

A modern living room interior featuring a large sectional sofa, a round coffee table with orange armchairs, and a large window overlooking a landscape. The room is decorated with a floor lamp, a side table, and a console table with various decorative items.

VIDEO STRATEGY & PROPOSAL

TEXAS CONSTRUCTION

Mary and Royce

MOSAIC MEDIA FILMS

THE SITUATION

Your Work Is Premium. Your Video Should Be Too.

- The PBS spot was filmed without a plan, so a 15 second ad is carrying a product that deserves a real story.
- Aging in Place and Style is brand new to Austin and most homeowners still do not know what it is or why it matters.
- Architects put you in front of homeowners next to two other builders, and right now you are photos and text on a page.
- You and Royce run marketing for a small team, so anything that takes coordination gets pushed behind active builds.

THE SOLVE

One Shoot. A Full Library of Videos.



Plan Before We Film

We map the story, the interview questions, and the shot list with you over a few planning meetings, so nothing gets decided on shoot day.



Two Stories, Told Right

Texas Construction and Aging in Place and Style each get their own film, built to match the quality of your photography and print work.



Content You Use Everywhere

Your new website, social posts and ads, magazine QR codes, postcards, and the architect introduction all pull from the same shoot.

What We're **Creating** For You



Brand Stories

We'll create TWO compelling brand stories, using a combination of documentary style interviews, compelling visuals, and animation.

One brand story on the core business of Texas Construction custom homes, and the other on Aging in Place.

DELIVERABLE VERSIONS

TWO 2-3 Min

FOUR 45 Sec



Aging in place Series

We'll create a series of short 45-90 sec. educational videos specifically for the Aging in place business.

We'll have very specific questions answered in the form of FAQ style, showing visuals, animations, and graphics to highlight the information.

DELIVERABLE VERSIONS

45-90 Sec. Each



Build Process Series

We'll create a series of educational videos explaining each step of the process so existing customers feel informed, educated, and understand what goes into a custom build.

DELIVERABLE VERSIONS

1-2 Min. Each

WHERE YOU'LL USE IT

Website

Social/Ads

Postcards

Print Ads

WHERE YOU'LL USE IT

Website

Social

Sales

WHERE YOU'LL USE IT

Website

Social

Email

BRAND STORY

Eppright Homes

A brand story spotlighting Eppright's fully integrated approach to luxury custom homes. From architecture and construction to interior finishing, every phase happens in-house, and the video captures the white glove experience through the team and homeowners who live it. The result is a cinematic anchor piece that positions Eppright at the top of the Texas custom home market.



WATCH FULL VIDEO

Opens in new tab

VISUAL ELEMENTS

Interviews

Live Action

Animation

BRAND STORY

Champion Homes

A brand story that reveals what sets Champion apart in the prefabricated home category. We captured the engineering discipline, factory craftsmanship, and controlled build process that lets them deliver premium homes in a fraction of the traditional timeline, without compromising on quality or design. The video anchors their website and sales conversations with prospective homeowners



WATCH FULL VIDEO

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VISUAL ELEMENTS

Interviews

Live Action

Animation

EDUCATIONAL VIDEO

Rivendale Homes

A series of educational videos that answer the zoning questions buyers ask before they break ground. We put the Rivendale team on camera and used animation and text on screen to make complicated rules simple. Short enough for social, useful enough to live on the site year round.



WATCH FULL VIDEO

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VISUAL ELEMENTS

Interviews

Live Action

Animation



Creative & Visual Approach

NARRATION



Documentary Interviews

No script and no teleprompter. We prompt you with questions we build together in planning, and you answer in your own words so it sounds like a real conversation.

For the FAQ videos, you and Royce speak straight to camera and take one question at a time.

STYLE

Documentary

VISUALS



Finished Homes, Shot Like Your Photography

We film at two to three of your completed properties and capture interiors, exteriors, and detail work.

Warm natural light, slow deliberate camera moves, and drone where the property earns it. Video that sits next to your magazine photos and looks like it belongs.

STYLE

Live Action

Drone

Stock Footage

GRAPHICS



Graphics & Animation

We overlay real footage with animation to show accessible design in action, like a lowered island, a wider doorway, or a home elevator. And include educational graphics like checklists and callouts.

Clean title cards, name plates for you and Royce and Mary.

STYLE

Graphics

Overlays

Logo

Process & Timeline

Average Project Timeline 6-8 Weeks

1

2

3

4



APPROVAL

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

● Week of Sept 21st



PLANNING

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

● Week of Oct 5th



FILMING

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

● Week of Oct 12th



EDITING

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

● Week of Nov 2nd

Your Marketing Playbook

DISCOVERY

SOCIAL AND PRINT

AWARENESS

Get Seen Before You Are Suggested

Run the 30 second cuts as paid and organic posts on Instagram, Facebook, and LinkedIn, aimed at the Austin zip codes your buyers already live in. Add a QR code to the Austin Home ads and the Aging in Place postcards so a print reader is one scan away from the film. By the time an architect says your name, they have already seen you.

