



**STUDIOCENTER®**





Welcome to Studio Center.

# WHAT WE DO

- Video Production
- Audio Production
- Branding & Creative
- Digital Marketing
- Social Media Marketing
- Web Design and Development
- Media Strategy
- Fulfillment Agency

# HOW WE DO IT



We've taken the best parts of traditional production studios, marketing companies and ad agencies, added a little transparency, and a heaping spoonful of ***amazing*** customer service.



# WHY WE DO IT



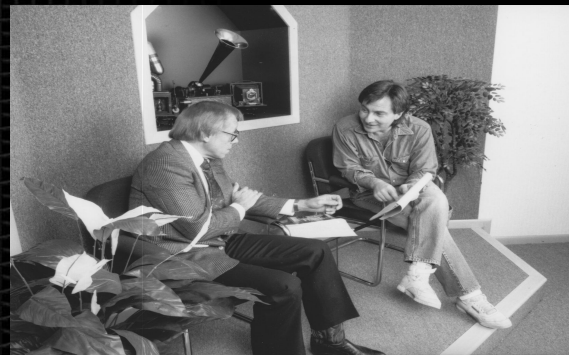
Our philosophy is simple – Clients First.

It's been that way since we opened our doors over 50 years ago.

Over the years we've grown, pivoted, and improved in a way that elevates the work we do to a better and faster level.



# OUR BEGINNINGS



Established in 1967 by Warren Miller, Studio Center started with Two Rooms and Four Microphones. Audio was still edited and recorded on Tape.

- All Under **ONE** Roof -

**AUDIO**

PRODUCTION

**VIDEO**

PRODUCTION

STUDIOCENTER®

**MEDIA**  
STRATEGY

BRANDING &  
**CREATIVE**

**DIGITAL**  
MARKETING

**SOCIAL**  
MEDIA

FULFILLMENT  
**AGENCY**

**WEB DESIGN**  
& DEVELOPMENT





We're equipped with the expertise and versatility  
to cater to brands of *any* scale.



Video Production Showreel





A studio setup featuring a brick wall on the left, a floor lamp with a black shade and a warm light, and a large TV in the center. The TV screen shows a motion graphics reel with the text 'STUDIO CENTER' and 'Motion Graphics Reel'. The background is a dark blue wall. A small potted plant sits on a shelf behind the TV. A black metal cabinet is in front of the TV, and a small round table with a glass and a mouse is on the right.

# STUDIO CENTER

Motion Graphics Reel

Motion Graphics Reel



Pharma & Healthcare Reel







ODU Knowledge Video



LifeNet Health Sizzle Reel







Mosquito Joe's Video



# Radio Commercials



Lowes



Viruses



Duluth Trading



Mo Better Garage



Drain Magic



The Center



Carbon Monoxide



Endless Hot Water





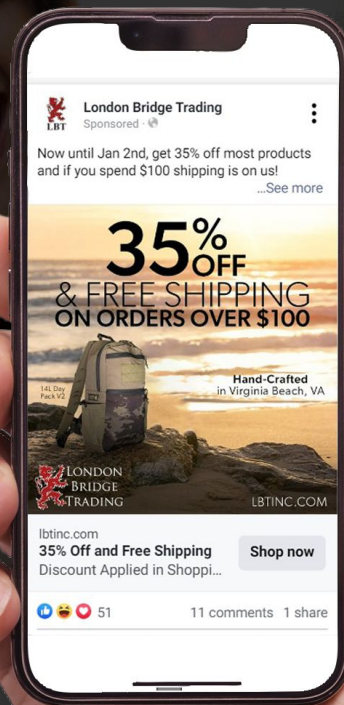


# Studio Center Can Help Reach Your Audience Where They Spend Time Online

Photography | Graphic Design | Short Form Video | Gifs/Animation

Audience Building | Competitive Research | Profile Optimization | Analytics Reporting

# Social Media Ads

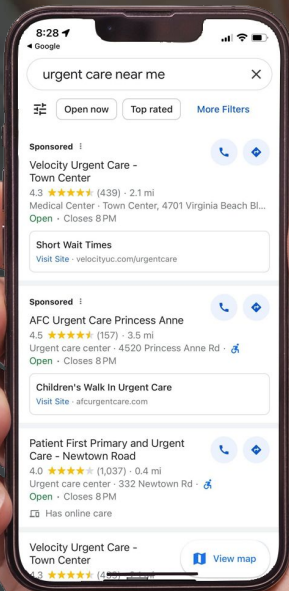





# Google Paid Search Ads

Paid Search allows you to run your ads through search engines, only paying if your ad is clicked on.

