



DIGITAL CONTENT AGENCY DECK





# CINEMA STORY

## BRIEF BACKGROUND

CinemaStory is a creative content agency and video production studio based in Dallas-Fort Worth metroplex. Since 2010, we've produced strategic marketing videos, photos, podcasts, animations, and ad campaigns for small businesses and national brands. We've gone 2.3M views viral, raised over \$10-million dollars for a non-profit campaign, made it on Good Morning America, received an Emmy nomination, and multiple industry awards for our marketing content and campaigns. Best of all, our clients become like family to us as we create together.

## A FEW OF OUR CLIENTS...





# THE CINEMASTORY DIFFERENCE

## **EXPERIENCE IS EVERYTHING**

For our clients, viewers, vendors and staff, the experience on and off set is top priority.

## **PURPOSE IS OUR POWER**

Purpose drives our decisions, our creative designs, and our everyday thinking. Defining your goals (ROI) and how we will measure our progress (KPIs) start every process.

## **WE GUIDE OUR HEROES**

We research, train and invest in our people and processes so that we can help guide our heroes (you) to the success metric we set together.



CINEMASTORY

# 3 WAYS TO WORK WITH US



## FULL-SERVICE PARTNER

We handle it all—starting from strategy to production to distribution. This is the best option if you want to hand over the content marketing workload and focus on running your business.



## SUPPLEMENTAL SUPPORT

Already have an in-house team? We'll jump in where you need us—whether that's editing, production, or ad campaign strategy. Your team leads, delegates and we back them up.



## PRODUCTION & EDIT ONLY

Just need help executing your vision? We provide production crews and editors who integrate with your internal process. You strategize and distribute, we shoot and deliver.

# OUR PROCESS

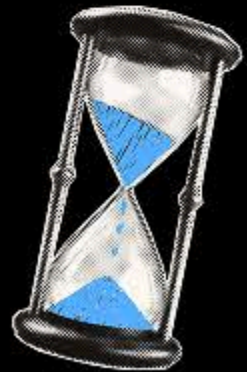
## 1 DISCOVERY CALL

In 1-2 meetings, we'll review your scope of work, return on investment, and key performance indicators to guide you to the best outcome possible with budget and goals of the project.



## 2 ONBOARDING

During onboarding with your project manager, we will agree on cadence of reporting and assign each phase milestone dates of completion. The creative and SOW will be reviewed so development can begin.



## 3 DEVELOPMENT

Our writers/creative team develops best approaches to convert the target audience through storytelling and cinematography. The final script, treatment, or shot-list are presented for final approval to the client.



## 4 PRE-PRODUCTION

Once the creative is fully approved by the client, our team moves immediately into execution which may include crewing, casting, location procurement, and production date selection.



## 5 PRODUCTION

Our turnkey production allows you to focus on your brand while we handle all things on and off set. We welcome your input during the entire process.



## 6 POST-PRODUCTION

Within the agreed upon timeline, we will deliver your "first cut" to review via Vimeo with the ability for you to leave time-code notes. After revisions are done, your assets are packaged into Dropbox and sent over for you.



# ABOUT OUR TEAM



**SHANE REITZAMMER**

CEO & Film Director

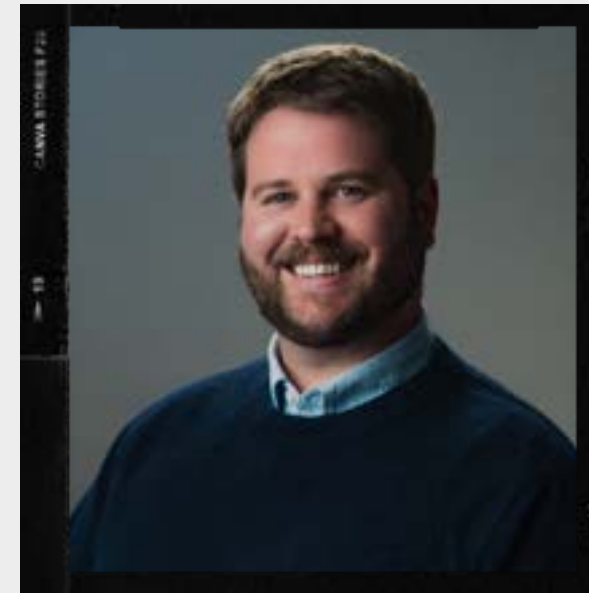
Insures your ROI goals are understood and met by our team.



