

VIDEO STRATEGY & PROPOSAL

RECURLY

Jen & Team

MOSAIC MEDIA FILMS

Checkout: Order summary

\$12.84 USD

☒ **Basic Plan** \$12.00/month

One-time charge \$12.84

Subtotal \$12.00

Estimated tax \$0.84

Total due today **\$12.84**

And then \$14.00/month + tax / For 12 months

Powered by Recurly

Big Product. Quiet Brand.

- Recurly powers subscription growth for major brands, but brand awareness has not caught up to the product.
- The reimagined product unveil hits in Q1, and momentum has to build for months ahead of it, not launch week.
- You need a hero film, short cuts, capability teasers, exec content, and summit sessions. Splitting that across vendors risks a fractured story.
- CTV, paid social, email nurture, and sales outreach each need purpose built video. Snippets pulled from one film will not carry all of them.

One Team Builds Your Entire Marketing & Launch Engine



Engineered Backwards From Q1

We map every video to your launch timeline. Awareness first, anticipation next, the unveil last. Every piece has a job and a date.



One Shoot Plan, A Full Library

Two to three planned filming days produce your hero film, short cuts, teasers, and exec series. One shoot becomes a library working as your 24/7 sales and marketing engine.



One Partner Across Every Bucket

Brand marketing content, thought leadership, and summit sessions all run through the same producer, the same crew, and one live project portal.

What We're **Creating** For You



Hero Film + Campaign Cuts

We'll create a fun branded educational hero film that tells the story of the core company capabilities.

From there, in a more traditional tone, we'll create capability specific films focusing on the core outcomes of customers.

We'll then leverage the best content from each video to create a series of short form social videos.

DELIVERABLE VERSIONS

Brand Hero Video

Capability Videos

Social Videos

WHERE YOU'LL USE IT

CTV

Social

Events

Website



Thought Leadership Series

Three to four direct to camera videos, 2 to 3 minutes each, from your exec team.

Teleprompter or off the cuff based on each speaker. Built for organic LinkedIn, your Phase 2 content series, and event recap.

DELIVERABLE VERSIONS

Educational Series

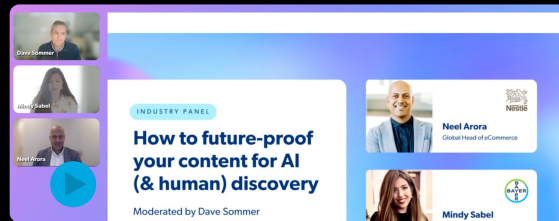
WHERE YOU'LL USE IT

Social

Website

P.R.

Email



Virtual Summit Sessions

We'll work with your speakers to pre record every session for the Q1 virtual summit.

Filmed using specialty software and branded in the same style as the Bazaarvoice example.

We handle the recording, the wrapper, and walk your team through the platform side.

DELIVERABLE VERSIONS

Virtual Keynotes

WHERE YOU'LL USE IT

Website

Social

Ads

Sales

Creative & Visual Approach

NARRATION



Interviews & Humor

For the hero video, we'll script humor beats where they fit, dry and tongue in cheek, without turning it into comedy hour.

Traditional interview style for capabilities videos and a teleprompter or off the cuff for the thought leadership series.

VISUALS



Cinematic Live Action

We capture your team and office with real energy, aspirational and human, walk and talk content, interviews, and any other visual content that fits the story.

GRAPHICS



UI Animation Heavy

Motion graphics carry the product story. UI builds of software and scenarios, recurring revenue visualized with animated infographics, and data brought to life.

STYLE

Scripted

Doc-Style

Teleprompter

STYLE

Live Action

Drone

STYLE

Animations

Infographics

Animated Text

LAUNCH VIDEO

PAR

A launch video for PAR Engagement, a significant new product from PAR Technology serving the restaurant and hospitality industry. Energized, human, and built for multiple audiences, the video served as the anchor piece across the official launch event, social media, email campaigns, and sales presentations, ensuring every channel received the same clear and compelling message.



WATCH FULL VIDEO

Opens in new tab

VISUAL ELEMENTS

Scripted

Interviews

Live Action

Animation

Location Rental

ANIMATION VIDEO

PAR (Ava)

We created a high-energy animated launch video introducing a new AI-powered software platform designed for restaurant owners. The tool acts as a smart assistant that understands every aspect of their business, helping generate marketing campaigns, brainstorm ideas, and execute key growth initiatives.