While incredibly effective, the world of paid search is also incredibly complex, changing by the minute.




**Sponsored**

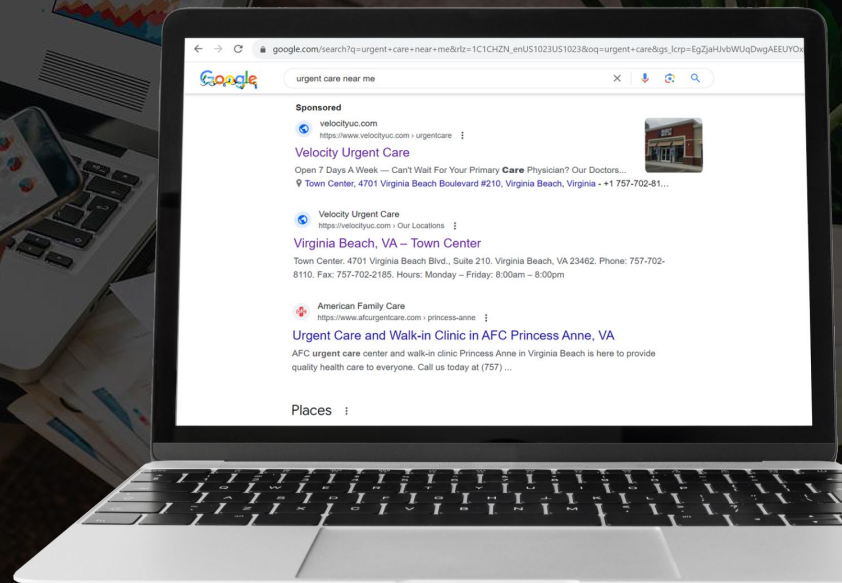
 [www.velocityuc.com/urgentcare](https://www.velocityuc.com/urgentcare)

**Help For Minor Injuries - Velocity Urgent Care**

Can't Wait For Your Primary Care Physician? Our Doctors Can See You Today. Find A Location. The Personal Attention of Primary Care, With The Convenience of Urgent Care. Service catalog: Minor Injuries, Minor Sickneses, Drug Testing, Veterans...

[See Our Services](#) [Reserve Now](#) [About Us](#)

 Norfolk · 1326 E Little Creek Rd



# Digital Marketing

**Pull a muscle while celebrating the game?**

**VELOCITY IS HERE TO HELP!**



**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara

**WHEN YOU FALL THIS FALL...**

**VELOCITY IS READY!**



**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara

**Strain a muscle while doing yardwork?**

**VELOCITY IS HERE FOR YOU!**



**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara



# Social Media

**Location**  
is Everything

Reserve Your Spot Now




NEW LOCATION On Centerville Turnpike

**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara®


**Just in time for  
FLU SEASON**

Reserve Your Spot Now



NEW LOCATION On Centerville Turnpike

**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara®

**WHEN THE SCHOOL  
BUG STRIKES**



 Velocity  
is Ready!

