



Putting the Fruit into your marketing.

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So you're interested in our Mediaplans. That's great! But what actually are they? This document will explain all of the plans and add-ons in detail, and hopefully answer all of your questions in the process. If you still have queries, please contact us on +44 (0) 1273 453355 / hello@fruitmedia.net and we'd be happy to help you.

Why Mediaplans?

Here at Fruitmedia, we understand the frustration of searching for someone to create a video for you. We think it would be much easier to have a 'marketers tool kit' that you can go to for all of your media and marketing needs. Our talented and experienced team, paired with our high-end studio level facilities, mean we can cater to all of your video and design requirements under one roof.

All of our plans and add-ons are adaptable and customisable so that you can get the very best for your money. We wouldn't want you paying for something that you're never going to use, just because it's in the plan that has everything else you want. Once you know what you do and don't want, contact us and we'll put together a bespoke plan for you.

Let us take the hassle out of your marketing, and put the Fruit in.



SUMMARY OF PLANS

SERVICES	MEDIAEXTRA	MEDIAPRO	MEDIAPRO+
3 minute promo film*	✓	✓	✓
90 second edit of 3 minute promo	✓	✓	✓
Social media content	5x 15 second clips	10x 15 second clips 20 stills	12x 15 second clips 60 stills
90 second animation	x	✓	✓
3x 90 second film*	x	x	✓

*UK filming only

The following pages will explain each of our plans in detail, if you still have queries after reading through this booklet, please call us on +44 (0) 1273 453355.

All prices listed exclude VAT. Three month deposit required. One month cancellation notice needed, cancellation fees may apply.

Services listed relate to twelve months of work, covered by monthly payment instalments.

Charities will be given a 10% discount to all prices listed.

Can't see a plan that suits you? Contact us and we'd be happy to put together a bespoke plan, perfectly suited to your needs.



SUMMARY OF ADD-ONS

The below services can be added to your chosen plan.



Graphic Design:

Creation of flyers, posters, website graphics, leaflets, magazines and more



Digital Signage:

Creation of content, management of screens, technical support



Data Analysis:

Reports on engagement and response to marketing videos



Social Media Management:

Scheduling of posts, creation of content, reports on performance & engagement



Strategic Consultancy:

Input from experts in the field on how to make the biggest impact with your marketing

For more information about our Add-ons see Page 14.



MEDIAEXTRA

The following pages detail our 'Mediaextra' plan, listing what you can expect if you sign on to this plan, and what each item consists of.

If you like the look of this plan, or want to know more, call us on +44 (0) 1273 453355.



The Summary

- 1x 3 minute film
 - Examples include: a promotional video, or a product explanation film, or an internal training video.
- 1x 90 second edit of 3 minute film
 - This will be a shorter version of the 3 minute film, edited using footage captured during the filming day for the 3 minute film.
- Social media outputs
 - Consisting of 5x 15 second videos cut from the 3 minute or 90 second edits, targeted towards social media audiences.

The Figures

Monthly fee, over the course of 12 months.

Three month deposit required.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.

Services listed relate to twelve months of work, covered by monthly payment instalments.



MEDIAEXTRA

The Detail

The following details the items that fall within the Mediaextra plan. Anything requested outside of the below may incur additional charges.

3 Minute Film;

Pre-production: one initial meeting to discuss the film, and one further definition meeting in which the creative route and detail will be decided. A creative will spend one day storyboarding, and a project manager will spend one day preparing for and organising the production and post-production phases.

Production: one filming day within the UK, consisting of a two man crew with one camera, lighting and audio kit. Expenses are excluded from the monthly fee and will be added once filming has taken place.

Post-production: start and end slides, as well as lower third graphics if required (e.g. names and job titles of interviewees), a bespoke soundtrack composed specifically for your project, a voice-over with voice-over artist if required, and an edit that compliments the creative direction decided in the pre-production phase.

90 Second Edit of 3 Minute Film;

Pre-production: content decided during definition meeting for 3 minute film.

Production: footage captured during filming day for 3 minute film.

Post-production: a shorter edit of the 3 minute video, using footage captured on the filming day for the 3 minute film, and sections of the 3 minute edit.

Social Media Outputs;

Pre-production: content decided during definition meeting for 3 minute film.

Production: footage captured during filming day for 3 minute film.

Post-production: five 15 second videos created using the films above. These can be edited to create a series of videos for roll-out across a social media campaign, or they can be stand-alone videos ready for use on social media whenever desired.