WATCH FULL VIDEO

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Ava

VISUAL ELEMENTS

Scripting

Animation

High Energy

BRAND STORY

GT School

The traditional school system hasn't changed in over a century. And for gifted students, that stagnation comes with a cost: six hours a day repeating content they already know, slowly losing their love of learning.



WATCH FULL VIDEO

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From 4th- to 9th-grade
Science in 13 months

VISUAL ELEMENTS

Interviews

Live Action

Student Testimonials

Parent Testimonials

BRAND STORY

Favor

Born in Austin and built for Texans only, Favor grew from a scrappy delivery startup into an H-E-B company serving cities across the state. This brand story follows how it started and why Texas hospitality is still at the center of every order.



WATCH FULL VIDEO

[Opens in new tab](#)

VISUAL ELEMENTS

Interviews

Live Action

Animation

PRODUCT VIDEO

Carnegie Technologies

Carnegie Technologies needed to show enterprise buyers how their connected jobsite platform delivers real-time visibility across multi-site operations. We combined cinematic aerial footage with motion graphics overlays that bring the technology to life on screen, helping Carnegie generate a 250X ROI across their enterprise sales efforts.



WATCH FULL VIDEO

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VISUAL ELEMENTS

Interviews

Live Action

Stock Footage

Animation

Overlays

Titles & Lowers

0x0047D736

UNDERUTILIZED ASSET
SITE 2 IN NEED

100%

0x0029F24D

MISSING TOOL
SITE 4 IN NEED

100%

VALUE PROP STORY

Holistic Planning

We created a focused 12-part video series with seasoned executive Rob Hutton, designed to help aspiring C-level leaders sharpen their skills and elevate their performance. Drawing from decades of experience in the home building industry, the course provides practical insights on leadership, personal optimization, and the key traits required to earn promotions and step into executive roles.



WATCH FULL VIDEO

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VISUAL ELEMENTS

Interviews

Live Filming

Animation

REMOTE TESTIMONIAL

Back Office Betties

This remote testimonial features a law firm owner sharing how Back Office Betties took the administrative load off her plate so she could focus on billable work. Filmed remotely through a Zoom-style interview, the video pairs her authentic story with supporting visuals to show the real impact on her practice and her clients.



WATCH FULL VIDEO

[Opens in new tab](#)

VISUAL ELEMENTS

Remote
Interview

Stock Footage

Animation



Process & Timeline



APPROVAL

We align on scope, iron out final details, and lock in your kickoff call.



PLANNING

We develop your creative strategy, story structure, and shot list before a single camera is packed.



FILMING

We show up with professional gear and handle every detail on set. Our crew captures every cinematic moment with intention and efficiency.



EDITING

We cut, color, and craft your footage into a polished story, with 2 revision rounds until every frame feels right.

● Week of Sep 8th

● Month of September

● Month of October

● Month of November

Your Marketing Playbook

DISCOVERY

Awareness

HERO FILM + SHORT FORM CUTS

Put Recurly In Front Of Every Merchant

Your hero film runs across CTV, LinkedIn, and the teaser page while the 15 and 30 second cuts work paid social, pre roll, and retargeting. Every impression builds the recognition Recurly has earned but has not claimed.

INTEREST

Anticipation

WEEKLY REVEAL + EXEC SERIES

Build Momentum Every Week Until Launch

Capability teasers drop on a weekly reveal cadence through email nurture and organic LinkedIn. The exec thought leadership series builds the trust and authority that primes the market before the unveil.

PURCHASE

Launch

SUMMIT + SALES OUTREACH

Convert The Attention At The Unveil

The virtual summit delivers the Recurly Reimagined unveil while your sales team runs the short cuts in outreach and retargeting stays on everyone who engaged. One campaign, every stage covered.

6X

more reach with video opposed to text or image content on social platforms with same spend

80%

visitors who watch a brand video on a landing page convert at up to 80% higher rates

72%

of buyers say seeing a customer success story was the final factor that pushed them to take action

Why **Mosaic** Over Everyone Else

★★★★★ **200+**

Five-Star Google Reviews | Austin's #1 Rated

01

We Think Like Marketers Not Just Filmmakers

Most video companies hand you a file and disappear. We build video around your sales funnel, your buyer, and your goals so it actually gets used.

