

WHITE TINGLE MEDIA PRODUCTIONS

a media revolution for small business

Complete Digital Solutions



Welcome,

At White Tingle Media Productions we take pride in offering honest, affordable and quality services to small business. We achieve this by using innovative advertising concepts and simple price plans, whilst taking advantage of free online sites like Sound Cloud and YouTube.

This brochure is very text based, which usually isn't our style! Please visit the back page for links to our samples online. Not all samples are hosted online and more are available upon request.

The following pages may introduce you to a whole new outlook on media advertisements. Our services allow busy business owners to think outside the box and to create exciting projects previously out of reach to small and medium-sized businesses.

"We hope that reading through this brochure allows you the time to think outside the box and get excited about advertising again." - Matthew Tingle (Co-Founder)

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Who are we?

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Videographers and Musicians Alike

White Tingle Media Productions was created by founders Matthew Tingle and Philip White in early 2013. We set out to offer our combined talents of videography and music production to small and medium sized businesses.

As you may be aware, online video is so readily available with modern technology like iPads, Laptops and Smart Phones. Due to this, online video is becoming the norm, thus creating a new open market for advertisers, prospects and followers alike.

Video to one side, our main strength is in our music production. After all, how could a video be engaging and stimulating without music? That's where joint founder and in-house composer Philip White comes in.

After finishing his degree in Music to Film, Philip earned his stripes in the video game industry, creating backing music and hard hitting sound effects. During his time in this industry, he accomplished the accolade of two songs being aired on BBC Radio 1's Introducing feature.

Going from strength to strength, the new goal is to offer that hard hitting commercial sound to businesses, thus creating that big impact commercial sound on a smaller budget.

Matthew Tingle earned his stripes in the business field, when at only 21 years old, he was at management level in three businesses making bold and important decisions on a daily basis - in one of the most challenging business sectors: manufacturing.

As well as running the businesses, he held a £10,000 annual marketing budget and successfully quadrupled staff workload in a 4 month period with his innovative and creative advertising techniques - all whilst training in post production, motion graphics and video production.

Combined, the two founders offer a complete, professional and affordable service of video and audio production. Including innovative and exciting ideas to get your company noticed.



Matthew Tingle
Videographer
Post Production Editor
Graphic Designer
Photographer



Philip White
Composer
Producer
Musician

Video Production

Affordable Video Production

We offer a large suite of options and pricing to ensure you can get the most from your budget. As avid believers in the UK's small and medium sized businesses, we wish to help those we can get to the top - affordably.

Our services include:

Social Network Videos

Most companies have Social Network Management or do it themselves? As it is an invaluable and extremely affordable form of advertising to potentially tens of thousands of prospects. However, most social networks are text driven and who has the time to read them? How do you know that your hard earned money or time invested is working? Another thing - if your business has a unique USP or extra special levels of service, how can you get this over in text?

Video within an existing social network campaign can reinforce your text content and offer the busier internet users a short and engaging snap shot of your company. The best part is, if your video is filmed on-site, your great customer service or great manufacturing process comes across straight away, allowing your potential customer to have an instant connection to what you do.

Chances are that by your prospect watching your video, you have already entered their home, which is one of sales people's most powerful tools.

PR and Sales Film

Some people have a larger budget and require something greater. Our PR video service covers a wide number of options to help pick the best for you.

Here are a few things to think about:

Adding a PR Sales Video to the homepage of your website can help increase your Online Presence, benefit SEO, instill prospect confidence and promote a specific product or service instantly and effectively.

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Scan Me!

Do you have an annual AGM, monthly meetings or seminars? Why not spice them up a bit? Everyone has been to boring ones, so why not make yours great? A PR Sales Video increases staff and sales productivity through confidence that your business is at the forefront of its field and will keep employees engaged so important company messages are easily understood.

Submitting a link to your PR Sales Video with your latest press release can help SEO - whilst giving the press the feel of communicating with a much larger company.

Instructional Videos

If you sell products that are difficult to install or erect, you may find that your annual remedial bills are high and customer call-outs are frequent.

With a simple YouTube link or QR Code your customers could within seconds benefit from a professional, visual instruction manual; potentially lowering annual remedial and call-out costs to your business.

This is great, but the bigger picture is the confidence your customers have in you. You will hold your client's hand through difficult projects, avoiding addition effort and hassle for yourself.

Health & Safety and Training Film

You may have ISO 18001 and be at the forefront of industrial safety. However everyone can make mistakes. Having a Health & Safety Training Film, updated and watched regularly could dramatically reduce accidents in the workplace and reinforce staff confidence.

Small companies that grow quickly can greatly increase staff level in short periods, to cope with increased workloads. Training videos can offer you that helping hand when time is valuable. In fact, with a training video filmed on-site, your new employees can have a greater understanding of their job and how you work, before they even step through the door.

Music Production

Exciting & Engaging Audio and Voiceover

Music Production

If video is the bread and butter of an Online Advertising Campaign, music is the jam. Without it, your thousands of potential prospects may lose interest, become bored or even leave.

What we require from an Online Video Campaign is engagement and willingness. Engagement to ensure your message is sent across appropriately and the willingness to watch and even advocate it. The will is down to the filming and post-production. However the engagement is down to the audio.

