

**PERTH COUNTY
PROPOSAL**



SHAKE MEDIA

EXECUTIVE SUMMARY

The Perth County Youth Employment Video Series is a unique opportunity to create engaging content for a worthwhile cause. Shake Media has created a comprehensive proposal for addressing the goals of the campaign in a creative, economical, and timely manner.

The concept for the videos is “Perth County, Stay Local” and revolves around showcasing the unique employment opportunities available within the manufacturing and agricultural sectors. Highlighting professions not commonly associated with these industries will portray the employment prospects in a new and exciting light, appealing to many young people’s desire for a fulfilling career.

Below are the businesses and positions which we intend to highlight:

- Manufacturing- Painter at AWC Manufacturing LP, Sales Business Manager at Inno Tech, Print Production Product Manager at Advanced Design Solutions, and Production Planner at FGC Limited
- Agriculture-Agronomist at Farmix, Veterinarian at Alpaca Acres, Feed Mill Technician at Greenbelt Farm, and Communications Coordinator at Organic Oasis Farm Store

To capture the full scope of the campaign, Shake is prepared to create the requested eight 2-4-minute videos for Perth County websites and format them to 30 seconds for social media distribution. While ambitious, the efficient timeline we’ve established with consultations beginning mid-March, video shoots scheduled for late-April and May, and initial editing completed for Mid-May we are confident in our ability to deliver a high-quality and inventive video series.

We believe this bold proposal reflects Shake Media’s commitment to customized service and content creation relative to Perth County’s requirements.

We thank you for your time and consideration.

COMPANY DETAILS

Shake Media is a content driven digital agency that produces creative and innovative marketing videos and photography. Our highly specialized team is here to create a comprehensive digital marketing strategy that works to make Perth County an increasingly attractive community for youth. Focusing on quality creations has proved effective for our clients including the London Knights, Superior County Tourism, and countless other businesses located in Southern Ontario. We've successfully addressed their awareness and promotional needs and are confident in our ability to serve yours.

OUR TEAM

Our team is an extraordinary group of creatives specializing in videography, video editing, animation, graphic and website design, and digital marketing strategy. Based out of London, we work with many small businesses and firmly believe in supporting local to strengthen relationships within the community.

Andrew, Nick, and Lucas will be the key personnel actively working on the project, with their skills aligning best with the goal of the videos. Combined, their expertise in video production, editing, and animation will produce a superior video product unlike others proposed. Andrew and Nick being senior staff will run the video shoots, as Lucas provides post-production editing support. Although a small team is needed to keep the project on schedule, the entire Shake team is behind the core personnel to support their needs throughout the project.

A personalized bio for the main people working on the project has been included as an accountability feature to ensure our team meets *your* expectations.

ANDREW STEPHENSON

Senior Cinematographer/Editor

is a storyteller at heart. With his passion for the arts and an eye for detail, he can really help bring your story to light. With over 10 years of experience working with clients, he is always focused on exceeding expectations and managing projects in a timely and efficient manner.

NICK LAVERY

Senior Cinematographer

is an experienced camera operator, editor, and project manager. In over five years of video production experience, Nick has created content for corporate, non-profit, sports, and small business clients. His passion for the story, creative eye, and results-driven approach has led to an extensive portfolio in such a short time.

SABRINA DOTSCHE

Marketing Specialist

is an imaginative digital media strategist and copywriter. With a modern understanding of social media marketing tactics and an articulate voice, Sabrina is the communicator of the team.

LUCAS THOMPSON

Editor

is a video production ace, confident in all areas of editing. With an eye for smooth transitions and music to match any mood, Lucas is the go-to for all the little things that make a video great.

CLIENT CASE STUDIES

Our vast portfolio of previous and current clients extends beyond the requirements of the *Perth County, Stay Local* project which is why 3 relevant case studies have been chosen to showcase the most relevant works. Throughout, the commitment to creative, high-quality, work is consistently clear.

Website:
www.shakemedia.ca

Vimeo:
www.vimeo.com/shakemedia

NORTHWEST ONTARIO TOURISM

CASE 1

Northwest Ontario Tourism is a branch of Ontario Tourism which seeks to promote and increase tourism to Northwestern Ontario destinations. Their organization's website was in need of a total overhaul and we provided a new website design, complete with photography and video production. Using creative solutions, Shake was able to rebuild the brand online resulting in an increased awareness of the organization. This project further developed our editing skills which can be directly applied to the promotional video aspect the challenge requires.

SUPERIOR COUNTRY

CASE 2

Superior Country represents 28 communities surrounding Lake Superior including many First Nations. Seeking to establish a digital presence to increase tourism to the area, we worked with the municipality to create and implement comprehensive digital marketing materials. An original website was designed and launched, featuring 2D animation designs, and live video production. Intense post-production editing of all digital content was also provided for promotional use. From the live video experience, the videography team has become better equipped to adapt quickly to unexpected situations, a skill particularly important when working with many people on a tight schedule.

