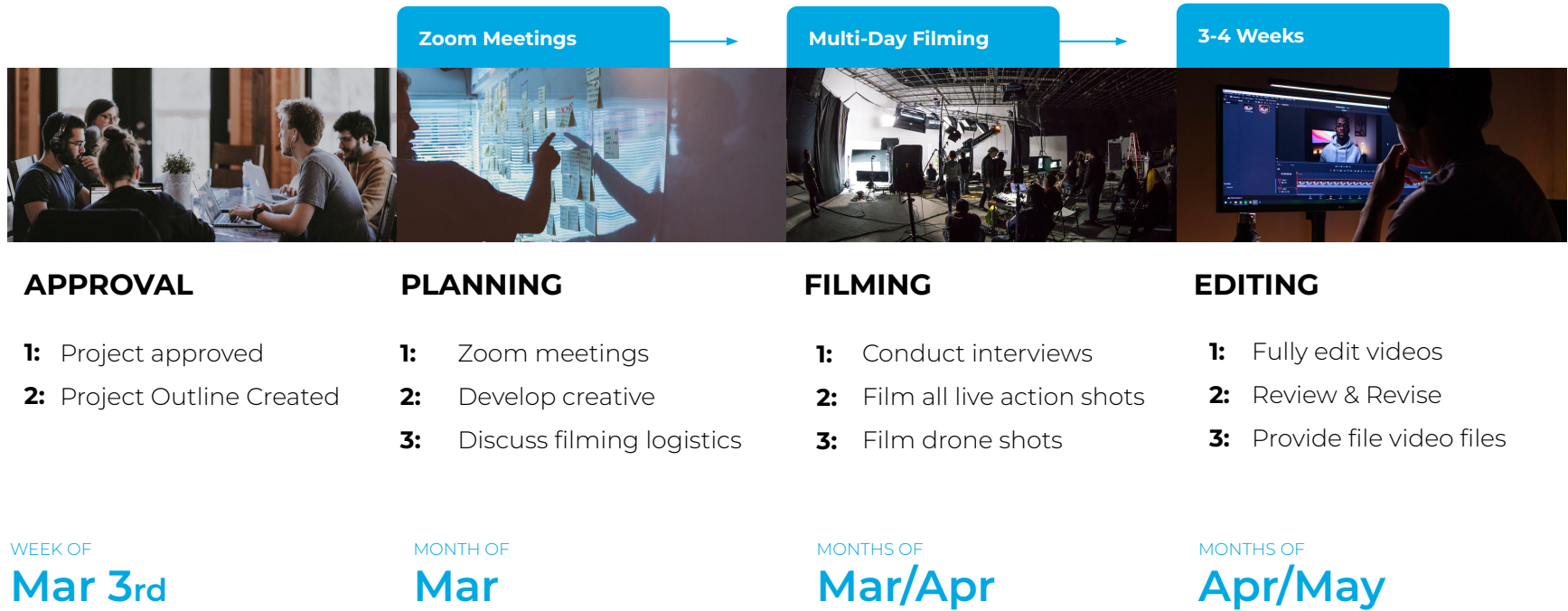
Live Action &
Drone Filming



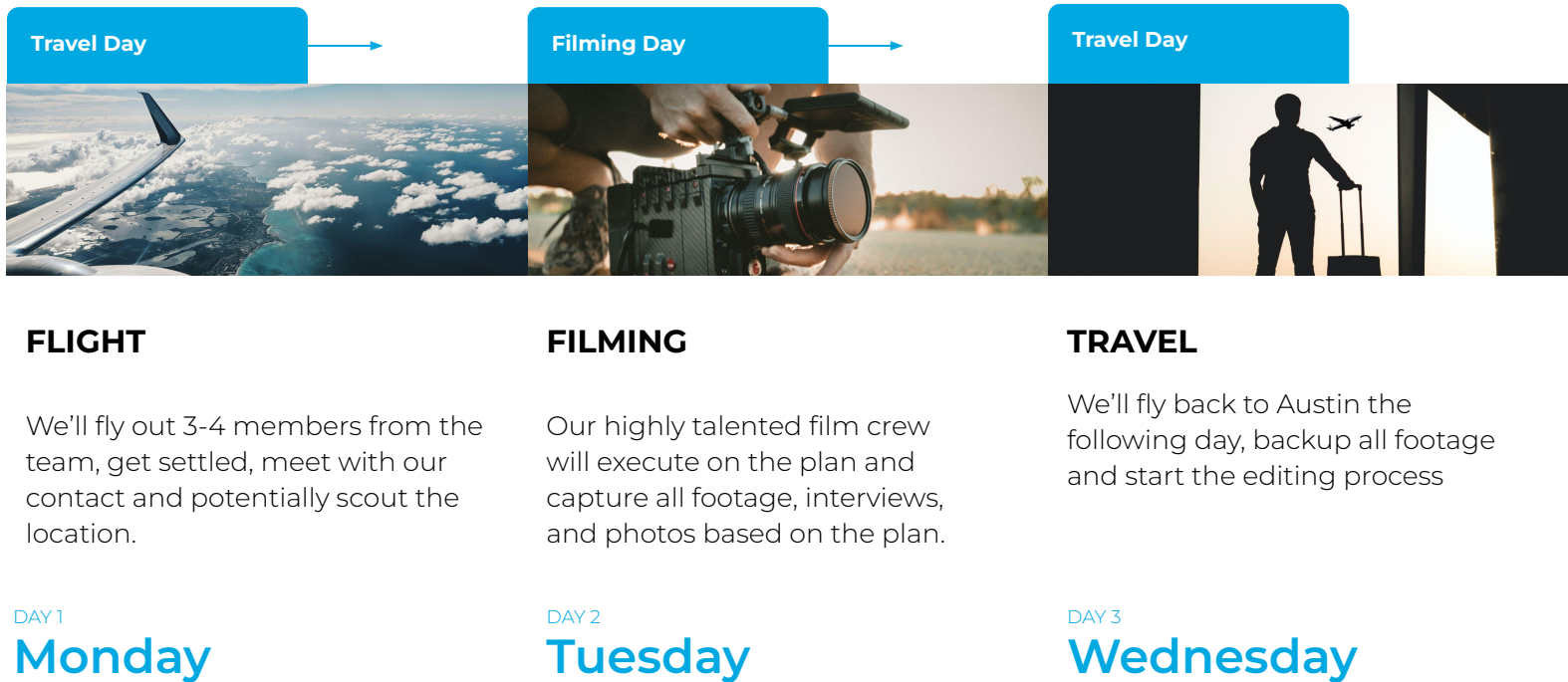
Cinematic
Editing

CALIFORNIA POOLS

MOSAIC MEDIA FILMS



PROCESS



REMOTE FILMING

**ABOVE
THE
FOLD**
(No Scrolling)

**BELOW
THE
FOLD**
(Have To Scroll)

Transforming Lives One Community at a time



It's made a huge difference in my
life and my families lives

Headline

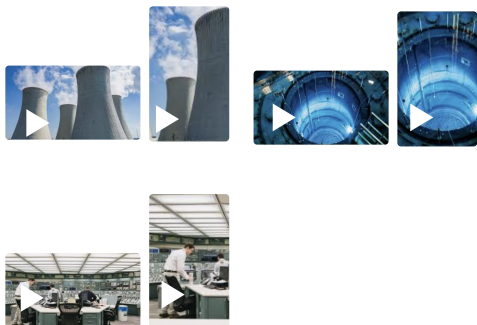
Supporting Bullets (Key
Benefits)

CTA Button

LANDING PAGE DESIGN

1

SOCIAL



Standard & Vertical Format

APPROACH

- Series of short videos (20-60 sec.)
- Test variety of content & headlines
- Custom or auto-captions
- Drive to page with longer video & pixel

