

boxclever
.media

**a video production
house, specialising
in documentary
and branded video
content.**

about us.

Working with the brightest creative talent, we strive to create landmark content that is **thought-provoking, entertaining and unique.**

We see our projects through every stage of production, from the first spark of inspiration, all the way to delivery.

In this fast-moving industry, **we embrace and evolve with new technologies.** Our team consists of editors, writers, producers, directors and drone operators.

We know how to tell captivating, cinematic stories for the screen and our passionate team is committed to delivering projects **on time and always to the highest standard.**

“Video content is also highly engaging – it is shared across social channels a whopping 1200% more than just links and text combined.”

- Simply Measured

“Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.”

- Insivia

“Before reading any text, 60% of site visitors will watch a video if available.”

- Diode Digital

how branded films and documentaries are transforming video marketing.

We create story-driven video content that engages with the target audience by giving them an in-depth look at a topic they may never have considered before. Our films remain honest and transparent while also indirectly promoting brand values.

Imagine a documentary you see on television about a subject you are passionate about... it could be anything from sports activities or popular music artists to scientific theory or social issues.

Now imagine a brand has taken the initiative to create that documentary content and distribute it online for free without an obvious advertising agenda. It's the newest form of effective video content that is emerging and there's a very good reason why it is so successful...

Instead of creating a traditional commercial that relies on a big advertising spend to distribute it successfully, by creating free, short-form documentaries, your brand will not only have the potential for massive organic sharing on social media, but also establish positive brand association in the eyes of its customers.

The end goal is still the same: Create brand awareness, engage audiences, generate and convert leads.

But the way branded films achieve these goals is very different and substantially more popular with audiences.

Better than any other form of content marketing, branded films and documentaries create deep connections with audiences and provide an experience so engaging, it's worth widespread sharing.

These campaigns are so entertaining; audiences don't even realise they are advertisements.

creating branded content.

Captivating audiences with a compelling story is what makes an effective brand film. Packaging a message into a story creates an authentic human experience for audiences that makes the information more entertaining and easier to understand and remember.

**We make films that are;
simple, honest, targeted,
and unique.**

And as audiences immerse themselves in the experience of a branded film, they're learning (without realising it) how your product or service can change or enhance their life.

Whether the film is used to attract the attention of new potential customers or remind your existing ones why they already love your brand, documentaries like this are an excellent way to engage your audience with something new and exciting that communicates your brand values.

We can work with you to find stories connected to your brand that audiences will love to watch.

"64% of customers are more likely to buy a product online after watching a video about it."
- Forbes

"Videos increase people's understanding of your product or service by 74%."
- Mayer and Anderson,
Visual Learning research

building a video marketing strategy.

There are many types of videos that should be considered for your video marketing strategy. Often there is a lot of synergy, so video shot for one type of film can be used to augment others.

EPK / Behind the Scenes

Provide a look at how a production has been made. Interviews with cast and crew. 'Making of' featurette.

Promo

Trailers, teasers or films advertising your business, products, services, store openings or special offers. Stylised edits, quick pacing.

Interviews

Whether they're one-to-one or more, we can shoot interviews which take a closer look at your project, company or services.

10 - 30 Second Viral Videos

Quick and to the point. These videos are not only designed to be informative and easy to digest, but can also be shared easily across social media platforms.

Explainer / Case / Study / Profile

Videos that explain your company or project—who, what, why. A video business card can be used to create awareness, gain customers and get funding.

Testimonials

Talking head-style interviews or vox pops endorsing your company, it's products and services.

Internal Use / Brand Guardianship

Mood films, pitches, content for training, motivational or team-building purposes.

Demonstrations

Videos demonstrating the use of a product or service and how it works.

Product Videos / Moving Packshots

Videos providing details of products and their specifications. Interactive, moving displays for your site or social media.

Webinars / Training Videos

Ongoing content with a view to capturing a following over time or releasing to a captive audience over a certain period.

Live Show / Concert Recordings

A recording of a live show whether that's for future pitches, cut for a trailer or used as part of a featurette, you'll have the entirety of your show captured.v

the process.

- 1** Get in touch by phone or email to let us know the services you're interested in.
- 2** A member of our team will speak with you in detail over the phone to talk about your company and project objectives. In most circumstances we'll then set up a meeting to develop our creative approach.
- 3** We deliver our proposal for the project, including a quote and schedule. Sign off the proposal to 'greenlight' the project. A 50% payment of the estimate is taken to confirm the 'greenlight' and lock the shoot dates.
- 4** We begin a phase of pre-production planning, and then shoot your project on the agreed shoot date/s. We may have certain requests or requirements for the shoot itself in terms of who is present, your products on set, etc. but we will discuss this with you in advance to get the best out of your shoot.
- 5** After the shoot we'll start work on the post-production (editing, colour grading, audio-mixing), and then send over your completed project as soon as possible. At this point you'll have the opportunity to give feedback on the edit. We can provide multiple formats so you can implement it across all of your platforms.

Payment process

50% of payment is taken on 'greenlight',
and the remaining balance on completion.

contact.

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