



**ADD VISION**  
DIGITAL SIGNAGE SOLUTIONS



**DIGITAL  
MEDIA  
PACKAGE**

# 1 PHOTOGRAPHY & VIDEOGRAPHY

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When you look at an advert, what's the first thing that catches your eye? The image, obviously. The image is what then determines if the viewer will continue to study the advert and gain more information.

Advertising photos are high quality and eye catching so that the brand's message is delivered through customers engaging with the advert. The digital age has introduced effective solutions that can leverage the innate power of photo advertising and display them to wider audiences for additional attention.

## BENEFITS OF ADVERTISING PHOTO & VIDEO

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### PHOTO & VIDEO CARRY BRANDING

Your advertising photography and video can be altered to convey the tone and voice of the brand. Consistency breeds familiarity so releasing multiple advertisements with consistent colour tones and similar messages, can help build brand awareness.



### VIRAL POTENTIAL

As advertising photography and video takes to digital platforms, its potential for going viral has improved. Social media is a potential gold mine for advertising, it's the ideal place to get noticed and build a following for your brand.



### INSPIRES PURCHASE DECISION

As descriptive as words can be, it's just not enough to persuade people into buying your products. If you really want to advertise, an image can speak a thousand words about your product and even more about your brand. When prospects can actually see what their product may look like or the lifestyle it aims to sell, they may be tempted to buy it.



### LEND CREDIBILITY

There is no comparable effect an original photo or video has in helping customers understand your company, your services and your products, the kind of business you are and who your target audience might be.

# 1 PHOTO & VIDEO

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We would like to set out a content production plan for your business to ensure we can capture the full range products and services with a sense of uniformity so each asset has a similar style, colour and quality which will provide a much higher end finish when you look across the website, marketing and social channels.



## SAMPLE ASSESSMENT

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The current images on the website, while functional, have a few issues at the moment if we are looking to achieve a professional standard.

1. images seem to have different colour balances making some appear to be different colours (see flaming chicken and dirty chicken similar ingredients appear to be completely different colours)
2. images look to have been edited differently (contrast and sharpness) see veggie burger specifically
3. images look to have been shot with two much depth of field so the deeper you get into the burger the edges get blurry
4. cutouts have been done with a soft edge, which has its uses but ideally for this type of photography a hard edge is better.
5. structure of burgers, original and southern bbq have been done very well but there are a few where ingredients look to skew off to one side

We have also been through the your Social Channels and it looks as though you could benefit with some high quality video work eg burger commercial video, what goes into each burger and videos showcasing each location.

# 1 PHOTOGRAPHY & VIDEOGRAPHY

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In order to build up a bank of assets to use for Design, Social and Website our photography and video package will give us all the content we need to produce high quality adverts for your business.



## SAMPLE SHOOTING SCHEDULE

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### **Shoot 1: Full menu product style shots (white background and cutouts)**

Working with chef to produce images, Chef prepares ingredients however we will style the final food images

### **Shoot 2: Video content - commercial style video one or two product focus**

An advertising video 20-30 seconds with structure eg cooking, close ups, ingredients, slow motion dressing- finished products

### **Shoot 3 : Stylised / lifestyle photographs / people interacting with burgers etc**

### **Shoot 4: Video content - commercial style video one or two product focus**

An advertising video with structure eg cooking, close ups, ingredients, slow motion dressing- finished products

### **Shoot 5: Video Content - Cooking Montages / Burger Drops (burger coming together)**

These will be videos shot quickly for 5 - 10 sec posts eg single shot slow motion sauces, burger flipping, burgers ingredients dropping into finished burger

### **Shoot 6: Video content - commercial style create your own focus**

An advertising video 20-30 seconds with structure eg cooking, close ups, ingredients, slow motion dressing- finished products.

Each shoot will also include 1 week or around 40 hours worth of editing time.

**6 INDIVIDUAL SHOOTS - £6,000**

**6 SHOOTS RETAINER: £4,800**

# 2 GRAPHIC DESIGN BRANDING



The design team at Add Vision have over a decade of design experience working both with agencies designing for clients like Coca-Cola, Hilton Hotels, Lotus and Edrington Beam Suntory as well as in-house working for one of the UK's top Optical Retailers on all elements of branding, print and digital advertising.

We are now looking to use this expertise to help showcase some of the new emerging brands and small businesses looking to compete with their respective industry leaders.

## WHY IS BRANDING IMPORTANT



### IMPROVES RECOGNITION

A strong, consistent brand image (which often starts with a well-designed logo) will help you to establish your business. It makes it easier for customers to remember, recognise and recommend you.