THE LONDON KNIGHTS

CASE 3

The London Knights are one of our oldest and most recognized clients, as a prominent OHL team. The longstanding partnership has consisted of providing: visual and animated branding, 2D animations, and video content weekly and monthly for the past 4 years. Meeting tight deadlines and delivering consistent products are necessary for maintaining a successful long-term relationship. Our commitment to reliably delivering high-quality content on time and budget over a long period remains constant.

VIDEO METHODOLOGY & CONCEPT

True to our key values, creativity and efficiency are the two guiding factors for completing the project. Central to the video series, on-location shoots will take place in Perth County and highlight the diverse range of businesses in the community. The price breakdown factors in the many elements needed to create these innovative videos.

PRE-PRODUCTION

To stay on schedule and maximize the budget, we intend to advertise the search for volunteer businesses on local Perth County Facebook forums, calling for extraordinary business owners to come forward to share how they've contributed to the county. As we are a content-based firm, we have all the in-house skills needed for video and editing services, which will streamline the production schedule. These videos will highlight exceptional individuals who have found rewarding careers within Perth County, with a specific focus on employee stories. Straying from the traditionally associated jobs of: plant manager, farmer, ranch hand etc., the video series will skilfully emphasize the assorted fulfilling careers available to young people.

Fundamental to the concept is presenting Perth County as a vibrant working community with an abundance of quality employment opportunities for young people. Presenting the potential opportunities in a clear and artistic way, while promoting a specific position within a company serves as publicity for the business *and* the municipality.

PRODUCTION

The videos will be largely live action video with a consistent format of a 15 second establishing shot of the business to be profiled, followed by a branded animation with the Perth County logo and supported animated text which reads "Stay Local", and then leading into the content of the video. A 15 second establishing scene will open the video, followed by a voice-over of the featured employee detailing what they love about small town living layered with an establishing visual of the country/facility, then transitioning to an on-screen interview with the employee, cutting between a sit-down style and b-roll footage of them in their work environment. Finally, it will cut back to the highlighted staff member, who will be centred and looking directly at the camera, and they will close out the video by saying "I'm Highlighted Staff Member and I work in Perth County". The Perth County "Stay Local" animation will appear on-screen afterwards, and then the video will end.

The series of videos will be between 2:30-3:30 minutes, with the diversity of lengths reflecting the variety of positions featured.

POST-PRODUCTION

After the video shoots commence, post-production edits will begin including producing the 30 second social media version. For the shorter video, a 10 second establishing shot will replace the original opening scene and all of the other segments will be edited down to 5-10 seconds.

We have compiled a list of ideal businesses and positions to feature, however, we understand the limitations of company time and resources. Accordingly, Shake is confident in the ability to adjust video particulars while maintaining the overall video series concept. Proposed businesses and positions:

- Manufacturing- Painter at AWC Manufacturing LP, Sales Business Manager at Inno Tech, Print Production Product Manager at Advanced Design Solutions, and Production Planner at FGC Limited
- Agriculture- Agronomist at Farmix, Veterinarian at Alpaca Acres, Feed Mill Technicon at Greenbelt Farm, and Communications Coordinator at Organic Oasis Farm Store

PROJECT TIMELINE

Below is the proposed timeline for completion of the project. At Shake, we take our work seriously, and our timely deliverables reflect that.

DATE	DELIVERABLE
February 23rd	Initial proposal submitted
Mid-March	Proposal is returned with feedback, consultations with Key Stakeholders begin, and a preliminary video rollout strategy can be established
Early April	Business and location searches start
Late-April & May	Video shoots commence
Mid-May	Post-production editing/ formatting begins, and social media thumbnail design prototypes are completed
Late-May	Second round of edits are implemented based on initial feedback
Early June	All videos and promotional materials are developed, approved, and ready to be released according to the Final Rollout Strategy

VALUE ADDED FEATURES/PROGRAMS

In alignment with Perth County's "discover more" objective, this proposal aims to inspire youth to explore all the career opportunities the municipality has to offer. Based on in-house and outside marketing research, Shake is prepared to condense the 2-4-minute videos to 30 seconds for social media distribution. This length choice reflects the increased engagement with longer videos for video-based platforms vs shorter versions for social media audiences, in an effort to maximize the success of the campaign. We believe this bold choice reflects Shake's commitment to providing the best solution for our clients' needs.

Our team is also able to offer social media strategy, as past clients have similarly required assistance rolling out multi-stage projects, across social media channels. Experience is key running a successful social media campaign and our team is equipped to respond quickly with creative solutions. Overall, through extensive planning Shake is confident in our ability to create a strong and advantageous campaign for Perth County.

