

VIDEO STRATEGY & PROPOSAL

TALROO

EPIC HOLIDAY DANCE VIDEO

Haley + Bruce

MOSAIC MEDIA FILMS

A holiday party people actually show up for

- Talroo goes big on team events. This year the bar is an epic group dance video, and that means a song, choreography, a venue, and a crew all working on one Saturday.
 - There is no studio big enough for 30 to 50 people dancing, and past events have shown how hard it is to get everyone in one room, let alone twice.
 - Talent acquisition is not a fun industry to talk about. The video has to carry the kooky, silly, memorable side of the Talroo brand, not the pitch, a memorable and fun song.
 - We want it to be bold, fun, and memorable for everyone involved. We'll take care of all the heavy lifting so Haley and the Talroo team and just have fun.
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One Saturday. One live performance. An amazing video and BTS cut.



We Run the Whole Production

Our producer lines up the original song, the choreographer, the warehouse venue, and the pyro effects vendor. You show up with your team. We handle the rest.



Filmed Like a Live Concert

Multiple cameras roll on every run-through of the dance. We pull the best angles, cuts, and moments from each take and edit them into one high-energy performance film.



One Shoot, Lots of Content

While the group learns the routine we capture interviews, reactions, and bloopers for a behind the scenes film. You walk away with a hero video plus a BTS video of the Talroo culture that can be used to bring new talent to the team.

What We're **Creating** For You



Talroo Holiday Dance Film

A 90 second to 2 minute group dance video set to an original song with a fun, easy to dance to vibe in the spirit of Gangnam Style and the Electric Slide.

Your whole team performs it live in a warehouse space, dynamic camera movement, and a pyro spark finale.

Multiple cameras capture several full run-throughs and we edit the best moments into one polished, memorable cut built for your website and social channels.

DELIVERABLE VERSIONS

Full Performance Cut

BTS Film

WHERE YOU'LL USE IT

Website

Social Media

Recruiting

Creative & Visual Approach

Original Track



Original Song and Real Voices

The performance film is carried by an original track we create with a local music producer, with AI filling gaps only where needed.

The behind the scenes film is driven by real interviews and candid conversations with your team and staff on the day.

STYLE

Live Performance

Interviews

VISUALS



Live Concert Style Energy

Multiple cameras with dynamic movement capture the full group routine in a large warehouse space. Depending on venue, we can even explore special lighting techniques just like a high-end concert

We zoom in on groups as they take their moment, and close on a wide shot with a drone style pull back as the pyro sparks fire on the final move.

STYLE

Live Action

Drone

GRAPHICS



Simple, Playful, On Brand

Clean title cards, name lowers for the behind the scenes interviews, and the Talroo logo at the close of each video.

We keep the graphics light so the dance stays the star, with room to lean into peacock colors and any custom shirts your team creates.

STYLE

Title Cards

Lowerys

Logo

Venue Location



Large Venue

We'll find a place that has the right vibe and also has enough space for 50 team members and our crew to film.

We already curated a few potential options. Once we get approval, we can start the process of confirming availability, doing site visits, and securing the space.



Choreographer Custom Dance



Dance Instructor

We already have a contact in Austin that owns their own studio and specializes in Hip-Hop.

We'll work with her and her team on developing a fun, dance that's easy and memorable.

We'll work closely with her during the music development so the music and beats coincide with the dancer performance.

Practical Effects



Lights & Pyrotechnics

We already have some fun ideas in mind that will add an epic effect without breaking the budget.

Depending on final venue, we may be able to do some dynamic lighting effects.

Either way, we're planning to do a form of pyrotechnics with an array of blasts that will add a premium feel and give that wow factor to the video and the team.

Process & Timeline



APPROVAL

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

● Week of September 7th



PLANNING

We'll take care of all the heavy lifting, coordinate locations, contractors, logistics, and all of the creative.

We'll work closely with you through approvals, reviews, leading up to film day.

● Week of September 7/14th



FILMING

We show up with all the gear, tools, and team to make this a super successful shoot and experience for the team.

● Day of December 12th



EDITING

We cut, color, and craft your final music video along with a fun BTS video that tells the story of the experience.

● Month of Dec/Jan

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

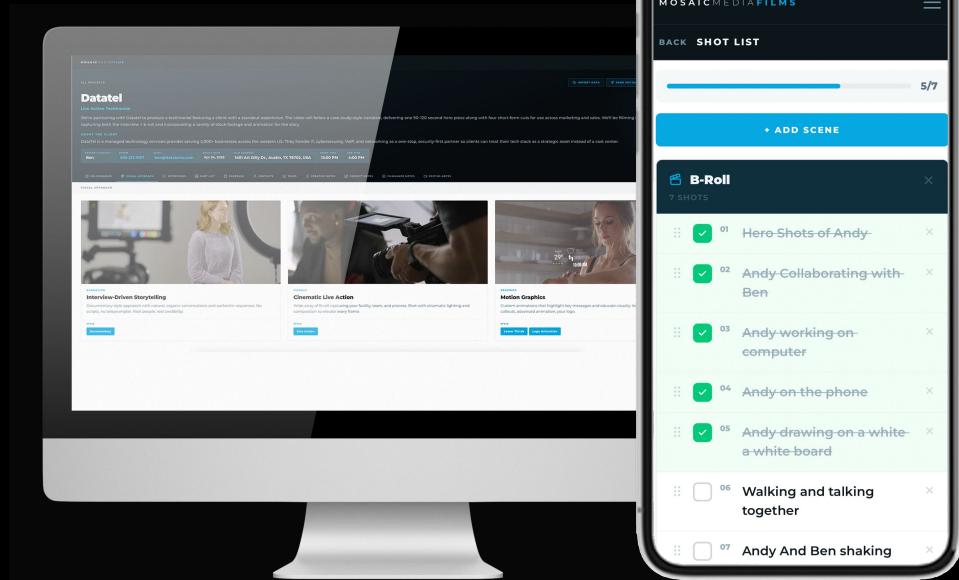
We craft them with you. You follow along live as we film.

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



All-Inclusive Full

Full production of the Talroo holiday dance performance film and behind the scenes film. Includes original song creation with a local music producer, choreographer and dance instruction, warehouse venue scouting and coordination, pyro spark effects with a licensed operator and permitting, multi-camera filming of the practice and live performance on Saturday, December 12, and full editing and BTS video.

- **ONE:** 2 Min Company Music Video
- **ONE:** 2-3 Min Behind The Scenes Video

\$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

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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. We lock in the December 12 film day.