

DIGITAL MEDIA
PRODUCTIONS

2024

MEDIA KIT



LIFE LENS PRODUCTIONS

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LIFE LENS

Media Productions

Life Lens helps brands attract more leads and deepen client engagement through content creation. We specialize in large-scale productions for marketing, promotions, and bundled packages for social media. Our compelling content captivates audiences and drives interest, building meaningful connections with your target audience.

MEDIA KIT 2024



Joe

Digital Media Director



Rupen

Cinematographer



Lisa

Project Manager



Matheus

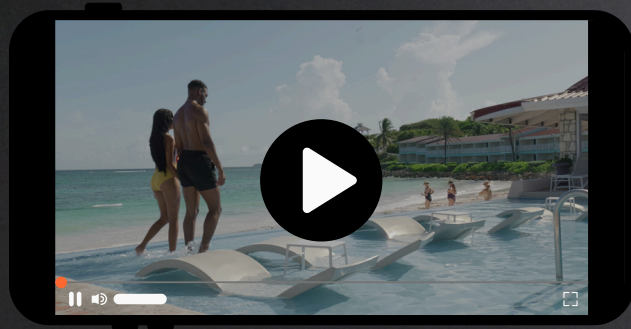
Production Assistant

SERVICE'S

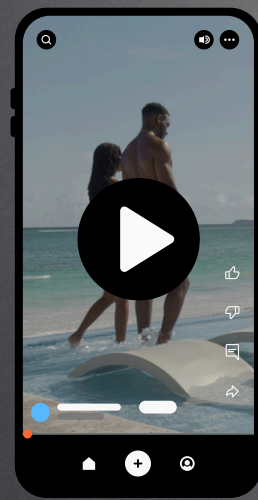
- Social Media Reels
- Promotional & Fundraising Videos
- Branded & Behind-the-Scenes Images



VIEW EXAMPLES



16:9 Aspect Ratio



9:16 Aspect Ratio

PROCESS

Pre-Production

- Content Ideas
- Storyline Structure
- Shotlist
- Plan & Schedule

Production

- Professional Camera
- Professional Audio
- Drone Operation
- Directing Talent

Post-Production

- Editing & Color Grading
- Sound Design
- Graphics & Text Overlays
- Export & Approvals

Photography

Branded photos, thumbnails, and exclusive behind-the-scenes shots.

CUSTOMIZABLE PACKAGE EXAMPLES

#1

SOCIAL MEDIA REELS:

- Multi-day onsite filming
- Custom social reels (large volume available)
- Onsite images: thumbnails, branded, BTS

#2

CINEMATIC VIDEO:

- Multi-day onsite filming
- Long form video
- Licensed Music
- Branded graphics and text overlays

SPECIAL OFFERS

30% off for first-time clients

Editing Revisions

Ask About Our Give back Video Services for Nonprofits

TEAM OR SOLO PRODUCTION AVAILABLE

Do I Need a Full-Scale Production Team or One Professional Videographer?

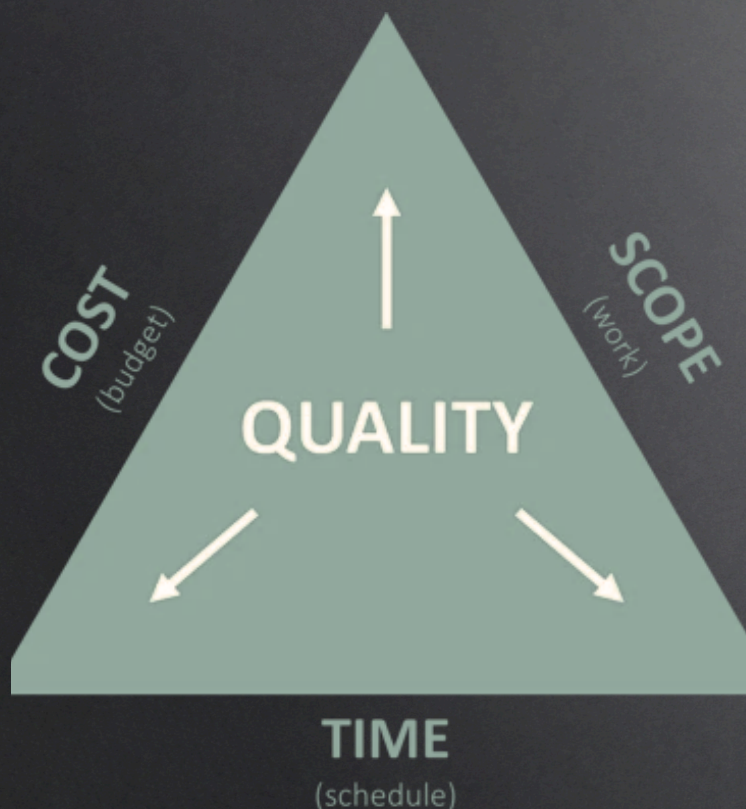
Choosing between a full-scale production team and a one professional videographer depends on your project's complexity, timeline, and goals.

