

ABOUT US

Flying Panda Media is born from a passion towards successful businesses and visual storytelling.



Created by Arthur Henry in 2017, Flying Panda Media combines the art of creative filmmaking with storytelling. By analysing markets, company visions, values, trendy stuff and latest video styles, I activate my creativity to build rocket video marketing moves.



OUR SERVICES

“Marketing is no longer about the stuff that you make,
but about the stories you tell”

Seth Godin, entrepreneur, best-selling author and speaker

Various forms of videos can be used to tell a story, to show something or to highlight a message.

The first step towards a successful marketing film, is to find out what type of video you are looking for:

- Company culture film - Slides 4-6
- Communication videos - Slides 7-10
- Promotional Films - Slides 11-14



COMPANY CULTURE FILM

“Customers will never love a company until the employees love it first.”

Simon Senek, author & TED speaker, “Start with why?”

- **How do you strengthen your companies culture?**
- **How do you make your values meaningful for people?**
- **How do you attract new talents to work in your company?**

“Millenials are looking for companies with culture, Values, Meaning and Community.”

synthetised from Deloitte University report



COMPANY CULTURE FILM



Catch the essence of your company's culture, and create an **emotional tool** that will carry **passion, vision** and a sense of **community**.

Create a reference for your **values**, that will become a drive for your employees behaviour and customer relationships for **years to come**.



Aim for high **quality content** with powerful **storytelling**. Discover our two **special offers** to drive a company culture film.



COMPANY CULTURE FILM

Basic

6 weeks duration

2 weeks script maturation*¹
including 1 review meeting*²

1 week
pre-production

1 week
production

2 weeks post -production

Production team:
Cinematographer, Assistant, Editor

5k€

Quality:
HD DSLR quality

Premium

8 weeks duration

4 weeks script maturation*¹
including 2 review meeting*²

1 week
pre-production

1 week
production

2 weeks post -production

Production team:
**Cinematographer, Camera Operator,
Gaffer, Editor, Color Gradist**

8k€

Quality:
High-end Cinema Quality

*¹ The Script maturation process starts after the first meeting to define the goals and guidelines of the video concept. This period involves collaboration with referees from the company, location scouting and script writing.

*² A review meeting involves a face to face presentation pitch of the film concept. The amount of review meetings is indicated as a maximum included in the formula before extra cost. Extra review meetings are possible for an extra cost of 400€ each.



PROMOTIONAL FILMS

“Great Marketing starts with great stories. Be unique, inspire, and connect.”

Ann Handley, Chief Content Officer, Marketing Professor

- **How do you define your style and the emotions behind your brand?**
- **How do you present your product and connect it with your customers?**
- **How do you synthesise your business activities and make them easy to digest?**

“Business decision makers love video because it gives them the most amount of information in the shortest amount of time.”

Robert Weiss, Business Video Strategist, Sales Funnel Analyst



PROMOTIONAL FILMS



Commercials give the opportunity to create an **attractive world** around your company or product.

Showcases your product or activity **through emotions**. Touch the viewers with a transparent connection.

Create a **cinematic video** that will **impact people**, make them laugh, make them happy or completely stun them.

The feeling and emotions the video will carry is your choice, our role is to find the best ways to **bring it to life**.



PROMOTIONAL FILMS



Product video gives the chance to **showcase** your product in an attractive form.

A **product video** is about how you present your product, what **story** you convey through it.

If a **customer shows interest** with your business, this video is the **one step forward** to connect with your product.

Every product tells a story, through a purpose, a value, a meaning.



PROMOTIONAL FILMS

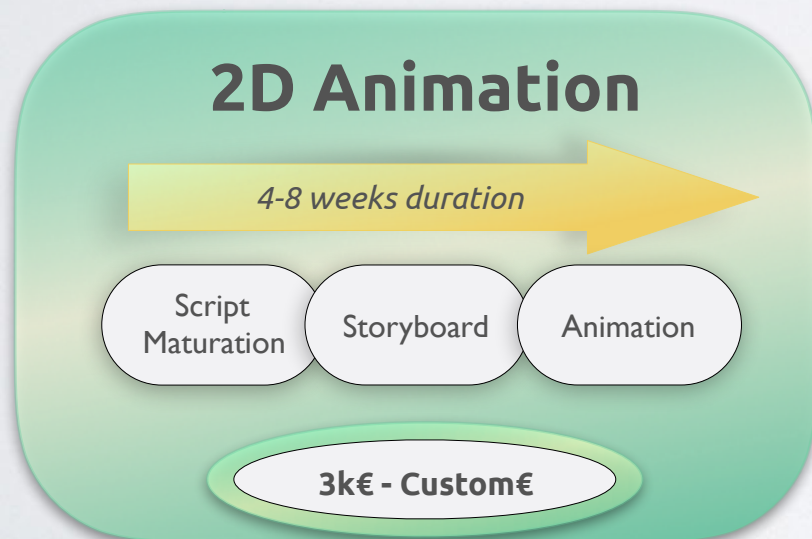


2D animated videos have become very popular among the **promotional tools**.

