



VIDEOS ⁴ BUSINESSES

BUSINESS CONTENT SOLUTIONS

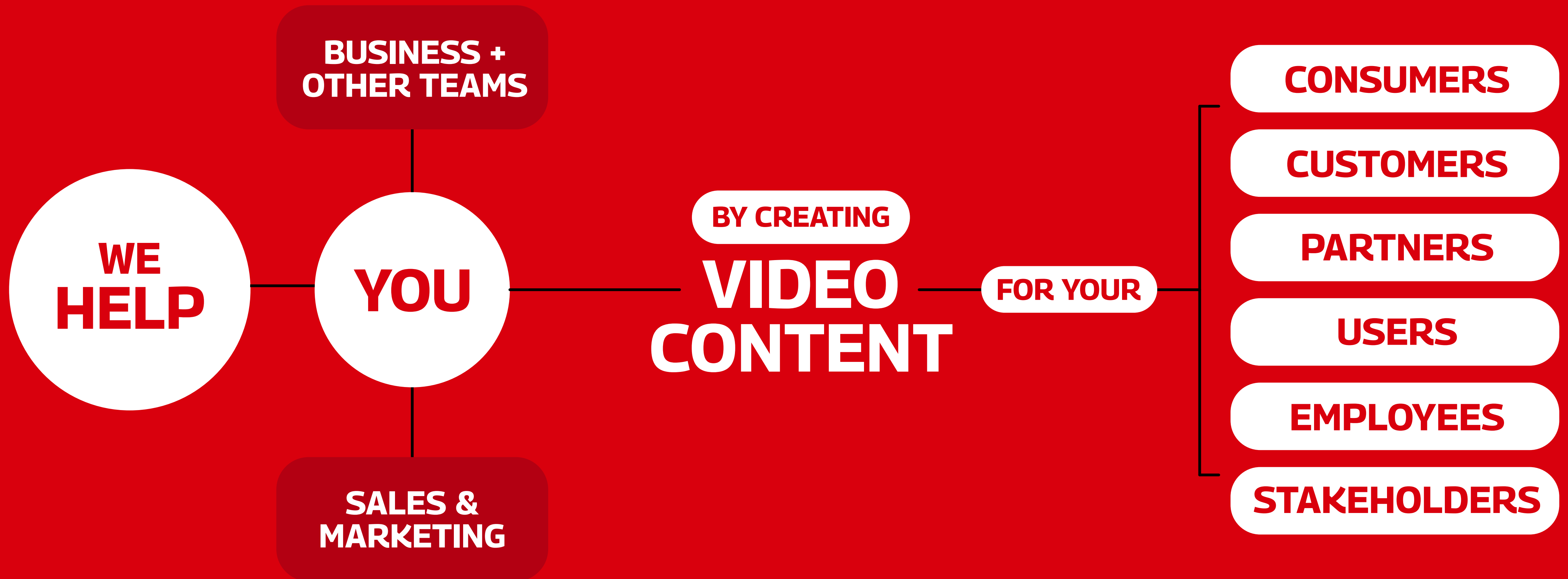
**Achieve Your Business Goals
With**

Engaging Content!

Est. 2015

Your **STAKEHOLDERS ATTENTION SPANS** are at an all time **LOW**

Average Attention Span of:
Goldfish: 9 seconds
Human: 7 seconds



TO UNDERSTAND YOUR

PRODUCTS

SERVICES

TECHNOLOGY

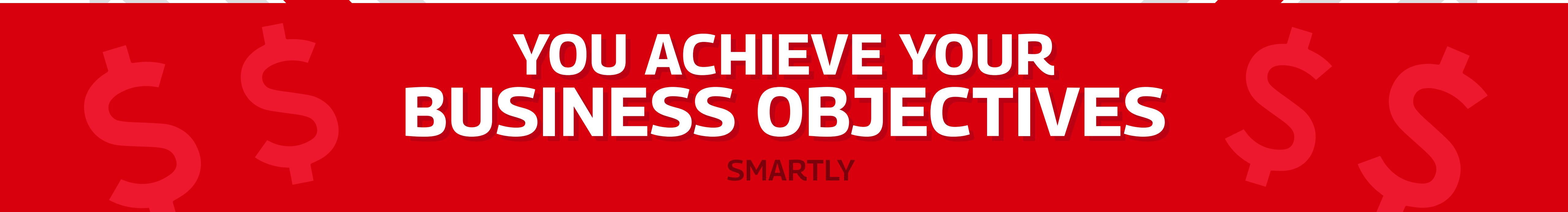
OFFERS

IDEAOLGY

**EASY TO UNDERSTAND
+ ENGAGING**

**YOU ACHIEVE YOUR
BUSINESS OBJECTIVES**

SMARTLY



Power of Video Content

80% Boost in conversion rate

39% Growth in revenue



Forbes

We Strategise
Ideate
Innovate
Script
Produce
& Deliver

250+
Brands
Clients

100+
Movie
Campaigns

3000+
Videos
Produced

50+
Team of
Experts

Few of our Clients



Finance & Fintech



Consumer & Entertainment

Our Founder

Manish Kumar

Business

Marketing

Content

Digital

30+

Marketing
Awards

20+

Years of
Experience

Chief Marketing
& Digital Officer



Marketing, Brand
& Sales



50 Most Influential Digital
Marketing Professionals

40 under 40
Content Marketing

IMPACT Digital Power 100

OUR SERVICES

AI Powered Content

*3D Character Video powered
by Motion Capture + AI*

Industry First



[CLICK TO WATCH](#)