**CHRISTINA FLYGSTAD**

Producer

Brings your project to life via our crew, cast, and editors.



**DAN VANDIVER**

Producer

Brings your project to life via our crew, cast, and editors.



**MARIEFE BALELA**

Marketing Manager

Oversees our marketing team handling our client ad campaigns & distribution.



**SHRUTI SINGH**

Content Lead

Creates social content for us and our clients for maximum exposure.



**JOEY NICOTRA**

Senior Cinematographer

Creates movie magic on set with his team to elevate your vision.



**ANDY BAEZA**

Senior Editor

Crafts your content into visual masterpieces with his team.



**ISABELLA TUIE**

Studio Manager

Handles communication and logistics for our podcast, studio, and producers.

# COMMERCIALS

We specialize in turnkey commercial production which can include campaign strategy, development, pre-production, production, post-production, licensing and placements (streaming, TV, social, etc). These two examples are larger budget productions and show how we can scale to turnkey any campaign for broadcast. Check out commercial more work here - > [Vimeo Portfolio](#)



[National Broadcast Spot](#)



[Creative Spot for Brand](#)



# AD CAMPAIGNS

Creating commercials is great but knowing what to do with it afterwards is key to your return on your investment. We have had great success for our clients in selling out events, 3X a client's return on investment in sales, raising \$100k+ in single fundraising campaign and reaching KPI's like viral views, messages, leads (email, phone, etc) and more. Do online ads still work? Yes, people who view your ads are 155% more likely to look into your brand!



Product Ad Spot



Event Campaign



PSA Ad Spot



Influencer Ad Spot



# SOCIAL CONTENT

Social content is the modern day social proof you are a real brand with a story that brings value. In fact 72% of consumers desire to know more about the people behind the brand via social! We can guide you to think outside of the box to break through the “noise” on social with content creator type content to high-end storytelling. We can also handle all distribution! This viral video got over 2.3M views & 11k new followers.



Event Hype Recap



Creative Short



2.3M Viral Reaction



Self-Shot Video Edits



# EVENT CONTENT

Creating a buzz for your events and capturing an event for future promo or sponsor/guest recaps is key in successful event campaigns. We've had over 14+ years of event content creation from national events, corporate multi-day conferences to small team workshops and internal messaging. We also offer livestreaming to increase your viewer and sponsorship levels as well as full AV sourcing for live sound, staging and light/laser shows.



[Corporate Conference Recap](#)



[Corporate Games Event Promo](#)



# BRAND STORY

Viewers retain 95% of a message via a video compared to only 10% with written text. Stop wasting your time and your website, email or landing page visitors time and start using video alongside text. This not only will increase message retention but also decrease bounce rate from your website/page making you rank higher in SEO and increase the open rate by 19% and clickthrough rates by 65% by using the word "video" in your email subject line.



Brand History Storytelling



Landing Page Brand Storytelling



# TESTIMONIALS

Nothing says more about your brand than your customers, clients and collaborators testimonies. They can also help brands build trust among potential buyers in the B2B, B2C and D2C industries. In fact, you can see a 80% conversion increase by having testimonials on your sales page as well as capturing the trust of the viewer up to 88% more, similar to a peer review or referral! That's huge!



Product Testimonial



B2B Case Study



# PODCASTS

Podcasting is a great way to establish yourself in your industry as the authority and provide a platform to communicate brand value and education to potential buyers. Our full-service podcast producer assists with R&D, guest procurement, scheduling, and production of both audio and video podcast versions in our turnkey studio in Richardson TX. We can pipe in your remote guest from anywhere! We also offer distribution management so your podcast hits all platforms.