### BUILDS TRUST

People are more likely to do business with a company that has a polished and professional brand image. Being properly branded can also give the impression you are industry experts, and help the public to feel as though they can trust your company, the products and services you offer and the way you handle your business.



### SUPPORTS ADVERTISING

If your target audience is aware of who you are and what you do, before an ad even reaches them, they are more likely to engage with your content.



### GENERATES NEW CUSTOMERS

A good brand will make it easier for you to win referral business. Strong branding generally means there is a positive impression of your company among consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust.

# 2 GRAPHIC DESIGN BRANDING



Before we get to work on a branding or rebranding project we will sit down with you and your team to discuss how you would like your business to be represented, how you see yourselves and how much of current branding we think can or should be used and what we will redesign or completely remove.

## ADD VISION SAMPLE PROPOSAL

After looking through the assets from social, website and shop fronts it seems as though there is some deviation in fonts, colours and general presentation.

We would like to start by producing a small brand book pdf to give an overview of logos, the fonts that should be used when and where as well as a colour palette and a general layout guide that way everything can be designed to follow a specific set of standards.

We will then start work on the logo make over and the instore branding designs in order to start designing from the point of purchase outward, all other graphics and adverts should then reflect what is seen in store.

Creating a range of assets following stricter brand guidelines will help us create an instantly more recognisable brand which builds trust with customers as it portrays a business that is consistent allowing them to know what to expect from your business at any of your locations.

## RETAINER: £500-£1000pm

(Depending on size of business and amount of work required)

includes: brand design and regular brand upkeep, including brand book. logo design, graphics, menu design, flyer design, social media design, window graphics design voucher design, online advert design, print advert design.



# 3 GRAPHIC DESIGN DIGITAL SIGNAGE



To make the most out of your digital signage and menu screens you should be updating content as regularly.

This ensures customers are seeing different offers and new products as well as rotating through your highest margin products.

## HOW ADD VISION CAN HELP

Regular customers who may always make the same order can be swayed with adverts for new products add ons whether its special product available for a limited period or adding ice cream in summer or hot chocolate in winter the screens are there to assist with sales prior to customers making an order.

Our team of highly experienced graphic designers have designed animated menus and promotional screens for businesses from every sector which puts us in a good position to advise and give insight into what similar businesses are currently doing and the kind of adverts you should be running on your screens.

We have packages available which will help keep your screens fresh and engaging.

### BASIC

Up to 10 Price / Image  
Changes Per Quarter

1 New Promo Sreen  
Per Quarter

**£50 per month**

### STANDARD

Up to 20 Price / Image  
Changes Per Quarter

2 New Animated Promo  
Screen Design Per Quarter

**£100 per month**

### PREMIUM

Up to 100 Price / Image  
Changes Per Quarter

3 New Promo Screens  
Per Quarter

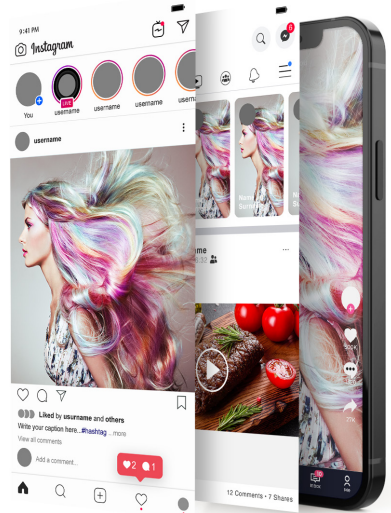
Full Screen Re-design  
Once Per Year

**£200 per month**

# 4 SOCIAL MEDIA

The Social Media team has over 15 years experience; covering all aspects of Digital Marketing. In recent years the main focus of the teams has been paid ads on Facebook & Instagram, and more recently Tik Tok - but also offer organic posting and social media management services.

We are now looking to use this expertise to help showcase some of the new emerging brands and small businesses looking to compete with their respective industry leaders.



## WHY SOCIAL MEDIA MARKETING?



### FACEBOOK & INSTAGRAM HAVE OVER 2.7 BILLION USERS

This includes the vast majority of the United Kingdom and America. No matter what product or service your company provides, your target market can be found here!



### UNRIVALED TARGETING

Facebook have an enormous amount of information about it's users - this is great news for advertisers. Target you perfect customer by interests, demographic, location, behavior and more.



### SOCIAL ENGAGEMENT

Facebook & Instagram are social networks, which means that if a company's target market engage with a particular offer or ad, they will share it and in doing so provide free endorsed advertising.