MEDIAPRO

The following pages detail our 'Mediapro' plan, listing what you can expect if you sign on to this plan, and what each item consists of.

If you like the look of this plan, or want to know more, call us on +44 (0) 1273 453355.



The Summary

- 1x 3 minute film
 - Examples include: a promotional video, or a product explanation film, or an internal training video.
- 1x 90 second edit of 3 minute film
 - This will be a shorter version of the 3 minute film, edited using footage captured during the filming day for the 3 minute film.
- 1x 90 second animation
 - Examples include: a product or service explainer, or an introduction to the company, or a fun, quirky advert.
- Social media outputs
 - This consists of 10x 15 second videos, and 20x stills from the films or animation, targeted towards social media audiences.

The Figures

Monthly fee, over the course of 12 months.

Three month deposit required.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.

Services listed relate to twelve months of work, covered by monthly payment instalments.



MEDIAPRO

The Detail

The following details the items that fall within the Mediapro plan. Anything requested outside of the below may incur additional charges.

3 Minute Film;

Pre-production: one initial meeting to discuss the film, and one further definition meeting in which the creative route and detail will be decided. A creative will spend one day storyboarding, and a project manager will spend one day preparing for and organising the production and post-production phases.

Production: one filming day within the UK, consisting of a two man crew with one camera, lighting and audio kit. Expenses are excluded from the monthly fee and will be added once filming has taken place.

Post-production: start and end slides, as well as lower third graphics if required (e.g. names and job titles of interviewees), a bespoke soundtrack composed specifically for your project, a voice-over with voice-over artist if required, and an edit that compliments the creative direction decided in the pre-production phase.

90 Second Edit of 3 Minute Film;

Post-production: a shorter edit of the 3 minute video, using footage captured on the filming day for the 3 minute film, and sections of the 3 minute edit.

90 Second Animation;

Pre-production: one initial meeting to discuss the animation, and one further definition meeting in which the creative route and detail will be decided. An animator will spend one day storyboarding, and a project manager will spend one day preparing for and organising the production and post-production phases.

Production: a voiceover with voice-over artist if required, and a bespoke soundtrack composed specifically for your project.

Post-production: start and end slides if required, and an animation that compliments the creative direction decided in the pre-production phase.

Social Media Outputs;

Post-production: ten 15 second videos created using the films and animation. These short edits can be designed to create a series of videos for roll-out across a social media campaign, or can be stand-alone videos ready for use on social media whenever desired. Twenty stills taken from the films and animation, for use throughout social media and other promotional areas such as website and print.



MEDIAPRO+

The following pages detail our 'Mediapro+' plan, listing what you can expect if you sign on to this plan, and what each item consists of.

If you like the look of this plan, or want to know more, call us on +44 (0) 1273 453355.



The Summary

- 1x 3 minute film
 - Examples include: a promotional video, or a product explanation film, or an internal training video.
- 1x 90 second edit of 3 minute film
 - This will be a shorter version of the 3 minute film, edited using footage captured during the filming day for the 3 minute film.
- 1x 90 second animation
 - Examples include: a product or service explainer, or an introduction to the company, or a fun, quirky advert.
- 3x 90 second films
 - Examples include: client testimonials, or a short video series for internal or external use, or product or service explainer videos.
- Social media outputs
 - This consists of 12x 15 second videos, and 60x stills from the films or animation, targeted towards social media audiences.

The Figures

Monthly fee, over the course of 12 months.

Three month deposit required.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.

Services listed relate to twelve months of work, covered by monthly payment instalments.



MEDIAPRO+

The Detail

The following details the items that fall within the Mediapro+ plan. Anything requested outside of the below may incur additional charges.

3 Minute Film;

Pre-production: one initial meeting to discuss the film, and one further definition meeting in which the creative route and detail will be decided. A creative will spend one day storyboarding, and a project manager will spend one day preparing for and organising the production and post-production phases.

Production: one filming day within the UK, consisting of a two man crew with one camera, lighting and audio kit. Expenses are excluded from the monthly fee and will be added once filming has taken place.

Post-production: start and end slides, as well as lower third graphics if required (e.g. names and job titles of interviewees), a bespoke soundtrack composed specifically for your project, a voice-over with voice-over artist if required, and an edit that compliments the creative direction decided in the pre-production phase.