Such a video will **synthesise** your business **activities** and make it **clear** to everybody.

The **script maturation** develops a concise text for the voice-over. Every word counts!

Catch the attention of your future customers for a minute, and make them all understand what they need, what you give them, and **invite them to love it**.



COMMUNICATION VIDEOS

“The Art of communication is the language of leadership”

James Humes, author & presidential speech writer

- **How do you engage people with your journey?**
- **How do you lead and spread a message to your audience?**
- **How do you build resilience and community within your teams?**

“Of all of our inventions for mass communication, pictures still speak the most universally understood language”

Walt Disney, Producer & Director

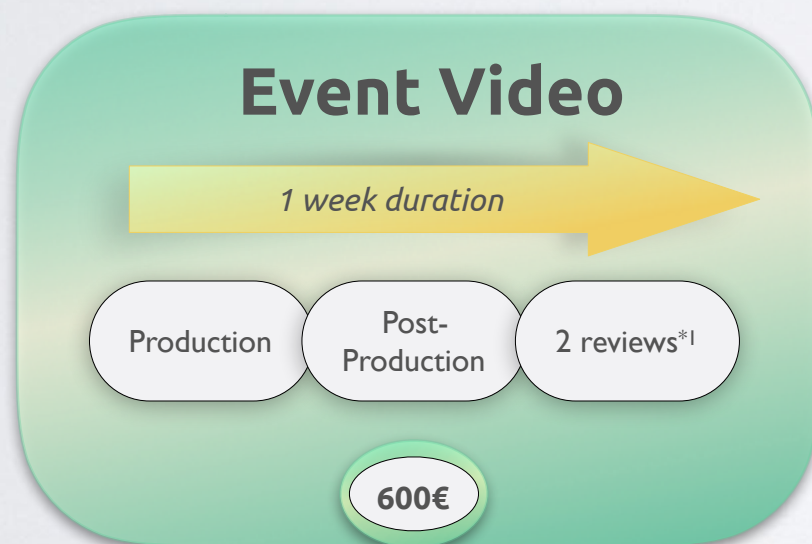


COMMUNICATION VIDEOS



Event videos is a strong communication tool to **keep track** with your activities, and foster the **brand awareness**.

Showcase your activities to your employees, partners and customers by creating a video of your event.



Make it **attractive**, make it **popular**, grow your **community**!

An event video has the power to show what you do outside of your own boundaries. Who says **better event**, says **bigger impact** of the video.

*1 A review involves editing changes and resynchronisation of the video. The amount of reviews is indicated as a maximum included in the formula before extra cost. Extra reviews are possible for an extra cost of 50€ each. In addition, Video Editing involves the design of an intro and outro of the video. These intro and outro can involve simple animations of logo and text appearances. More complex animations must be discussed.



COMMUNICATION VIDEOS



A **good speech** is key to **drive towards new directions**, to inform or engage people with your beliefs.

Spread your message through an interview. Show your **best profile** and be the leader of your idea.

Connect directly with your viewers by talking to them, telling them what you or your company is about to achieve.

Call for partnership, for consortium, an interview is a powerful way to pitch an idea, and connect with people.



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COMMUNICATION VIDEOS



Team building event is a powerful tool to **unify employees** as a whole.

Capture a great souvenir of your team building activity by filming the event in high quality.

Get a video that **everyone can bring home**, and keep the souvenir fresh for the time to come.

More than just a souvenir, it is also used as a strong communication tool to **attract future employees**.



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FLYING PANDA MEDIA

**Beyond what you've discovered, there is more we can do
to help you tell your story.**

**360° VIDEOS, TUTORIALS, DOCUMENTARIES, VIDEO
TRAININGS, WORKSHOPS, EDUCATIONAL**

We are dedicated to constantly create video content for new purposes.
Original concepts and new ideas don't scare us!

What's your next story to tell?



FLYING PANDA MEDIA