02

Austin's Highest Rated Video Company

200+ five-star reviews. Not because we're the cheapest because we deliver consistently for businesses that can't afford to redo it.

03

A Dedicated Team. Not a Freelancer.

You get a producer assigned to your project from day one. One point of contact. Full accountability. No handoffs, no surprises.

04

Strategy Before We Ever Pick Up a Camera

We learn your business, your audience, and your message before production begins, so every video has a clear job to do.

Austin's Highest Rated Video Company



SEE ALL TESTIMONIALS

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200+



FIVE-STAR REVIEWS

1000+

CLIENTS SERVED

14+

YEARS IN AUSTIN

5.0



GOOGLE RATING



Mosaic brought our new company story to life better than we ever expected — filming, editing, animating and producing 5 videos simultaneously on a very tight deadline. Even at the last minute, the night before launch, they accommodated final changes overnight.



Jill Denney | Creative Director
Silicon Labs



Mark and the Mosaic Team knew EXACTLY what to do from the start from our first phone call. It was great to work with someone who could lead our vision from start to finish. Their prices are very affordable for the quality of work you get.



Jenna Henao | CMO
Wander Agency



We worked with Mosaic to create a video update for a major customer. The end result was stellar — I received numerous positive comments from people across our company. Mark and Juliette were not only professional, but went above and beyond multiple times. This video has created a new bar of excellence at our company.



Ryan Campbell | VP of Customer Solution
Liquibase

PAR RAZER INDEED FAVOR SILICON LABS EIGHT SLEEP GRAMMARLY BIG BROTHERS SISTERS ORANGETHEORY AUSTIN SHOE HOSPITAL DAVID WEEKLEY HOMES

Real Clients Real Results



VIEW CASE STUDIES

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TECH APP



54%

increase in app downloads
within weeks of video launch

Connected Athletics

The sports recruiting app needed to build its user base and attract investors with no prior brand recognition.

- **15,000 new athletes** on the platform after launch
- **SXSW Award** Best App in Category

GLOBAL ENERGY NGO



2 Million

View in 1st month of campaign
from one production cycle across
5 states

Clean Air Task Force

500+ person global NGO needed to show the positive human impact on complex energy initiatives for donors, conferences, and public campaigns.

- Became **primary fundraising tool** for donor investment
- Content reused across **sales centers and digital campaigns**

NATIONAL BUILDER



27%

conversion rate increase after
video deployment

Tri-Pointe Homes

National home builder needed to build buyer demand for a new community before models were available or construction was complete.

- Video showcased layouts, amenities, and community vision **before completion**
- Generated a **primed buyer list** ready to purchase the moment homes were released

Your project. One link. **Always live.**

Real-time visibility into every part of your project. Kickoff to wrap.

01 **LIVE SHOT LIST & SCHEDULE**

Shots & schedule check off in real time on shoot day

02 **INTERVIEW QUESTIONS BUILD TOGETHER**

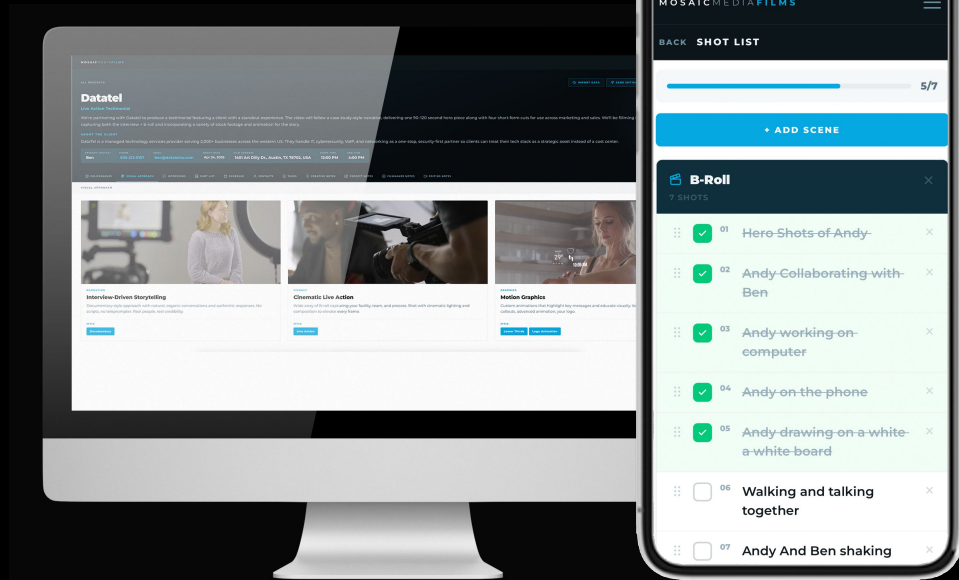
We craft them with you. You follow along live as we film.