ONE VIDEOGRAPHER

Ideal for smaller projects that require flexibility and cost-efficiency. One videographer is great for social media reels, behind-the-scenes content, and basic promotional videos. It offers a personal touch and quick turnaround, making it perfect for projects with fewer moving parts.

PRODUCTION TEAM

Best for larger, more intricate projects like high-quality promotional videos or complex marketing materials. A full team ensures smooth coordination and faster execution on tight schedules. With experts in cinematography, lighting, sound, and editing, a full-scale team delivers a polished, professional product, handling multiple locations and more complex setups.



CASE STUDY

Direct Sellers Association of Canada



THE CHALLENGE

Cathy from the Direct Sellers Association needed two videos. One brand video and one for an event featuring sales consultants' stories.

THE SOLUTION

What started as two videos grew to 10, with 9 interviews. Joe's team was flexible, adapting to changes, refining scripts, and adjusting lighting to capture the message effectively.

THE RESULT

After a 12-hour shoot, Cathy received high-quality videos in multiple formats for social media, perfectly capturing their story. She highly recommends Joe for his attention to detail and ability to deliver impactful content.



Direct Sellers
Association of Canada

OUR COMMITMENT TO NONPROFITS



At Life Lens, our passion for impactful storytelling is more than business, it's deeply personal. Joe, the founder of Life Lens, grew up in a family that founded a nonprofit organization for young adults with special needs named in tribute to his sister Sara Elizabeth, fostering a lifelong dedication to community and compassion. Through his work creating internal and external media content for this organization, social media posts, campaign materials, and fundraising videos, Joe has seen firsthand how powerful media can be in building awareness, sparking action, and inspiring support.

With this foundation, we're committed to helping other nonprofits achieve their missions. Using our skills, resources, and experience, we work to bring each organization's story to life, whether it's raising awareness, expanding reach, or amplifying fundraising efforts. We're here to make a difference through meaningful, effective content.



Ask About Our Give back
Video Services for Nonprofits

US VS THEM

EXPERIENCE AND RELIABILITY

With nearly 12+ years of experience in content creation, we bring a level of professionalism, reliability, and expertise that ensures smooth, efficient project execution. Our proven track record and well-equipped team help minimize errors, allowing for consistent, high-quality results. Clients can count on us to handle projects of all sizes with precision, ensuring a seamless experience from start to finish.

INEXPERIENCED OR LESS ESTABLISHED AGENCIES

On the other hand, newer or less experienced agencies may lack the depth of knowledge and resources, increasing the risk of miscommunication, delays, and mistakes. These agencies may struggle to deliver the same level of consistency, leading to possible setbacks and unsatisfactory results.

PRO



- ✓ 12+ years of industry experience.
- ✓ Fully equipped with top-tier production tools.
- ✓ Reliable and smooth project management.
- ✓ High-quality, consistent results.
- ✓ Team or solo production

AMATEUR



- ✗ Less experience and fewer resources.
- ✗ Higher chances of delays and miscommunication.
- ✗ Limited equipment or outdated technology.
- ✗ Risk of inconsistent quality and project mishaps.
- ✗ No team structure

WHY CONTENT MATTERS

Effective content does more than just capture attention, it builds your brand, engages your audience, and drives real results. Through purposeful planning and impactful storytelling, we create content that resonates and amplifies your message across platforms.

THE IMPORTANCE OF CONTENT CREATION

In today's digital world, content is king. Whether you're building your brand, reaching new customers, or engaging with your audience, consistent and high-quality content is crucial. It helps you stand out, tells your brand story, and connects with people on a deeper level. Don't miss the opportunity to make your brand unforgettable through strategic content.

CONTENT PLANNING & STRATEGY

Great content isn't just about creativity, it's about strategy. From understanding your audience to choosing the right platforms, we work with you to create content that helps deliver real results. Our strategic planning ensures that every piece of content aligns with your goals, speaks to your target audience, and drives meaningful engagement.

"In 2024, brands that invest in professional content creation see higher engagement, loyalty, and return on investment," states HubSpot. "The difference between content that fades and content that drives results lies in a strategic, professional approach that's tailored to the audience and optimized for impact."

—HubSpot, a leading marketing platform

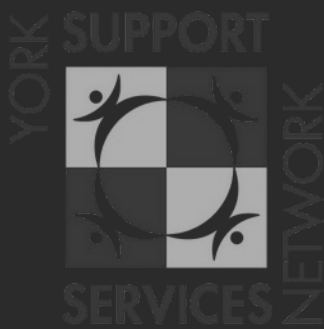
A FEW BRANDS WE'VE WORKED WITH



**THE
DRAKE
HOTEL**



TERRACE SUITES



**sara elizabeth
centre**



**travel agent
COLLECTIVE**



**Head To Toe
Electrolysis & Laser**



HOW TO GET STARTED

#1

CONFIRM YOUR VIDEO CONCEPT

We'll work together to finalize your video concept and address any questions about the project.

#2

FINALIZE YOUR QUOTE

Once the concept is set, we'll confirm the final quote based on your specific needs and project scope.

#3

SET THE DATE & LOGISTICS

We'll discuss your preferred project date, and you'll receive a confirmation email with all the necessary details.