



MILITARY APPRECIATION MONTH VIDEO

STUDIO  CENTER®

# CREATIVE CONCEPTS



# THANK YOU NOTES

## Thank you Notes: Concept & Treatment

We hear the voices of children reading letters of thanks to the men and women who serve. These letters can be funny, heartwarming, or inspirational. As we hear the innocent children's voiceovers, we juxtapose that with footage of the brave, smart, and determined tasks each branch of service does every day. We'll also add a 3D element, that will give each stock shot a dynamic look and add a powerful effect to the visuals. Ultimately an end card will come up that will honor every one of our members of service for their pride, loyalty, bravery and determination on our behalf.

We have a created a short demo of our treatment, note most of the copy has come out of real letters.

You can view a demo here: <https://app.frame.io/d/14f57537-3146-476f-a07f-56233319dde5>







# PORTRAIT OF THE MILITARY

## Portrait of the Military: Concept and Treatment

This concept will create a portrait of our service members. Words in the picture frames will reinforce the qualities of our Military, and a quick flurry of images will visualize their attributes. Studio Center will shoot the frames being held up by various Moms, Brothers, Sisters, Dads, and so on. This creative touch will be done at NO CHARGE to NFCU.

We have prepared a short sizzle to illustrate the idea and treatment. You can view that here:

<https://app.frame.io/d/6aab6754-1e22-49d3-aa0c-2c5a599b8493>





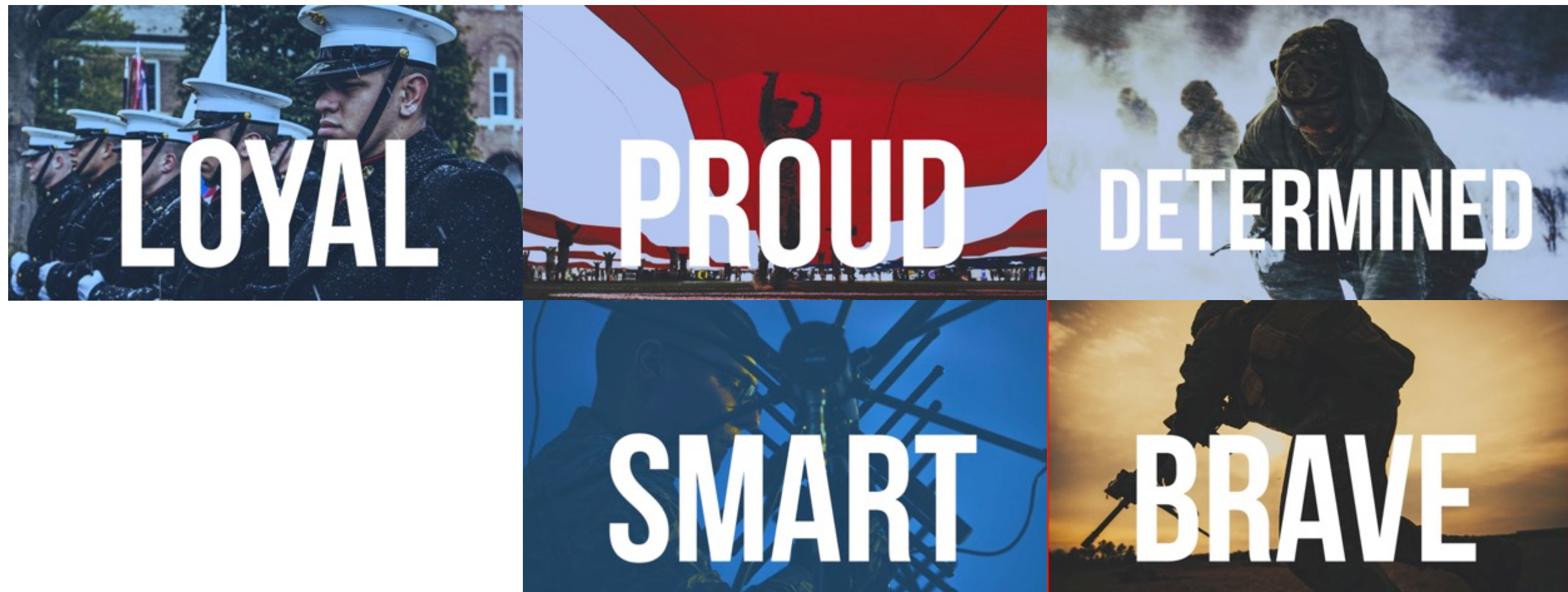
AMAZING TRAITS

## Amazing Traits: Concept and Treatment

We will use a variety of footage and stills that captures the essence of what our Military does for us. Featuring all branches and reinforcing the attributes of our members of service. Smart, determined, loyal, brave. Upbeat music and a series of powerful images along with an “in your face” graphic treatment of type will come together to inspire and acknowledge our respect for everyone who serves in all branches of the Military.

