



# BIG *foot* MEDIA

## PURINA SUSTAINABILTY

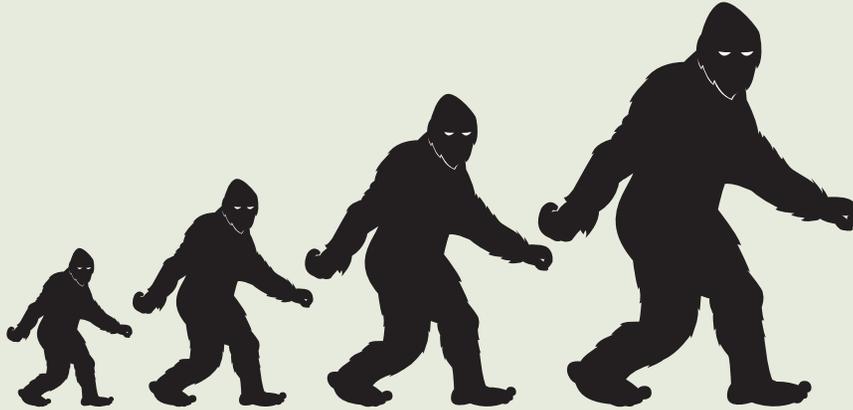
*Marketing Materials and Media*

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# WHAT IT'S *all* ABOUT.

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**CINEMA** *It's what brought Big Foot together.* We started with a passionate few and grew into many, and along the way we have become a rich pool of resources that can take on any project. When we work, we have fun, and it's because we do what we love.

**EXPERIENCE** *We've got it.* With backgrounds in agency and freelance settings and prestigious awards to show off, we are confident in our knowledge of the production industry. Our skills range from graphic design to video, and all of what we do is creatively combined into a final product that both Big Foot and our clients are proud of.

**CLIENTS** *The ones who make this all possible.* We've worked with musicians, brewers, artists, big brands — and we can't wait to see who we meet next. We seek like-minded people with a great story to tell and we love to collaborate with clients who appreciate what good production is about: creativity, originality, and innovation.



# AT *your* SERVICE.

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## VIDEO IS WHAT *we* DO

We'll bring award-winning production and post-production talent. You bring the story you want to share - We tell it, it's simple. The possibilities are broad, and we love a good challenge.

Commercial (local,  
regional, national spots)

Training videos

Promotional videos

Music videos

Documentary

Web content/series

Personal interest

Animation

Aerial Video/Photography

## GRAPHIC DESIGN *makes* A DIFFERENCE

It's not just the frosting; it's the framework that makes sure you're understood and listened to. We do print design, digital, outdoor, motion graphics, and pretty much anything else someone can throw at us.

Logo/identity packages

Brochures

Posters

T-shirt design

Point of sale

Digital/traditional outdoor

Digital signage

Front-end web design

Motion graphics

## COPYWRITING *and* EDITING

Often, your message requires words. Brief, clear, clever, and correct. We'll craft your story into just the right copy.



# YOUR *project* IMAGINED.

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## PROJECT *Descriptions*

### [STORY CONCEPT AND DEVELOPMENT]

**THE GOAL:** To create a narrative for Purina's commitment to sustainability. The story will creatively highlight the process, benefits and people behind what makes the largest pet food manufacturer reduce their environmental footprint.

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**THE APPROACH:** We'll humanize Purina's processes by focusing on story throughout video, print and presentation mediums. By taking stories of impact and making them relatable and approachable, we will be able to engage both wholesalers and consumers alike. When a story is good, and the impact is positive, it motivates people to get on board and support the efforts of Purina.

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**THE RESULT:** A guideline for all different kinds of storytelling that can be used for years to come. Over time, these stories will help inform audiences of all of the sustainability practices that Purina has in place and will hopefully shift perceptions of what a big company can do. Purina knows its footprint is large, so they are taking steps to implement sustainable practices that make the world a better place, and the world deserves to know their story.