**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  Sentara®

# Paid Search

**WE WORK TO  
ENSURE YOUR  
UNIQUE NEEDS  
ARE MET.**



**MILLER**  
INJURY GROUP PLC

**Call (757)555-5555**



**WE WORK TO ENSURE THAT  
YOUR UNIQUE NEEDS ARE MET.**



**WE WORK TO  
ENSURE YOUR  
UNIQUE NEEDS  
ARE MET.**

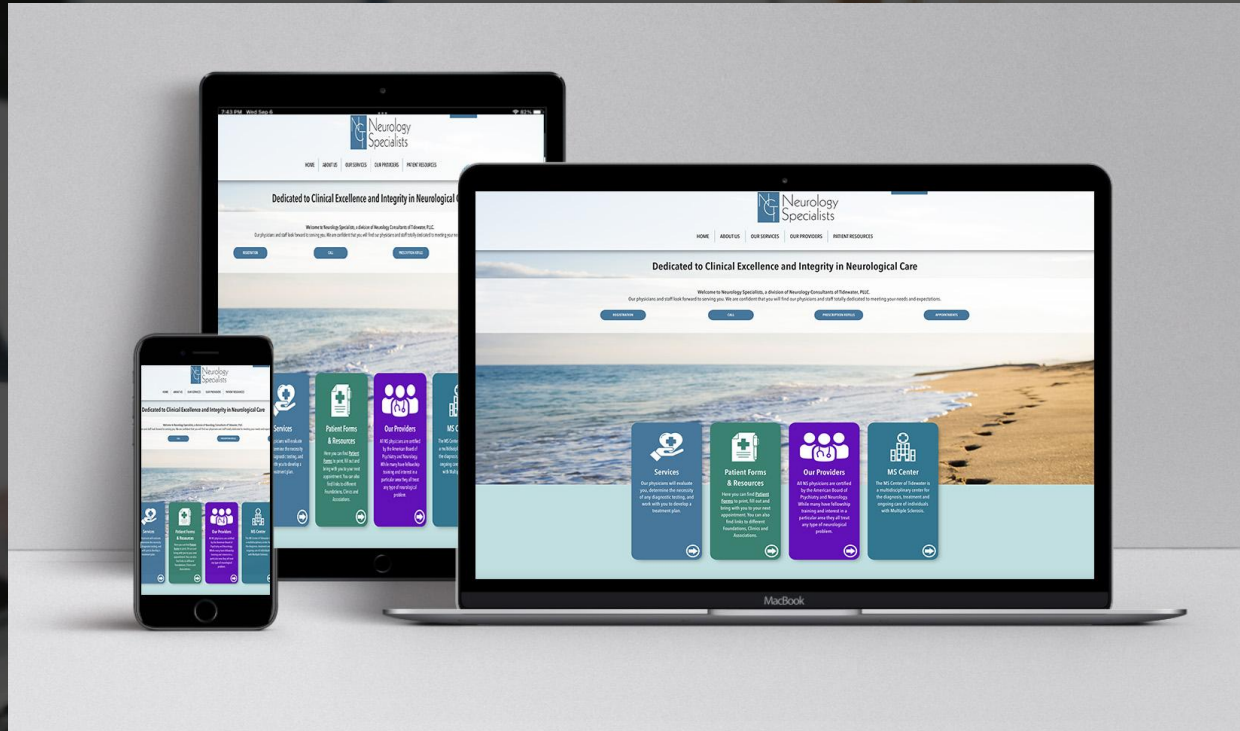


**Call (757)555-5555**

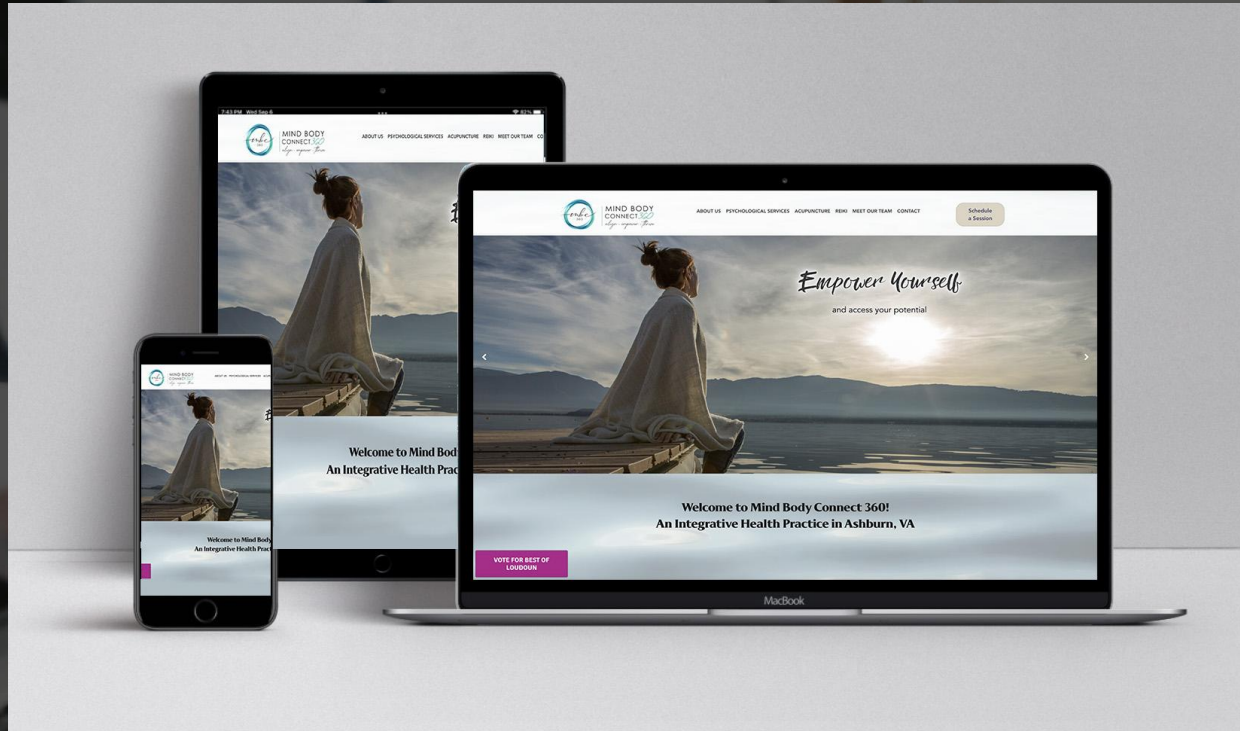




# Website Design & Development

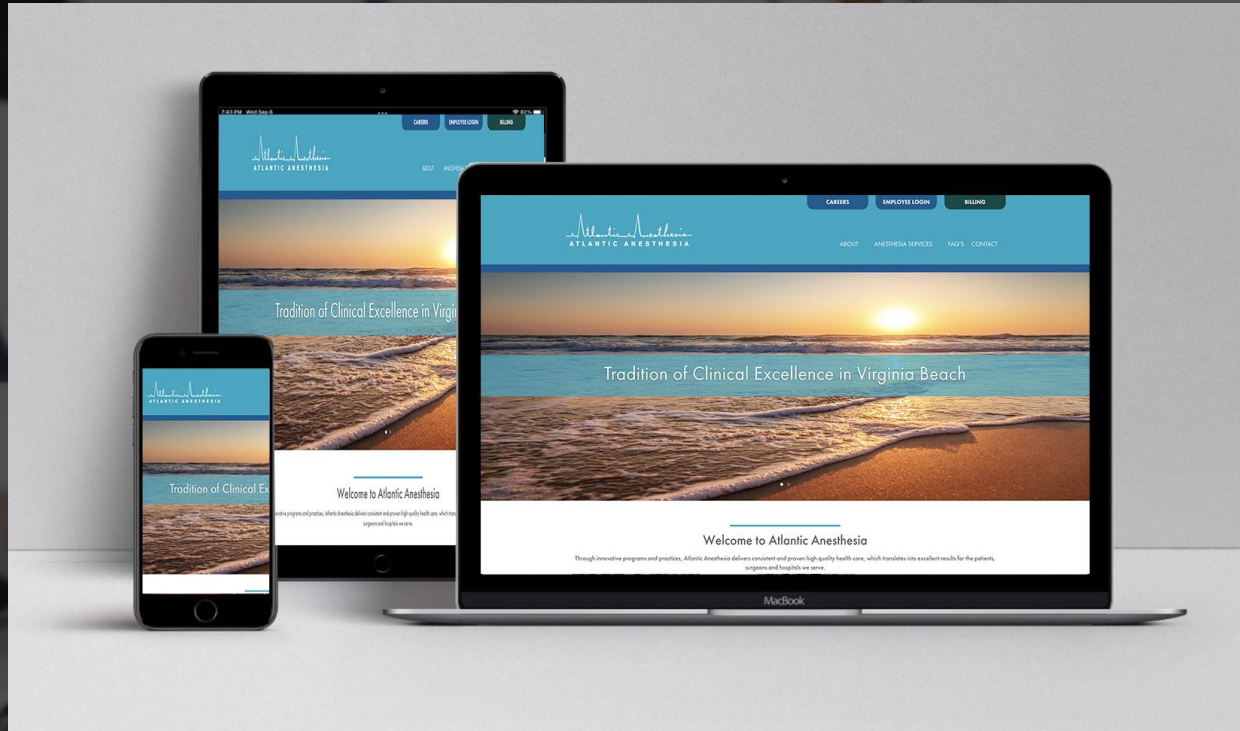


# Website Design & Development





# Website Design & Development



# CHECK THIS OUT

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A Studio Center Case Study

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## VELOCITY URGENT CARE

IN PARTNERSHIP WITH



Sentara®

Digital

Social

Web

Radio





# CHALLENGE

**Velocity Urgent Care has 17 locations across Eastern Virginia. Many of them were struggling.**

Why? Mostly, a lack of awareness.

Enter Studio Center...

**VELOCITY URGENT CARE**

IN PARTNERSHIP WITH  **Sentara**