2

SEND TO LONG FORM VIDEO

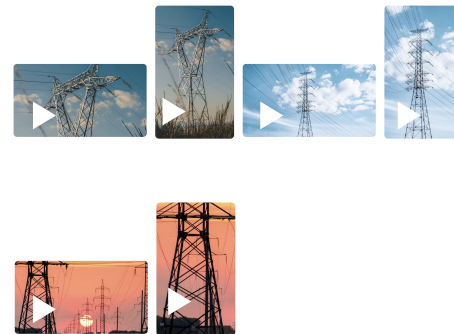


APPROACH

- Send to landing page with longer video
- Have video at top of the page
- Have one clear CTA (donate)
- Pixel for future retargeting
- Have CTA in top right corner

3

RETARGET WITH OTHER VIDEOS



APPROACH

- Series of videos or images
- Drive back to the donate option
- Reiterate the promo/offer
- Use RB2B to capture emails

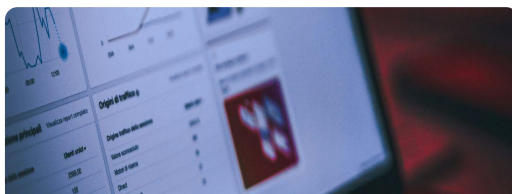
SOCIAL MEDIA ADS



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



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

[Website](#)[Directions](#)[Save](#)[Chat](#)

5.0 ★★★★★ 183 Google reviews



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!

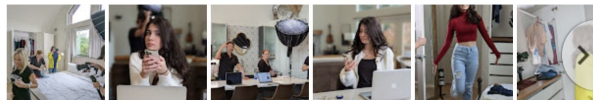


Antonio Beretini

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 Alfry 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!

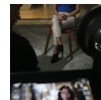


Jenna Henao

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

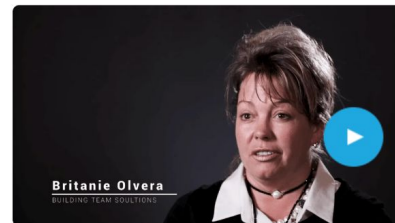
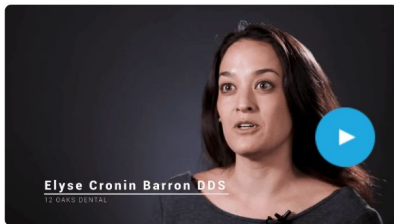
MOSAIC MEDIA FILMS



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

- ✓ Multi- day filming
- ✓ 3-5 person team
- ✓ Pro cameras, lighting, & audio
- ✓ Filming all interviews & visuals
- ✓ Filming all drone content
- ✓ All internal travel



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
- ✓ Cinematic approach
- ✓ Text animation
- ✓ Royalty free music
- ✓ 2 Sets of revisions (10 changes)
- ✓ Delivery is web-ready format

WHAT'S INCLUDED



NARRATIVE STORIES

We'll take a cinematic approach and tell deep narrative stories about the personal and local impact of federal climate change policies.

We'll create a series of videos for each individual story that can be used in a variety of formats for online and social marketing.

Each story will have long form (3-5 min.) and 3 short form stories formatted in both vertical and horizontal formats to accommodate an array of different social platforms

- ✓ 8 Unique Stories (32 TOTAL unique videos)
- ✓ Planning, Filming, Editing, Travel
- ✓ Interviews, live action, animation

\$18.5K
Per Location



PRICING

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

- ✓ EIGHT: Unique Story Videos
- ✓ TWENTY FOUR: Short Forms (vertical)
- ✓ TWENTY FOUR: Short Forms (horizontal)
- ✓ FIFTY SIX: Total Video Files

\$148K
Total project cost

PRICING & DELIVERABLES

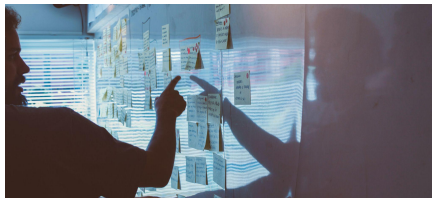
MOSAIC MEDIA FILMS



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