

# Campaign REC.

Service product  
Overview



	Video strategy	Social marketing	Creative campaign
Behavioral plan	✓	✗	✓
Strategic values	✓	✗	✓
Visual concepts	✓	✗	✓
Social behavior	✗	✓	✓
Social strategy	✗	✓	✓
Online visuals	✗	✓	✓
Media planning	✗	✗	✓
Product price	+ 30%	+ 25%	+45%
▶ Calculation based on the video production budget			
Add-on			
SEM campaign	✗	✗	20% of ad spend
Graphic design	✗	per 8 hours - €300	per 8 hours - €200

## Video strategy \*

Within the **behavioral plan** we research, describe and determine the existing behavior of your target group or the target group of your video, film or campaign. Starting from this knowledge we create the possibility to direct the process of your message fundamentally towards a visualisation!

Within the determination of the **strategic values** we decide on a strategic approach that positively affects the behavior of your target group into the right direction, sales or leads. Together with the behavioral plan, this forms the supporting base that bridges your marketing goal with the video or film production's concept.

Throughout the fundamental base we conceptualize words into a **visual concept**. The concept will function as the start for storytelling and script development. The concept is not yet the story itself. Nevertheless, it represents the fundamental coverage or what the story should communicate after all.

## Social marketing \*\*

Throughout the determination of the **social behavior** of your target group, we can understand and aim your social media campaign into the right direction. This knowledge gives us the opportunity to speak the social language as your target group prefers to hear!

The second step is to define your **social strategy**. The correct language and content is not yet what makes your communication successful. The social strategy will make sure that your content will be communicated in the most effective way towards your target group or marketing goals.

The creation of the **online visuals** comes out of the combination between the social behavior, strategy and video production. These online visuals are specified to the chosen social media platform, e.g. Instagram Story, Facebook cover video or advertisement banners!

## Creative campaign

Our **media planning** will set your distribution in the necessary and right structure. Planning the communication requires more than a solid timeframe. The planning that we provide will specifically plan each part of the campaign's communication towards the correct and efficient timing.