# SOLUTION

Studio Center's job was to increase awareness and drive traffic to Velocity's website and care centers.

We used a mix of Google search ads, Google Performance Max, display ads, radio ads, managed social media and we refreshed their website for maximum SEO.



Radio Spot #1



Radio Spot #2





# RESULTS

Increased awareness, engagement and traffic - Within the first 7 months!

**GET HIGHER, BABY**

**314%**

increase in Social Media  
Engagement

**35%**

increase in Social Media  
Reach

**9.3k%**

increase in Link Clicks

**22%**

increase in request for directions to  
Velocity locations

**3k%**

higher click through rate than  
industry average - resulting in a  
lower cost per click

**379%**

higher search campaign click  
through rate than industry average

**VELOCITY URGENT CARE**  
IN PARTNERSHIP WITH  Sentara



# CHECK THIS OUT

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A Studio Center Case Study

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Digital

Social

Web





# CHALLENGE



All Dairy Queen restaurants have close ties to their communities. With a mission to increase their community support, **Mid Atlantic Dairy Queen** asked us to create a campaign with two main goals for their 15 locations.

They wanted to drive up charitable contributions to meet their lofty fundraising goals and they wanted to get more people to use and redeem DQ Rewards deals via their app.

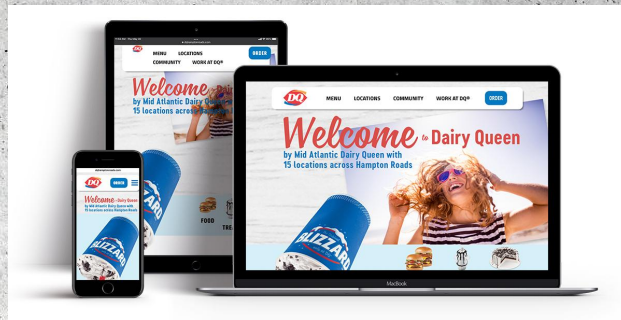




# SOLUTION

Studio Center focused on three things to increase charitable donations as well as usage and engagement of the DQ app and rewards program.

- Website Redesign
- Digital Ads via Paid Social Media and YouTube
- Organic Social Media





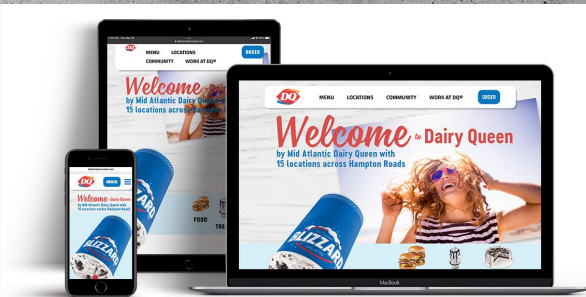
# SOLUTION

**Website Redesign** - We redesigned the DQ website from the ground up, making key messages and promotions front and center on the home page.

**Digital Ads via Paid Social Media and YouTube** - We created a series of bright, joyful, fun digital ads and videos featuring weekly rewards deals and promotions for youth sports, animal shelters, and the local children's hospital. The ads were delivered via a strategic mix of social media platforms and YouTube.