We have a number of in-house composers, musicians and producers that cover a wide spectrum of genres, tones and instrumental talent. All this will ensure your client or potential customer is satisfied.

Our range of musical services is vast, ranging from backing tracks and jingles to sound effects, music on hold and professional voice over.

Voiceover

Voiceovers are crucial to some types of corporate film. At White Tingle Media Productions we have a collection of aspiring and local voiceover artists to suit your needs.

We even have connections to The Lincs FM Group and REAL Radio to offer commercial DJ talent in your digital marketing campaign.

Scripts are written by our in-house professional writer and spoken clearly to ensure your point comes across as quickly as possible. Alternatively, if you want to write your own script, that's fine too.

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Scan Me!

Jingles

If you plan a long term Video Marketing Strategy, why not have a jingle?

Jingles are the perfect way of creating continuity between different video or audio projects.

Having your videos link together with a jingle can increase your web presence and brand awareness, helping to achieve that bigger 'corporate' feel for smaller companies.

Sound Effects

Sound effects may not seem important to a busy business owner or entrepreneur. However for some manufacturing and factory settings sound effects are crucial for adding extra bite to an already engaging film.

This can make the difference between factory noise being unbearable, saw blades too loud or footsteps too quiet.

When necessary, sound effects can dramatically increase the dynamic of any footage.



Green Screen

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Special Effects Technology

To ensure all of our customer's needs are met, we are on constant lookout for the latest in dramatic but affordable special effects equipment and software.

Our in-house green screen facility offers a world of possibilities for your business video. Allow your imagination to run completely wild:

Be anywhere, see anything, do anything.

Aside from Special Effects, our green screen equipment can be used to create a clear background for the announcer, allowing us to insert your company logo, messages and imagery in the background.

This technology, combined with our Motion Graphics techniques, can really bring the sedate and boring to life. Images can move, spin and multiply around a presenter. Holding the engagement of the viewer and giving that big business feel.

All this equipment is great, however it is not always practical for you to drive to our studio at Pontefract.

To allow you more flexibility, all of our green screen equipment is portable and can be erected either on-site or on-location.



Pricing

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Keeping It Affordable Whilst Making It Unique

Social Network Videos

Anyone would agree that Social Network Campaigns are about two things, volume and quality. We price our Social Network Videos to suit.

Bronze Package:

Have two videos a year from only £50.00 per month

- Up to 60 second video in broadcast quality 720p resolution
- Original backing music
- Filmed on-site or on-location
- Upload and creation of YouTube channel (if necessary)
- White Tingle Media Productions outro sponsorship
- Introductory meeting

Silver Package:

Have three videos a year from only £90.00 per month

- Up to 60 second video in broadcast quality 720p resolution
- Original backing music
- Filmed on-site or on-location
- Upload and creation of YouTube channel (if necessary)
- No sponsorship
- 1-on-1 concept meeting for each video project

Gold Package:

Have four videos a year from only £120.00 per month

- Up to 1-2 minute video in broadcast quality 1080p resolution
- Original backing music
- Filmed on-site or on-location
- Upload and creation of YouTube channel (if necessary)
- No sponsorship
- 1-on-1 concept meeting for each video project
- Professional voiceover

PR Sales Videos, Factory Tours & Premises Tours

Our PR Sales Videos are usually priced to suit, as concepts and projects may vary. However, find guideline prices below:

- Up to 3 minute video in broadcast quality 1080p resolution
- Original backing music
- Professional voiceover
- Filmed on-site or on-location
- Upload and creation of YouTube channel (if necessary)
- 1-on-1 concept meeting
- Maximum 2 days filming
- Basic intro motion graphics

All from only £600.00

Full Length Hard Hitting Promotional Film

If you have something extra special that demands more of your clients' time, this is the option for you. Send your message in a big way with an engaging five minute video.

- Up to 5 minute video in broadcast quality 1080p resolution
- Original backing music
- Professional voiceover
- Filmed on-site or on-location
- Upload and creation of YouTube channel (if necessary)
- 1-on-1 concept meeting
- Maximum 3 days filming
- Basic intro motion graphics

All from only £800.00

Pricing

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Keeping It Affordable Whilst Making It Unique

Health and Safety Film

Our Health & Safety Films are usually priced to suit as concepts and projects may vary. However, find guideline prices below:

- *Upto 3 minute video in broadcast quality 1080p resolution*
- *Original backing music (if necessary)*
- *Professional voiceover*
- *Filmed on-site or on-location*
- *Upload and creation of YouTube channel (if necessary)*
- *1-on-1 concept meeting*
- *Maximum 2 days filming*
- *Basic intro motion graphics*

All from only £500.00

Ask About our 100% Satisfaction Guarantee

“100% Satisfaction or We’ll Gladly Make Changes!”

As a means of constantly raising our standards of production and service, we offer a 100% Satisfaction Guarantee.

As a business owner you need to know you’re getting what you paid for and at a standard you’re happy with. To ensure this, all works are covered.

This safeguards your confidence in us to project your company image exactly.

Green screen hire on-site or in our studio from £45 per hour*

To keep cost down and productivity up, we have an hourly charge for the use of equipment. This covers the hire, erection and dismantling and requires two people.

(Size 3m x 6m, approximately 5m x 12m room space is required to erect indoors.)

**An additional 55p per mile may be applicable for customers outside a 10 mile radius.*