Here is a short sizzle to illustrate this dynamic approach. You can view that here:

<https://app.frame.io/d/ceb9489c-e972-44ac-921c-2af343851955>





# PRICING AND TIMING

## Pricing:

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**Project:** Military Appreciation Month Video

**Client:** Navy Federal Credit Union

**Client Manager:** Zac Eckert & Tammi Mesce

**Date:** March 14, 2018

***:90 Video with 3 x :15 Cut downs for Social Media / Web use***

**Studio Center will provide:** Concepts, scripts storyboards / Stock package / Up to 60 hours Video edit, color grading, 2D graphics / Voiceover talent (up to 5) web use and social media - 1 year / Audio post, music and sfx package / Link to deliverables

**NFCU will provide/coordinate:**

Script approval / Links to possible stock sources / Vector art for logos

**ADDED VALUE:** For the “Portraits of the Military” Studio Center will shoot in studio and provide talent and props for the people holding frames **AT NO ADDITIONAL CHARGE TO NFCU.**

**SUBTOTAL - \$33,733.00**  
**Client Discount - \$15,179.00**  
**GRAND TOTAL - \$18,554.00**

Timing:

## March 2018

| Sunday | Monday | Tuesday                            | Wednesday       | Thursday           | Friday                          | Saturday |
|--------|--------|------------------------------------|-----------------|--------------------|---------------------------------|----------|
|        |        |                                    |                 | 1                  | 2                               | 3        |
|        |        |                                    |                 |                    |                                 |          |
| 4      | 5      | 6                                  | 7               | 8                  | 9                               | 10       |
|        |        |                                    |                 |                    |                                 |          |
| 11     | 12     | 13                                 | 14              | 15                 | 16                              | 17       |
|        |        |                                    | Submit Proposal |                    |                                 |          |
| 18     | 19     | 20                                 | 21              | 22                 | 23                              | 24       |
|        |        |                                    | award job       |                    | Kick off call and initial input |          |
| 25     | 26     | 27                                 | 28              | 29                 | 30                              | 31       |
|        |        |                                    |                 | first script draft |                                 |          |
|        |        | <b>Notes:</b>                      |                 |                    |                                 |          |
|        |        | NFCU - Military Appreciation Month |                 |                    |                                 |          |

# Timing:



## April 2018

| Sunday | Monday   | Tuesday                       | Wednesday   | Thursday   | Friday  | Saturday |
|--------|--|-------------------------------|---|--|---|----------|
| 1      | 2  | 3                             | 4   | 5  | 6   | 7        |
|        |  |                               | Concept and treatment approval, notes on script                                     |  | Begin edit production/ gather assets                                    |          |
| 8      | 9  | 10                            | 11  | 12   | 13  | 14       |
|        | 2nd draft of script to client  | voiceover auditions to client |   | notes back on script/ Voiceover selected           |   |          |
| 15     | 16   | 17                            | 18  | 19   | 20  | 21       |
|        | string out of collected assets and scratch track - revised script back to client |                               | Notes back on cut/ final notes back on script                                       | Final draft of script back to client for approvals | 2nd cut of video to client w/ revised scratch track                     |          |
| 22     | 23   | 24                            | 25  | 26   | 27  | 28       |
|        | Final approval of script/ record VO  | :15 teaser cuts to client     | Final cut to client for picture lock/ final VO in place, rough mix/ no color grade/ | Approval of picture lock/                          | Finalize video/ color grade/ final mix/ finalize graphics/ Deliverables |          |
| 29     | 30   | 1                             |   |  |   |          |
|        |  |                               |   |  |   |          |
|        | <b>Notes</b>   |                               |   |  |   |          |
|        | NFCU Military Appreciation Month   |                               |   |  |   |          |



# ABOUT STUDIO CENTER

“Strive for Perfection, Settle for Excellence”

# Studio Center was one of the first production studios to specialize in the production of broadcast advertising

EST  
**1967**  


We have clients in...

 50 States

23 Countries 

**15,000**  
Client Projects a Year  

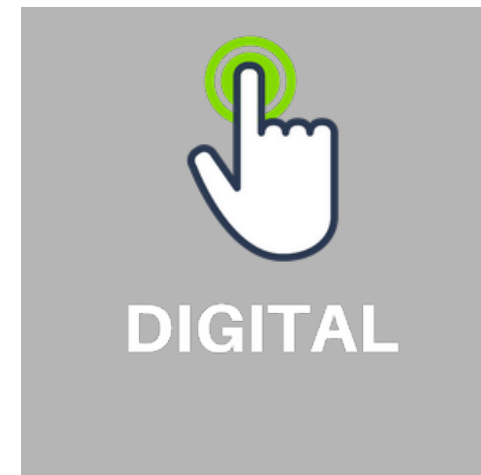

Studio Center Locations:



## 4 LOCATIONS



What We Do:





Team Work:

**56** talented, experienced full time staff members.  
Everything you need **UNDER ONE ROOF.**



# LETS GET STARTED

Contact – 1-757-622-2111

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