

# VIDEO & MARKETING PACKAGES 2020



&





Hello, my name is Hani Aly El-Said Saleh Salama.

In Short: Hani Salama. ;) I am fluent in Arabic,  
English, German & Croatian.

It has become much harder for brands to attract  
people's attention & reach their hearts. To stand above your  
competitors & form an emotional connection with consumers,  
it's vital that your brand has a great story to tell.

Humanity has been telling stories since the beginning of time.  
It's our way of connecting with the world, giving life meaning,  
& seeking memorable experiences.

Let us help you create a  
**ONE OF A KIND BRAND PRODUCT,**  
that will be recognised Internationally & all Galaxies beyond.





# PRODUCTION HUB CROATIA 2020

Living in Beautiful Croatia & working all facets of Video Production for the past 10 years, Hani Salama has created a **ONE OF A KIND HUB OF PROFESSIONALS**. It is among the largest CROATIAN networks of film, video, TV, live event & post-production professionals. Whether you need a camera operator for one day, a video editor for one month or a full-time producer, we are here to help.



# Our **Goals** for our clients

“There is no  
Greater agony  
Then bearing  
An untold story  
Inside you...”

## Design

Creating you the right  
BRAND IDENTITY  
to portray the right image  
to International consumers.

## Promotion

Promoting the right  
brand message.

## Marketing

Creating the right  
marketing plan  
for your Target Audience.

## Consulting

Consulting you on how to  
Keep your Brand Accessible,  
Fresh & Relevant.