**Organic Social Media** - In addition to product-promotional posts, we created content to highlight the many ways in which DQ is involved with their local community. Photos and videos we shot at local Dairy Queen locations enabled us to recognize some of DQ's management and staff and their dedication to serving their customers and local philanthropic efforts.

The local, personable content has helped endear customers to Dairy Queen and set them apart from their competitors.





# RESULTS

## SWEET



**43K** new website users

**3.5**

impressions on social media

**66K** website page views

**632k**

impressions on YouTube

Miracle Treat Day sales

**UP 10%**

including the sale of 10,000 Blizzards!

Pup Cup sales

**UP 31%**

from the previous year.

Reach with Organic Social Media Posts

**UP 80%**

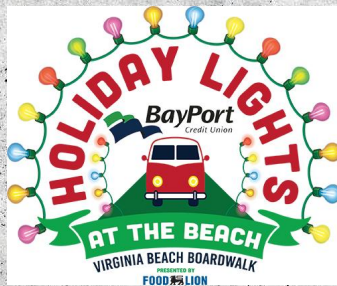


# CHECK THIS OUT

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## A Studio Center Case Study

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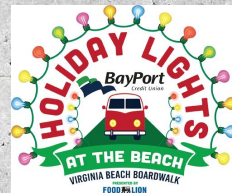
Digital

Social





# CHALLENGE



**IMGoing asked us to help remind the residents of Hampton Roads about the Holiday Lights at the Beach, especially during the odd times of the COVID-19 pandemic. The Holiday Lights was actually the perfect event to get people out of the house and stay socially distant.**



# SOLUTION

- Facebook and Instagram Ads
- Google Display Ads
- Radio Ads





# RESULTS

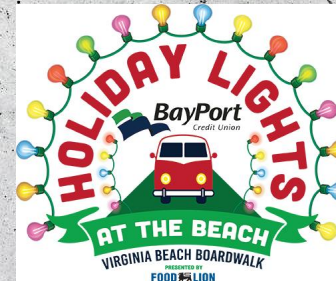
**142.7** Facebook users reached

**2,370** Event Responses

**1,142** Google Ads Clicks at  
\$0.50 per click

**32,000** Tickets Sold

**33%** Increase in ticket sales  
over recent years





# What Our Clients Have to Say

A

Alexandra B

1 review

★★★★★ 3 weeks ago **NEW**

I have nothing but the best things to turn to for any of your production needs. I know I can get my product in a timely manner.

B

Betsy J

8 reviews

★★★★★ 3 months ago

I have had such amazing experiences with Studio Center. They are flexible, fast, and operate as true professionals. I've carried out a final audio mix with them and they did it perfectly. I have also worked with them on VO casting and they've made it's always such a smooth and efficient process. Thank you!

D

★★★★

I work

for my organization - primarily for VO talent services. Every encounter with their staff is professional and friendly. Above all, Studio Center understands deadlines and will do what it takes to get the job done. I've dev that client work any

C

Chris

2 reviews

★★★★★ a week ago **NEW**

I've been working with Studio Center for a couple of years, in both TV and Radio, and they deliver every time. Great staff, engineers, directors, editors, producers ... always collaborative, and up for anything.



1

★★★★★ 2 months ago

I have worked with Studio Center for 10+ years and everyone there is super professional and does great work. Plus, they always help us when we have tight audio turnarounds.



2

★★★★★ 2 months ago

I had a great time with Studio Center making the creativity for our social media was just what we needed.

C

Conor L

1 review

★★★★★ 2 months ago

Studio Center is my go to when I need help creating a commercial message for my clients. The staff is top notch and they provide multiple options for me to choose. The voice over talent they employ has a wide range and the production team really makes them stand out among the stop set. Big fan here.



1

Share

STUDIO CENTER  
CLIENT TESTIMONIALS



2

We had an outstanding experience with Studio Center. We needed a quick turnaround on a video for a client, and they came through with time to spare. Their project management and communication throughout the process were exceptional. I'll definitely work with them again.

★★★★★ 12 minutes ago **NEW**

We love the ease of service from quick VO auditions and estimates to the professional wide range of talent as well as experienced and helpful engineers. They all make sure every aspect of our projects runs smooth start to finish.



Like

## What Our Clients Have to Say







Let's Get Started!