PRICING

Pre-Production Includes:

- Location scouting
- Rough story boarding of each concept
- Develop a list of questions to ask each on camera showcase
- Make contact with each business owner and schedule shoot dates

Video Production Shooting Includes:

- 4-5 person crew at each shoot
- Lighting support equipment
- 2 camera set up for interviews
- Audio capture

Video Post-Production Includes:

- First pass editing on all videos
- Animated branded logo with series branding
- Color correction and color grading
- Audio post production editing for dialogue and backing tracks

Total Cost = 18,000.00 +HST
 = 2,250.00 +HST / per video

**Included in this price is the 30 second condensed versions for each.*

1. CERTIFICATE HOLDER - NAME AND MAILING ADDRESS		2. INSURED'S FULL NAME AND MAILING ADDRESS				
General Certificate		Shake Media o/b Andrew Stephenson 297 Paardeberg Crescent London, ON N5Y 1B9				
3. DESCRIPTION OF OPERATIONS/LOCATIONS/AUTOMOBILES/SPECIAL ITEMS TO WHICH THIS CERTIFICATE APPLIES (but only with respect to the operations of the Named Insured)						
4. COVERAGES						
This is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated notwithstanding any requirements, terms or conditions of any contract or other document with respect to which this certificate may be issued or may pertain. The insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies.						
TYPE OF INSURANCE	INSURANCE COMPANY AND POLICY NUMBER	EFFECTIVE DATE YYYY/MM/DD	EXPIRY DATE YYYY/MM/DD	LIMITS OF LIABILITY (Canadian dollars unless indicated otherwise)		
				COVERAGE	DED.	AMOUNT OF INSURANCE
COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> Claims Made OR <input checked="" type="checkbox"/> Occurrence <input checked="" type="checkbox"/> Products and/or completed operations <input type="checkbox"/> Employer's Liability <input checked="" type="checkbox"/> Cross Liability <input type="checkbox"/> Waiver of Subrogation <input checked="" type="checkbox"/> Tenants Legal Liability <input type="checkbox"/> Pollution Liability Extension <input type="checkbox"/> <input type="checkbox"/>	Lloyds' c/o Totten Insurance Group TGEO39926	2017/ 9/ 10	2018/ 9/ 10	Commercial General Liability Bodily Injury and Property Damage Liability - - General Aggregate - Each Occurrence	1,000	5,000,000
				Products and Completed Operations Aggregate	1,000	2,000,000
				<input type="checkbox"/> Personal Injury Liability <input checked="" type="checkbox"/> Personal and Advertising Injury Liability		2,000,000
				Medical Payments		25,000
				Tenants Legal Liability	1,000	500,000
				Pollution Liability Extension		
<input checked="" type="checkbox"/> Non-Owned Automobiles	TGEO39926 Lloyds' c/o	2017/ 9/ 10	2018/ 9/ 10	Non-Owned Automobile		2,000,000
<input type="checkbox"/> Hired Automobiles				Hired Automobiles		
AUTOMOBILE LIABILITY <input type="checkbox"/> Described Automobiles <input type="checkbox"/> All Owned Automobiles <input type="checkbox"/> Leased Automobiles ** ** All Automobiles leased in excess of 30 days where the insured is required to provide insurance				Bodily Injury and Property Damage Combined		
				Bodily Injury (Per Person)		
				Bodily Injury (Per Accident)		
				Property Damage		
EXCESS LIABILITY <input type="checkbox"/> Umbrella Form <input type="checkbox"/>				Each Occurrence		
				Aggregate		
OTHER LIABILITY (SPECIFY) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>						
5. CANCELLATION						
Should any of the above described policies be cancelled before the expiration date thereof, the issuing company will endeavor to mail 0 days written notice to the certificate holder named above, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.						
6. BROKERAGE/AGENCY FULL NAME AND MAILING ADDRESS				7. ADDITIONAL INSURED NAME AND MAILING ADDRESS (Commercial general Liability - but only with respect to the operations of the Named Insured)		
St. Clair Insurance Brokers Inc. 4056 Meadowbrook Drive Unit 127 London, ON N6L 1E3 BROKER CLIENT ID: SHAM51						
8. CERTIFICATE AUTHORIZATION						
Issuer	St. Clair Insurance Brokers Inc.		Contact Number(s)			
Authorized Representative	Ryan Shaw		Type	No (519) 913-2994	Type	No
Signature of Authorized Representative	<input checked="" type="checkbox"/>		Type Phone	No (519) 266-2968	Type Fax	No (519) 681-4395
	Date 2018 2 21		Date	2018 2 21		Email Address
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