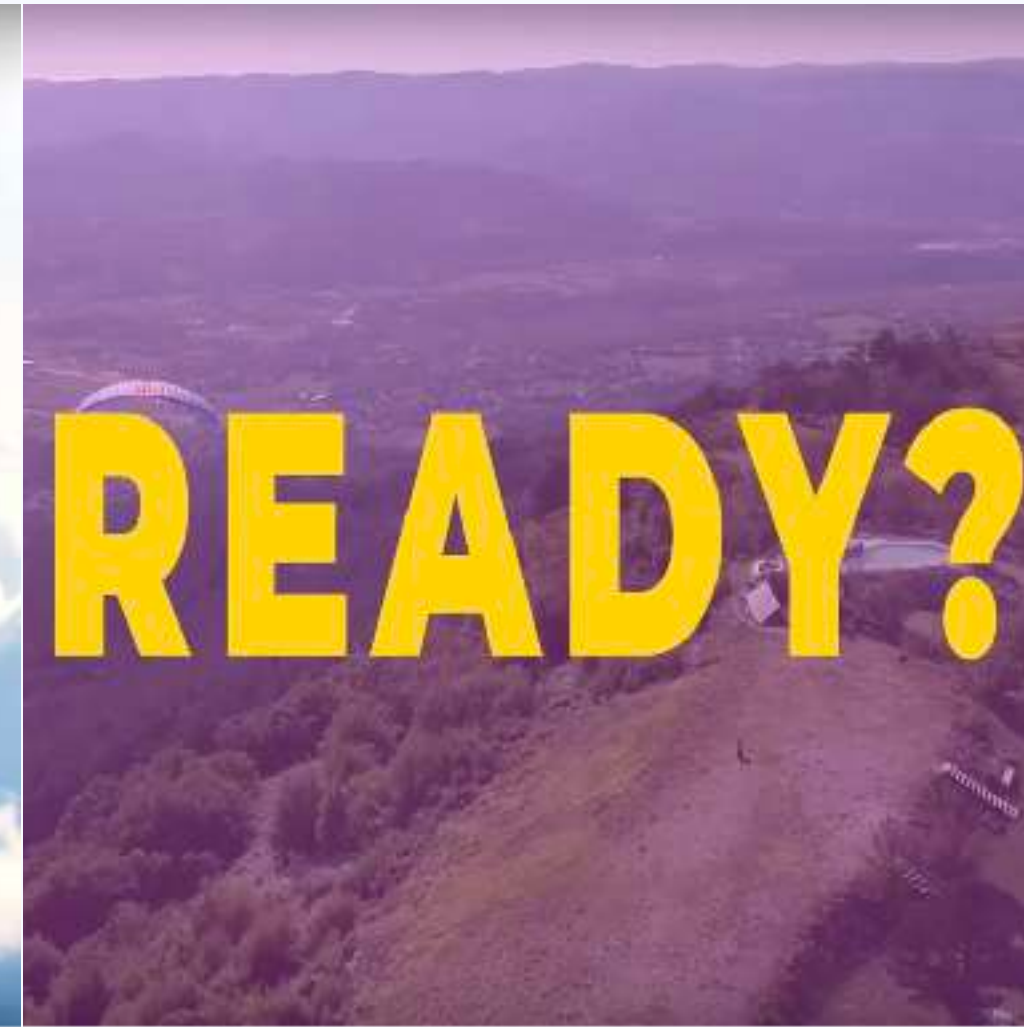


TRAILER

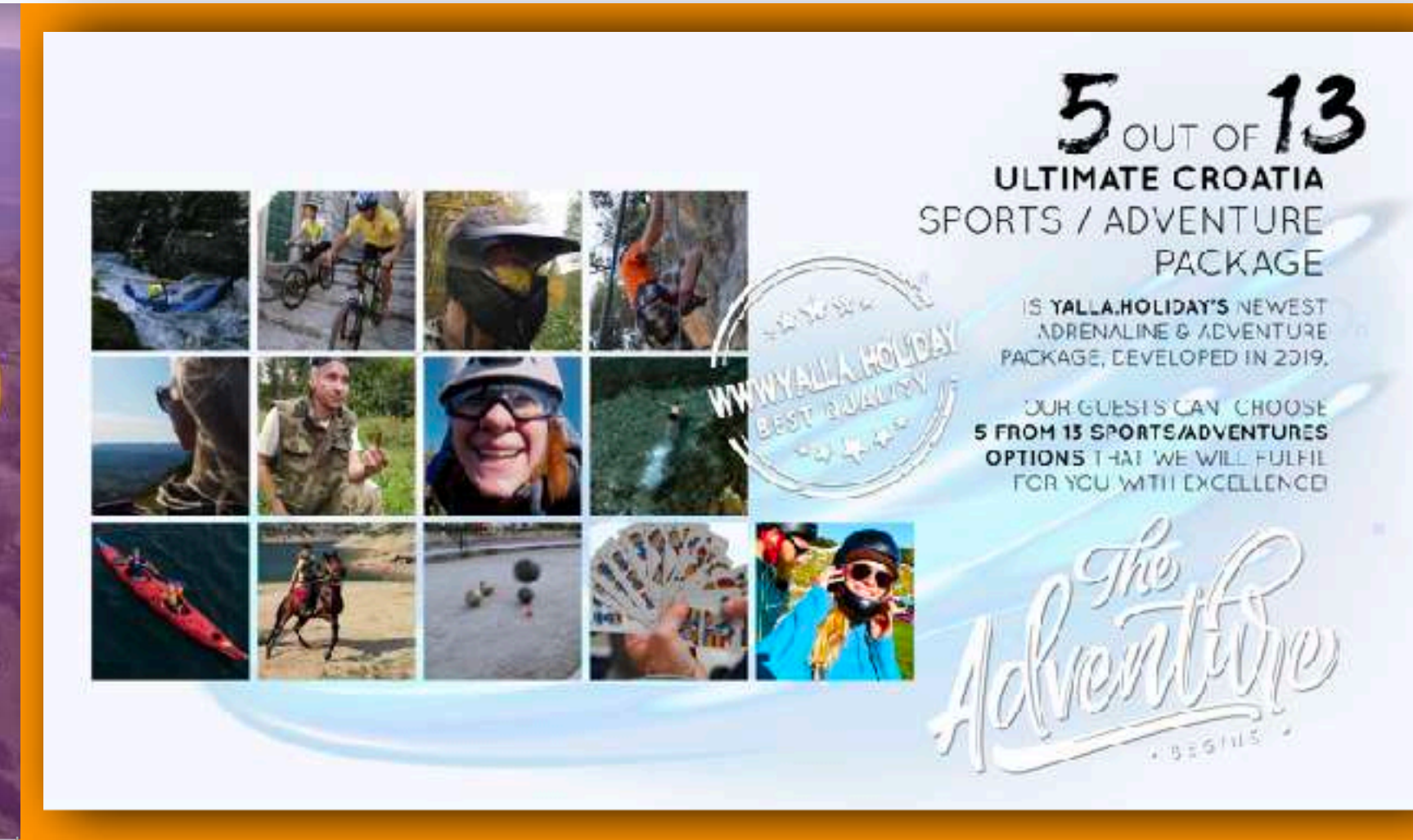
PACKAGE PDF



LOGO INTRO



TEASER



Styles come & go.  
Good design is a language,  
not a style...

There's an old saying you might have seen [floating around the internet](#) that states, "Those who tell the stories rule the world". Many of our clients would like a project, but don't quite know where to start... **THIS IS WHERE WE COME IN**. Our Team of Storytelling experts will help you from concept visualisation to final creation, while keeping your desires always in mind.



# EXPAND your reach with VIDEO

Let AMALAS STUDIO & MACCHIATO KOLEKTIV unleash all of our storytelling talents on your business. We'll tailor a story to compliment your marketing objectives & help you effectively tell **YOUR BRAND'S STORY...**

## LEVEL 1 BASIC PACKAGE

**\$ 3,500**

10 CUSTOM VIDEOS,  
1-2 minutes long  
featuring your tourism  
practice / business /  
brand / procedures /  
products or services

## LEVEL 2 SILVER PACKAGE

**\$6,000**

20 CUSTOM VIDEOS,  
1-2 minutes long  
featuring your tourism  
practice / business /  
brand / procedures /  
products or services

## LEVEL 3 GOLD PACKAGE

**\$ 11,000**

35 CUSTOM VIDEOS,  
1-2 minutes long  
featuring your tourism  
practice / business /  
brand / procedures /  
products or services

## LEVEL 4 PLATINUM PACKAGE

**\$ 18,000**

60 CUSTOM VIDEOS,  