"Mash-Up"  
Promo for Social



"Linear Clip-Out"  
for Social



Full TRCC Episode at our Studio



# ANIMATIONS

Some messaging is better said in explainer type videos and our in-house team is capable of telling your story, showcasing a product or explaining a concept via 2D animations. These are great for website retention as well to keep a viewer engaged longer, increasing the page value by decreasing bounce rate all while getting your point across quicker than pages of text.



B2B Service Explainer Video



Product Explainer Video



# 3D VIDEOS

3D animations is a great way to stand out in the market and showcase real world products or hard-to-see designs such as interiors of machines, intricate details of a watch or the recipe to a good beer. We recommend 3D designs for B2B sales decks and D2C/B2C ad campaigns. Our 3D artist work closely with you to not only model the real world items but can also bring them to life in a creative way that tells a story.



3D Product Story Video

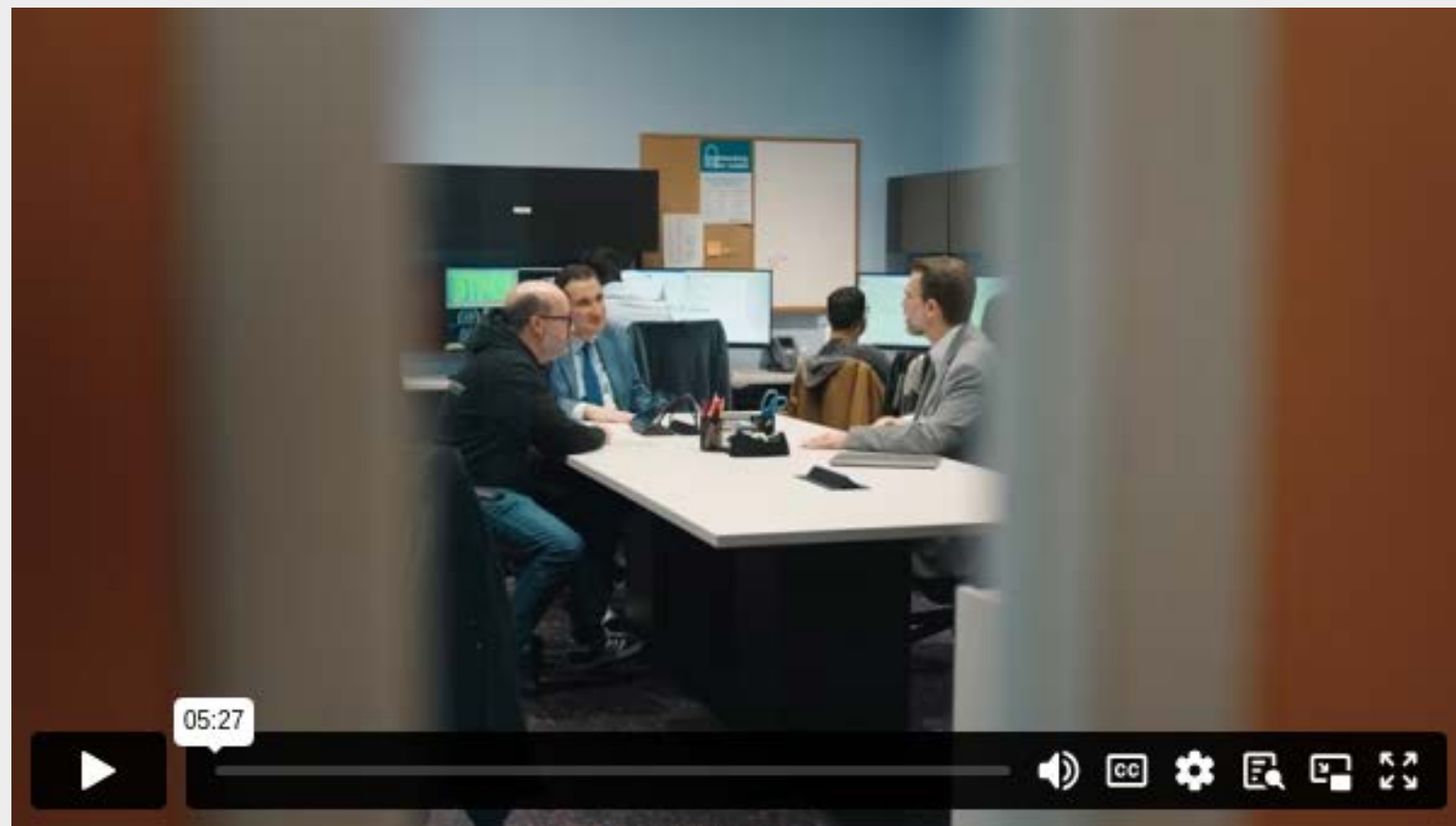


3D Product Promo Video



# EPISODIC

Another creative and strategic form of marketing is edu-tainment (education & entertainment). Brands are now leveraging episodic formats to capture an audience and create a brand-loyal fan base. In fact, episodic content can increase a customer's lifetime value by 32% and creates a 52% more likely to make a purchase! We have created several episodic programs including a reality-tv show, corporate legacy series, fitness training shows, travel/food shows and an award winning museum documentary. Let us help you think outside the box with our seasoned show-runners!



Medical Reality-Style Series



Food Industry Brand Series



# PHOTOGRAPHY



65% of the population are visual learners, meaning photos help tell your story and sell your products better than just text. On top of that, 75% of eCommerce purchasers said that photos greatly influenced their purchase. Having high-quality photos & GIFs for your website, socials, ads, print material and email campaigns can increase your marketing and sales while also telling your story instantly via visuals. Our photographers are versed in events, product and lifestyle photography so your pitch decks, social posts, ad campaigns and marketing collateral make an impact.