90 Second Edit of 3 Minute Film;

Post-production: a shorter edit of the 3 minute video, using footage captured on the filming day for the 3 minute film, and sections of the 3 minute edit.

90 Second Animation;

Pre-production: same as 3 Minute Film Pre-production.

Production: a voiceover with voice-over artist if required, a bespoke soundtrack composed specifically for your project, start and end slides if required, and an animation that compliments the creative direction decided in the pre-production phase.

3x 90 Second Films;

Pre-production: one initial meeting to discuss the films, and one further definition meeting in which the creative route and detail will be decided. A creative will spend two days storyboarding, and a project manager will spend two days preparing for and organising the production and post-production phases.

Production: two filming days within the UK, consisting of a two man crew with one camera, lighting and audio kit. Expenses are excluded from the monthly fee and will be added once filming has taken place.

Post-production: start and end slides, as well as lower third graphics if required, a bespoke soundtrack composed specifically for your project, a voice-over if required, and a set of three edits that compliment the creative direction decided upon in the pre-production phase.

Social Media Outputs;

Post-production: twelve 15 second videos created using the content from the films and animation above, plus sixty stills taken from the films and animation, as requested, for use throughout social media and other promotional areas such as website and print.





The following pages detail our Add-ons, listing all of our optional extras available to add to your Mediaplan. These give you the chance to create a plan that's tailor made to you, and one of a kind. Some Add-ons can be signed up to without needing a Mediaplan to add onto; see each add-on for more details.

If you like the look of any of these Add-ons, or want to know more, call us on +44 (0) 1273 453355. Alternatively, if you can't see any you like, contact us and we'd be happy to put something bespoke together for you.



ADD-ONS



The Summary

Our Design Add-on comes covers different levels of design needs and work volumes. We can design anything from flyers, brochures, posters, web banners, logos, resource packaging, and more.

The Figures

Due to design requirements being so individual to each company's needs, we make every Design Add-on bespoke for you. Contact us and we'll put a quote together for you based on your requests.

Our Design Add-on can be purchased separately to the Mediaplans, in this instance a three month deposit is required.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs. Printing costs charged separately.



ADD-ONS



The Summary

Our Digital Add-on provides your company with access to signage wherever you need it; we provide the content, the screens and the support needed to get the most out of your signage. Here are a few of the things you can expect from the Digital Add-on;

- Creation of content
- Regularly updated signage software
- Project manager dedicated to helping you
- Telephone support
- On-site support
- Staff training
- Signage management portal with remote access

The Figures

Due to signage requirements being so individual to each company's needs, we make every Digital Add-on bespoke for you. Contact us and we'll put a quote together for you based on your requests.

Our Digital Add-on can be purchased separately to the Mediaplans, in this instance a three month deposit is required.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.



ADD-ONS



The Summary

Our Data Add-on provides you with a chance to view the success of your marketing, and to learn from the data, making future marketing more effective and efficient. Some of the services available through the Data Add-on are listed below;

- Analysis of viewing figures, viewing duration, engagement and more
- Tracking campaign success
- Data hub in the form of an online portal
- Comparing video performance throughout campaigns

The Figures

Due to analysis requirements being so individual to each company's needs, we make every Data Add-on bespoke for you. Contact us and we'll put a quote together for you based on your requests.

Our Data Add-on cannot be purchased separately to the Mediaplans.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.



ADD-ONS



The Summary

Our Social Add-on frees you from the stress of having to constantly churn out new content to your social media channels, and provides you with reports on engagement and performance. Some of the services available through the Social Add-on are;

- Creation of high-quality content through copywriters and editors
- High-end visual content
- Scheduling of content
- Feedback reports on engagement and performance for posts
- Integration of video campaigns and content created through your Mediaplan

The Figures

Due to social media requirements being so individual to each company's needs, we make every Social Add-on bespoke for you. Contact us and we'll put a quote together for you based on your requests.

Our Social Add-on cannot be purchased separately to the Mediaplans.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.



ADD-ONS



The Summary

Our Strategy Add-on provides you with a consultant to analyse and research your organisation, in order to provide a marketing strategy that maximises your potential and targets your marketing towards exactly the right audience.

The Figures

Due to consultancy requirements being so individual to each company's needs, we make every Strategy Add-on bespoke for you. Contact us and we'll put a quote together for you based on your requests.

Our Strategy Add-on cannot be purchased separately to the Mediaplans.

One month cancellation notice required, cancellation fees will apply if work has been carried out but not yet covered by the monthly costs.



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