



SERVICES BREAKDOWN

DocuBIZ Visual Marketing

It's not a commercial and it's not a documentary. It's *DocuBIZ Visual Marketing*. iNDIGO PROJECT MEDIA has successfully merged the high-end quality of commercials with the story structure of documentaries, creating an identity video we like to call DocuBIZ. A visual marketing and promotional tool no company or organization should be without.

With *DocuBIZ Visual Marketing*, iNDIGO PROJECT MEDIA works with the client to produce an original campaign to not only better the client's business but their clientele as well. Our DocuBIZ Visual Marketing can make a real impact, giving you a voice, personality and helping you build a relationship with the consumer.

PROPOSAL

Each client will receive a proposal providing various options to determine the scale and cost of the project. The cost of each project will vary based on the complexity of the package.

IDENTITY

A strong brand is a key element in setting clients apart from their competitors and delivering a successful message. Creating a unique, well-crafted identity that can be carried through various forms of media establishes consistency and recognition, and provides a strong level of professionalism. This process usually starts with a logo design, followed by a cohesive style that is tied into other materials including stationery, posters and postcards, websites, packaging and other marketing materials.

FILMING

During production, our crew consisting of one videographer, one field producer and one assistant will be on location. Additional crew will be present if needed.

PHOTOGRAPHY

The client has the option to have photography done during production. This is highly recommended for web and print marketing. This option can be added to the package at any time.

EDITING

The cost of the first cut is included in the original proposal. This cut includes one custom title card. When the first cut is completed, the client will be given a link and pass code to view their video. The video will have time code embedded to use during the review process. Each client is given one free round of notes. If the client wishes to give additional notes on the second cut, an extra cost will be added to the package.

GRAPHICS/ANIMATION

Graphics and animations are highly suggested and can be added to the package at anytime. Strong visual graphics are an essential element to any successful video. They engage the viewer and provide a cohesive style throughout the film. They also help establish an identity as well as set the tone and feel for the project.

PUBLISHING

After notes have been addressed and the client has approved the project, iNDIGO PROJECT MEDIA will provide the client with a USB Drive that contains the final video and photography in various formats. In addition, the client is given the option at an extra cost to publish to various networking and media sites, tape formats and DVD.

OTHER SERVICES

ARTIST EPK

In the entertainment industry, having an electronic press kit is vital. EPKs, are used to get to know you and your work. You can send your EPK to industry professionals, companies, casting agents, radio stations and venues to listen to your music, look at photos, watch videos and find out what you're working on and where you're performing.

An artist EPK may include:

- Documenting a live studio recording
- Live performance at a concert or smaller venue
- Portrait piece on the band
- Interviews with the band mates
- Photo Shoot
- Press review and PR

COMMERCIAL ADVERTISING

Like all other aspects of iNDIGO PROJECT MEDIA, the marketing department is completely original. We believe the best commercials are those written by fresh young talent, the type of people that are submersed in the current and upcoming culture and who also have new creative ways of selling a client's product. Please contact us for more information about our commercial package.

PSA

iNDIGO PROJECT MEDIA offers traditional PSA services. The cost is a flat filming/editing/publishing rate. Please contact us for pricing.

CONTACT

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