### BRAND EXPOSURE

The average user visits the website or uses the app 14 times per day. This makes it very easy for a company to advertise to its target market multiple times relatively quickly.





# 4 SOCIAL MEDIA WHAT WE DO

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## FACEBOOK & INSTAGRAM MARKETING

Whether you're looking to get more sales, generate more leads or just build your audience; we can help. Facebook's unrivaled customer targeting allows us to directly engage with your perfect target market. We provide a bespoke marketing solution, tailored to your business's unique needs and requirements.

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## SOCIAL MEDIA MANAGEMENT

Don't have the time to post to your social media channels regularly? Let us do it for you! Whether it be Facebook, Instagram or LinkedIn we can provide a solution to get people engaging with your business.

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## STRATEGY SUGGESTIONS

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### 1 LEAD GENERATION

Generate new Business enquiries and sales through targeted advertising.

### 2 USER ENGAGEMENT

Build awareness and increase engagement with the page/brand.

### 3 TELL THE STORY

History of the brand, story of the business. "Behind the scenes" style features.



# 4 SOCIAL MEDIA INITIAL PRICING

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**£500<sub>PM</sub>** **MANAGEMENT  
FEES**

**£500<sub>PM</sub>** **SUGGESTED  
ADVERT SPEND**

THIS MONEY GOES DIRECTLY TO FACEBOOK TO FUND ADVERT COSTS

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## WHAT IS INLCUDED?

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- Facebook Ad Account Creation & Setup
- Facebook Ads Creation & Management
- Facebook Pixel Installation
- Regular Organic Posting to Instagram & Facebook  
(Typical 15 posts per month)
- Graphic Design



# 5 WEB DESIGN

The website design team has over 20 years experience designing, coding and building sites.

They look to build modern, dynamic, responsive websites to keep up with the latest trends.



## WEBSITE SAMPLE PROPOSAL

After speaking with you at length regarding your needs, we've developed a new vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts and increase the volume of leads generated for your sales team.

**Your new website will include the following pages**

- Home
- Products
- Locations
- About
- Services
- Contact

**There are a few key features that we will build into your website, which we feel are important given your business needs.**

- Customer details capture pop up
- Contact forms
- E-commerce store
- Multiple map locations
- Newsletter sign up forms

**£1,500 - £2,000**

**Website one off build cost**

(Based on 10-15 Page Website)



# 5 WEB DESIGN WHY IT MATTERS

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Having a good website for your business is even more important now that technologies like Twitter and Facebook make it easier for more people to find you.

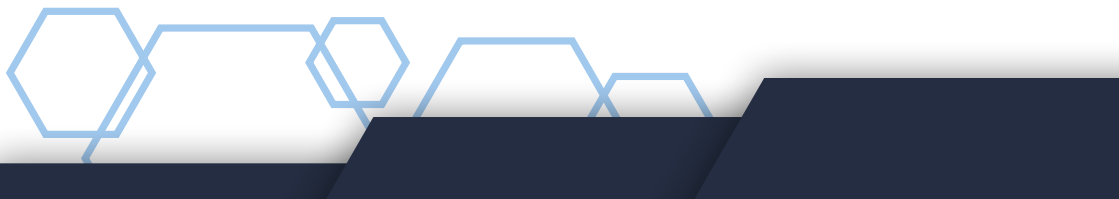
Websites has become necessary for every business, brand, institutions, organizations and individuals. Now the days every blogger have a website and every celebrity too have a website which includes their bio and upcoming works.

For business website provide growth and opportunities to survive in future.

## BENEFITS OF GOOD WEB DESIGN

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- It sets the first impression
- It aids your search engine optimization (SEO) strategy
- It sets the impression for customer service
- It builds trust with your audience
- Gives you the edge over your competitors
- It creates consistency



# 6 EXAMPLE RETAINER DEAL

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- **DIGITAL SIGNAGE UPDATES**

Updates for all existing and future digital signage run by Add Vision.  
(every month, every screen)

- **GRAPHIC DESIGN**

Updates for any branding, print design or social media adverts as and when required.

- **PHOTO/VIDEO SHOOT**

Bi monthly shoot with either pre-outlined shoot plan or we can take direction if you have anything specific you need to shoot.

- **SOCIAL MEDIA**

15 days of posts per month new graphics as and when required

- **WEBSITE DESIGN & UPDATES**

Updates to website as and when required

**£1,500** p/m retainer

**£500** ad spend Facebook / Instagram

**£1,500 - £2,000**

Website one off build cost  
(Based on 10-15 Page Website)



**ADD VISION**  
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