

CREATIVE  
WORK  
STUDIOS

| AGENCY CREDENTIALS | 2018 |





We have a heritage of delivering internationally recognised, 360 global brand campaigns for a broad range of clients and other agencies. Our collective years of experience have allowed us to build an extensive talent network, providing us with an unparalleled agility when addressing our clients' individual needs.

WE ARE A GLOBAL **BRANDED CONTENT** AND  
**PRODUCTION** STUDIO THAT COLLABORATES WITH THE  
VERY BEST OF **CREATIVE TALENT** FOR ITS CLIENTS





# FORWARD THINKING

DISRUPTIVE | HUMAN | CREATIVE



WE SPECIALISE IN BRANDING, DIGITAL, MOBILE,  
AND FULL 360 AV PRODUCTION SERVICES



WE ARE **BOLD** YET **UNAPOLOGETIC**. WE ARE TREND  
SETTERS, NOT ELITISTS. WE ARE **CONVERSATIONAL**,  
WHILST STILL BEING **JOVIAL**. WE ARE ATTENTION-  
GRABBING AND UNPRETENTIOUS. WE ARE **IMPACTFUL**,  
**AUTHORITATIVE** YET **NATURAL**.







CUSTOMER EXPERIENCE	CREATIVE SERVICES	STRATEGY	DIGITAL & MOBILE	PRODUCTION	POST-PRODUCTION
cx management	creative direction	Press & pr	Website	TV & cinema production	5k online editing facility
deployment	Brand design & identity	Internal training	Ecommerce	Animatics	Motion gfx
Monitoring & coaching	Copywriting	Investor relations	Social media	Crew hire	2d & 3d animation
Public & private sector experience	Brand manifestos	Media planning	Search engine optimisation	Online video content	Mood reels
	Full 360 campaign design	Media buying	App development	Casting	Sound design
		Social display	UX/UI	Logistics	Recording
		Positioning			

AS A BRAND STUDIO, WE CREATE ORIGINAL CUSTOMER EXPERIENCE **STRATEGIES** AND **BRAND STORIES** THAT COMPLIMENT THOSE OF OUR CLIENTS







With fully experienced and equipped production capabilities, we have a collective of renowned creative industry talent from varied content creation backgrounds that provide strong, high-quality and impactful creative for each direction, helping to unload heavy duty productions and streamline the needs of our clients.

### **VISION**

Our vision is to create a culture-first branded content and production studio bringing a broad-spectrum approach to creative agency thinking using wide and diverse talent.

### **MISSION**

Our mission is to provide a seamless, uncomplicated and highly competitive creative services to our clients, while priding ourselves on an international approach and experience.

### **GOAL**

Our long term objective is to both grow with our clients, produce highly impactful and award-winning work while providing a one-stop-shop for all their creative services needs.



AS A BRANDED CONTENT & PRODUCTION STUDIO  
WE ARE THE SUM OF ALL OF OUR WORKING PARTS



The versatility of our work reflects the values of our brand. With a broad spectrum of skillsets across our extensive team, we have covered all aspects of audio-visual production and are always looking for new challenges and briefs.

VFX & Showreels:  
<https://www.creativeworkstudios.com/gallery/>

Audio Visual  
<https://www.creativeworkstudios.com/audiovisual/>

Graphic Visual  
<https://www.creativeworkstudios.com/graphicvisual/>





WE TRANSFORM THINKING



Whether our clients are globally recognised brands, government agencies or start-ups, their branding, communications, culture and employee connection requirements are equally important. Fresh, incisive and potent ideas don't always come from in-house.

Whilst messages differ across sectors, the skills required for effective communication, customer experience and brand association are the same. Our teams are expert in their own individual fields. What we do, is offer far ranging expertise to our clients across all fields in a concentrated, cost-efficient and holistic approach.











WITH HEADQUARTERS IN **LONDON**, CREATIVE WORK STUDIOS  
OPERATE WITH SERVICE PRODUCTION OFFICES AND PARTNERS  
IN **NEW YORK, TORONTO, LOS ANGELES** AND **SINGAPORE**.



WE HAVE A HERITAGE OF DELIVERING WORLD-CLASS CREATIVE CONTENT





Pricing excludes any talent fees, extraordinary location(s), high risk situations or extended licensing.

Rate cards reflect standard content development timelines, with 2 rounds of 48-72 hour client reviews incorporated and would begin production after idea/concept approval directly from client stakeholders and IO.

Bulk/combo packaging of products would potentially render efficiencies of scale. Rush development also incurs additional fees.

The standard licensing agreement for video content is one (1) year on an advertiser’s owned and operated digital channels only, including social platform(s). The license is for the finished asset only (no raw footage) and any changes or reedits will be considered out of scope and must be requested in writing.

**Interactive Infographic/Data Visualizations**

Interactive infographic or reactive data visualization based from researched & reported information

 \$25k+     6 weeks

**Photo Galleries**

Slide/photo gallery including up to 10 original, edited images. Photojournalism style. Price may vary based on international or domestic locations.

 \$50k     4-6 weeks



**Original Videos**

30 second - 3 minute video, up to two shoot days. Price may vary based on international or domestic locations.

 \$75k+     10 weeks

**Animation/Illustration Videos**

Original illustrated, designed, and animated video.

 \$180-125k+     10 weeks

**Short Films**

Mini documentary-length film up to 10 minutes includes licensed images and music rights. Features multiple interviews and b-roll. Price may vary based on international or domestic locations.

 \$180-250k     12 weeks







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**Brand Identities**  
Full Brand Collaterals & Style Guides.  
💰 \$40k   ⌚ 5 weeks

**Custom Billboards**  
Broadcast ready.  
💰 \$3k   ⌚ 2 weeks

**Editorial Articles**  
Original, reliably sourced content. Up to 1500 words.  
💰 \$12.5k   ⌚ 4 weeks

**Standard Static Display Ads**  
Development of standard display with advertiser’s elements.  
💰 \$12.5k   ⌚ 2 weeks

**High-Impact Rich Media Ads**  
Development of a high-impact rich media ad (i.e. pushdown, billboard, amphitheater, TKO, video wall, etc) Does not include any video or photo components.  
💰 \$12.5k+   ⌚ 5 weeks

**Custom Webpages/Microsites**  
Fully customized immersive experience that houses multiple multimedia elements that comprise a feature story. Lives inside Broadcasters online ecosystems.  
💰 \$87.5k+   ⌚ 10 weeks



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## GLOBAL PRODUCTION & BRANDED CONTENT CREATION

WE SPECIALISE IN BRANDING, DIGITAL, MOBILE,  
AND ALL AUDIO-VISUAL PRODUCTION SERVICES

[www.creativeworkstudios.com](http://www.creativeworkstudios.com)