# GRAPHIC DESIGN

Having a trusted graphic design partner that you can rely on to communicate your messaging in a creative way is what we offer in our retainers, yet we go a step beyond by giving you ideas on how to leverage graphic design assets to capture more leads, build trust with you audience and show your brand's value. Whether we are creating free "value PDFs" to capture a lead, a Canva deck to help you land that lead (like this one) or a social post to funnel followers, we start with strategy, a little bit of psychology and end in creative design to get you results.



Value PDF for Lead Capture



Social Carousel Post



Ad Campaign



CINEMASTORY

# CASE STUDY TESTIMONIAL



- \$1M received in donations on gala night.
- Same-day press kit for grand opening made nightly news.
- Toilet paper campaign achieved with video help.



[Metrocrest Services](#)

# CASE STUDY TESTIMONIAL

metrocare.

- Ability to adapt to any audience you cater to and goals you have
- Acts as an extension of your team
- Understands your team and what your brand values most



Metrocare

# CASE STUDY TESTIMONIAL



- Trusted Agency Partner that can pivot with their client
- Create 14+ edits in 24 hours for Annual Conference
- Collaborate and bring new ideas to the table



[Brightspot Incentives](#)

# CASE STUDY TESTIMONIAL



AFRICAN AMERICAN  
MUSEUM

- Award Winning Documentary about Museum History
- Created shorter versions for in-museum displays
- Turnkey production for our client



[African American Museum Documentary.](#)

# CASE STUDY TESTIMONIAL

**Highland Park**  
PRESBYTERIAN CHURCH

- Provided creative & technical support for his internal team.
- Understands the vision of the client, helps elevate & executes.
- Filled internal gaps of videography, producing and editing.



[Highland Park Presbyterian Church](#)

# GET STARTED

Simply fill out our form below with details about your project, and we'll send a custom quote within 48 business hours.

[GET A QUOTE WITHIN 48 HOURS ↗](#)

# NOT SURE HOW TO GET STARTED?

No problem! Schedule a discovery call with one of our producers below, and we'll help you define your goals, distribution plan, and budget.

[SCHEDULE A DISCOVERY CALL ↗](#)



**THANK YOU FOR YOUR TIME!**