2D/3D Animation Motion Graphics

- Explainers (Business/Product/Service)
- Business Presentations • Sales • Stock Footage
- Brochure/Catalogue • Case Studies



Video Shoot

- E-Commerce
- Influencer
- Interviews
- Post-Production



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Our Team

Marketing Expert

Platform Specialist

Creative Director

Influencer Marketing Expert

Scriptwriter

Copywriter

Director

Production Unit

Sound Engineer

Graphic Designer

Motion Graphic / 2D Artist

3D Artist

Video Editor

Types of Content We Specialize In



**Product
Explainer**



**Service
Explainer**



**Business
Explainer**



Case Study



**Brochure/
Sales Pitch**



Walkthrough



Showreel



Corporate



Testimonials



Interviews



Fitness



**Recipes/Fashion/
Lifestyle**



Expo/Events



Reels



**Influencer
& Celebrity**



**Performance
Ad/Marketing**



**Discounts
& Offers**

End-to-End Production

Pre-Production

Ideation, scripting and Planning

Production

Shoot + End to End Production

Post-Production

Edit + Sound + Packaging = Final Video

Package #1

Pre-Production

Production

Shot By Your Team

Post-Production

Package #2

Pre-Production

Your Team

Production

Shot By Your Team

Post-Production

The timeline for video delivery will be shared seperately once commercials are closed.

How Does Our Content Help You

1

Standardised, high quality, simple yet engaging marketing collaterals to support business/sales teams

2

Easy to share product or service explainers for your stakeholders

3

Easy to adapt to multiple languages & accents

SHOOT BASED CONTENT

Pre-Production Process:

1. Conceptualization & Ideation
2. Scripting
3. Storyboarding + Design slates
4. Studio & Model Identification (1 Week Prior to Shoot)



Production/Shoot Day

Post-Production Process:

1. Footage Conversion (1 Day)
2. Offline Edit (2 Days)
3. VO Recording (2 day)
4. Graphics & Packaging (up to 3 Days)
5. First Cut Delivery (4 Days after shoot date)
6. First Feedback from client (Needed within 1 Day)
7. Revision:
 - Simple Revision (1 Day)
 - Elaborate Revisions (3 Days)
8. Second Feedback from client (if any) (Needed within 1 Day)
9. Revision:
 - Simple Revision (1 Day)
 - Elaborate Revisions (3 Days)
10. Color Correction (3-4 Days)
11. Music Mastering (2 Days)
12. Final Video Delivery

*Days=Working Days

2D/3D ANIMATION MOTION GRAPHIC CONTENT

Pre-Production Process:

1. Conceptualization & Ideation
2. Scripting
3. Storyboarding + Design slates

Post-Production Process:

1. Animation + Compositing - (5 Days)
2. First Cut Delivery - (7 Days)
(Design + Animation + Compositing)
3. First Feedback (Needed within 1 Day from client)
4. Revision:
 - Simple Revision (1 Day)
 - Elaborate Revisions (3 Days)
5. VO Recording - (2 Days)
6. Second Feedback (if any) (Needed within 1 Day)
7. Revision:
 - Simple Revision (1 Day)
 - Elaborate Revisions (3 Days)
8. Music Mastering - (2 Days)
9. Final Video Delivery

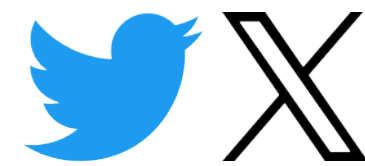
*Days=Working Days



Saurabh Doshi

Head - Entertainment Partnerships
Meta
Asia Pacific

Manish has been an extremely encouraging force, when it comes to motivating both the sports, and the entertainment industry, to use all the features available on Facebook, as well as every new feature and technology introduced, to its maximum potential. He has always been on the forefront when it comes to leveraging technology for content



Rishi Jaitley

Former Twitter VP
Asia Pacific/Middle East,
CEO, Times Bridge; Ex-Google/YouTube

Manish is a gifted digital evangelist who blends creativity & action with professionalism and rigour. In my many years working with him, Manish has stood out not just for his big ideas, but also his solid dependability. I have and will continue to value working with him!



Tamagna Ghosh

Group Creative Director,
Amazon Prime Video India

It has been a pleasure working with Manish. My association goes back to films/A+ Bollywood talent associations and now OTT. With OTT growing in leaps and bounds Manish has been a trusted partner. His detailed knowledge on every platform and constant hunger to learn more, experiment so as to serve his clients better has been commendable

Create
International
Quality
Video Content
with us, to achieve
Your Business
Objectives



videos4businesses.com



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