03 **CLEAR TASK OWNERSHIP**

Your team's tasks. Ours too. No missed handoffs.

04 **CRYSTAL CLEAR DELIVERABLES**

Every version, length, and format locked upfront.



Pricing & Deliverables

All-Inclusive Full Project

PLANNING INCLUDED

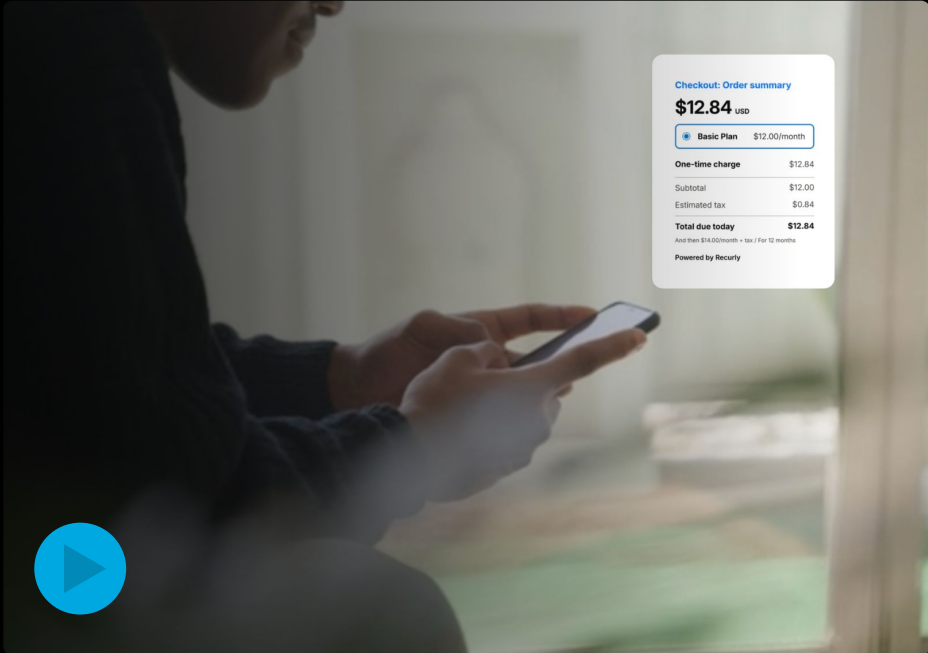
FILMING INCLUDED

EDITING INCLUDED

ANIMATION INCLUDED

REVISIONS INCLUDED

DOWNLOADABLE LINK



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Powered by Recurly

Everything we mapped together. Your hero brand film with 3 to 5 short form cuts, 4 to 6 capability teasers, the executive thought leadership series, and the pre recorded sessions for your Q1 virtual summit. Planned, filmed, and edited by one dedicated team from kickoff through launch.

- **ONE:** Hero Video
- **FOUR-SIX:** Capability Teasers
- **THREE-FIVE:** Social Videos
- **THREE- FOUR:** Thought Leader videos
- **FOUR-SEVEN:** Virtual Summit Videos

\$40-50K

TOTAL VIDEO COST

READY WHEN YOU ARE

Your strategy is set. Let's make **your** **best video** yet.

Take some time to review and talk it over internally. **When you're ready to move forward**, book a call directly using the link below or in the email we'll get everything locked in from there.



SCHEDULE ZOOM MEETING
Opens in new tab



EMAIL ME DIRECTLY
Opens in new tab

EMAIL
mark@mosaicmediafilms.com

CELL
512-720-8453

WHAT HAPPENS FROM HERE

01 **SCHEDULE A CALL**

Book directly using your scheduling link here or from the email, pick a time that works and we'll confirm scope, answer any final questions, and align on timeline.

02 **FINAL APPROVAL**

We'll finalize scope, discuss any changes, and send over a straightforward outline, and a deposit secures your production date.

03 **PRODUCTION BEGINS**

We'll schedule your initial planning meeting with my producer who will work with you on all the creative & logistics. Filming typically begins within 1-2 weeks.