INTEREST

WEBSITE AND FAQ

EDUCATION

Answer the Questions Before They Ask

Put the brand films at the top of the new website, one on the Texas Construction page and one on the Aging in Place and Style page. The FAQ videos sit right below them, so an adult child researching options for their parents gets real answers from Royce instead of a paragraph of text.

PURCHASE

SALES AND REFERRAL

DECISION

Win the Room You Are Not In

When an architect presents three builders, send the brand story ahead of the meeting so the homeowner meets you and Royce first. Follow with the process videos so they know how you run a job and how you keep them informed. The video does the trust building before anyone shakes a hand.

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



CUSTOMER TESTIMONIAL

We saw a 72% increase in people joining our interest list in the six months after that video launched.



Alex
Tri Pointe Homes



WATCH TESTIMONIAL VIDEO

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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**

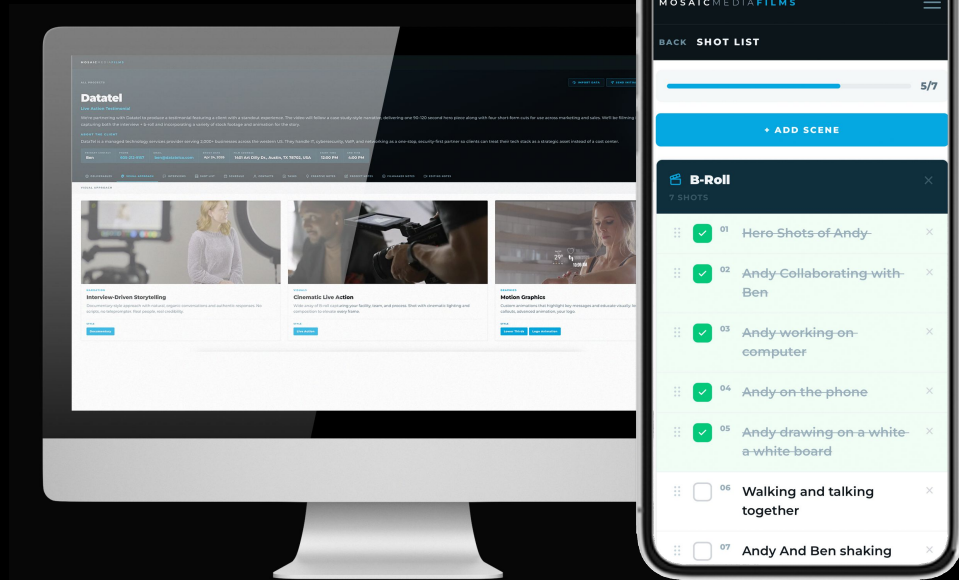
We craft them with you. You follow along live as we film.

03 **CLEAR TASK OWNERSHIP**

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

04 **CRYSTAL CLEAR DELIVERABLES**

Every version, length, and format locked upfront.



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

Pricing & Deliverables

All-Inclusive Full Project

PLANNING INCLUDED

FILMING INCLUDED

EDITING INCLUDED

ANIMATION INCLUDED

REVISIONS INCLUDED

DOWNLOADABLE LINK

Brand Stories



Two 2 to 3 minute brand films, one for Texas Construction and one for Aging in Place with Social Cuts.

- **ONE:** 2-3 Min. Video - TX Construction
- **ONE:** 2-3 Min. Video - Aging in place
- **FOUR:** 30-45 Sec. Socials (TX + Aging)

~~\$20K~~ **\$16K**

TOTAL VIDEO COST

Educational Series



Six videos, 45 to 90 seconds each, with Royce and Mary answering the questions homeowners ask most, using visuals from the brand story.

- **SIX:** 45-90 Sec. Videos

\$9K

TOTAL VIDEO COST (\$1.5K Each)

Build Process Series



A set of short videos breaking your custom build into clear phases, built from project footage, historical images, stock, and motion graphics.

- 1-2 Min. Educational Videos

\$1.5 - 2.5K (each)

VIDEO COST (based on quantity)

READY WHEN YOU ARE

We're reconnecting on **your project**

soon Review everything at your own pace and bring any questions to our call. We'll finalize scope, make any adjustments, and get everything ironed out so we can lock in your production date.



FOLLOW UP CALL CONFIRMED
You'd Received Email

EMAIL
mark@mosaicmediafilms.com

CELL
512-720-8453

WHAT HAPPENS FROM HERE



INITIAL CALL - COMPLETED

We talked through your goals, budget, and vision. Proposal has been sent for review.

02 FOLLOW UP CALL & FINAL APPROVAL

We'll revisit scope, address any questions, and finalize the project details. A project outline & initial deposit is typically sent shortly after approval.

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.