# YOUR *project* IMAGINED.

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## PROJECTQuote [STORYTELLING NARRATIVE GUIDE]

This is for the creation of a comprehensive narrative for Purina's sustainability initiatives to be implemented across various forms of print, digital and video media.

STORY/CONTENT GUIDE	TASKS	UNIT	ESTIMATE
<b>Research/Brand Education (2 people)</b> <i>research, meeting with purina teams, visiting production plants</i>	<i>pre-production</i>	<i>800/day</i>	16,000
<b>Narrative Creation/Writing Guide</b> <i>putting research into a comprehensive guide to be used for future projects</i>	<i>production</i>	<i>800/day</i>	32,000
<b>Design/Implementation</b> <i>designing sustainability storytelling style-guide with steps for implementing in all forms of media</i>	<i>production</i>	<i>800/day</i>	16,000
<b>SUBTOTAL</b>			<b>\$64,000</b>



# YOUR *project* IMAGINED.

## PROJECTQuote [BROCHURE/PRESENTATION]

This is for a basic layout of a booklet (approx-8-12 pages) as well as creating of a slide deck presentation. There is an optional line item in there for original photography as well. (Not included in the total)

BROCHURE/BOOKLET DESIGN	TASKS	UNIT	ESTIMATE
<b>Pre-Production</b> <i>content creation/collaboration with client</i>	<i>pre-production</i>	800/day	800
<b>Graphic Design/Layout (5 days)</b> <i>includes layout/design, three (3) rounds of feedback and pre-press for the printer</i>	<i>production</i>	1000/day	5000
<b>Photography</b> <i>photography and edit/toning of images. delivered in RAW and JPEG to client</i>	<i>production</i>	1000/day	1000*
<b>SUBTOTAL</b>			<b>\$5,800</b>

\*Not included in total

SLIDE DECK/PRESENTATION	TASKS	UNIT	ESTIMATE
<b>Pre-Production</b> <i>content creation/collaboration with client</i>	<i>pre-production</i>	800/day	800
<b>Slide Deck Design/Layout (3 days)</b> <i>includes layout/design, three (3) rounds of feedback and proper digital files</i>	<i>production</i>	1000/day	3000
<b>Photography</b> <i>photography and edit/toning of images. delivered in RAW and JPEG to client</i>	<i>production</i>	1000/day	1000*
<b>SUBTOTAL</b>			<b>\$3,800</b>



# YOUR *project* IMAGINED.

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## PROJECTQuote [DOCUMENTARY PROJECT]

This is for a basic documentary project, 2 days of shooting in the field with editing and pre-production. Check out how it breaks down!

VIDEO PRODUCTION	TASKS	UNIT	ESTIMATE
<b>Pre-Production</b> <i>research, concepting, outlining, scheduling and writing interview questions</i>	<i>pre-production</i>	800/day	800
<b>Camera Operator (2 days)</b> <i>2 camera operators includes camera, lighting, stabilization gear</i>	<i>production</i>	1200/day	4800
<b>Producer (2 days)</b> <i>on-set producer to act as production assistant and audio tech as well as conduct interviews</i>	<i>production</i>	800/day	1600
<b>editing and motion graphics</b> <i>editing the project, a short animation, adding music, writing and recording voiceover making it look slick with color correction and branding with motion graphic bumpers.</i>	<i>post production</i>	1000/day	4000
<b>SUBTOTAL</b>			<b>\$11,200</b>



# THE *next* STEPS.

## TAKE THE *leap!*

This is going to be fun, but all fun has business attached to it. (Boo!) We want to make that process seamless, easy and most of all, we want to be up-front about it. Talk to us and we can work it out!

3 out of 10 PEOPLE HESITATE TO SIGN A PROPOSAL

LOOKING *for* EASY PAYMENT? WE'VE GOT OPTIONS



IT'S *alive!* WATCH YOUR CREATION COME TO LIFE