1-2 minutes long  
featuring your tourism  
practice / business /  
brand / procedures /  
products or services



LEVEL 1  
10 CUSTOM VIDEOS  
\$3,500

1-day on-site video shoot

Concept planning

Pre-production

multiple on-camera interviews

b-roll (raw video) shot in & around location

royalty-free background music

post-production video editing

media file conversions



LEVEL 2  
20 CUSTOM VIDEOS  
\$6,000

EVERYTHING FROM LEVEL 1+

3 day on-site video shoot

Aerials with drone

custom award winning photography

custom award winning videography

post-production video editing

digital retouching & coloring



LEVEL 3  
35 CUSTOM VIDEOS  
\$11,000

EVERYTHING FROM LEVEL 2+

5 day on-site video shoot

concept planning for website, social channels & inbound campaigns

Location hunting

Aerials with drone

custom award winning photography

custom award winning videography

post-production video editing

digital retouching & coloring

YouTube Video Chapter marking for Ads Linking



LEVEL 4  
60 CUSTOM VIDEOS  
\$18,000

EVERYTHING FROM LEVEL 3+

7+1 day on-site video shoot

concept planning for website, social channels & inbound campaigns

Location hunting

Aerials with drone

custom award winning photography

custom award winning videography

post-production video editing

digital retouching & coloring

YouTube Video Chapter marking for Ads Linking





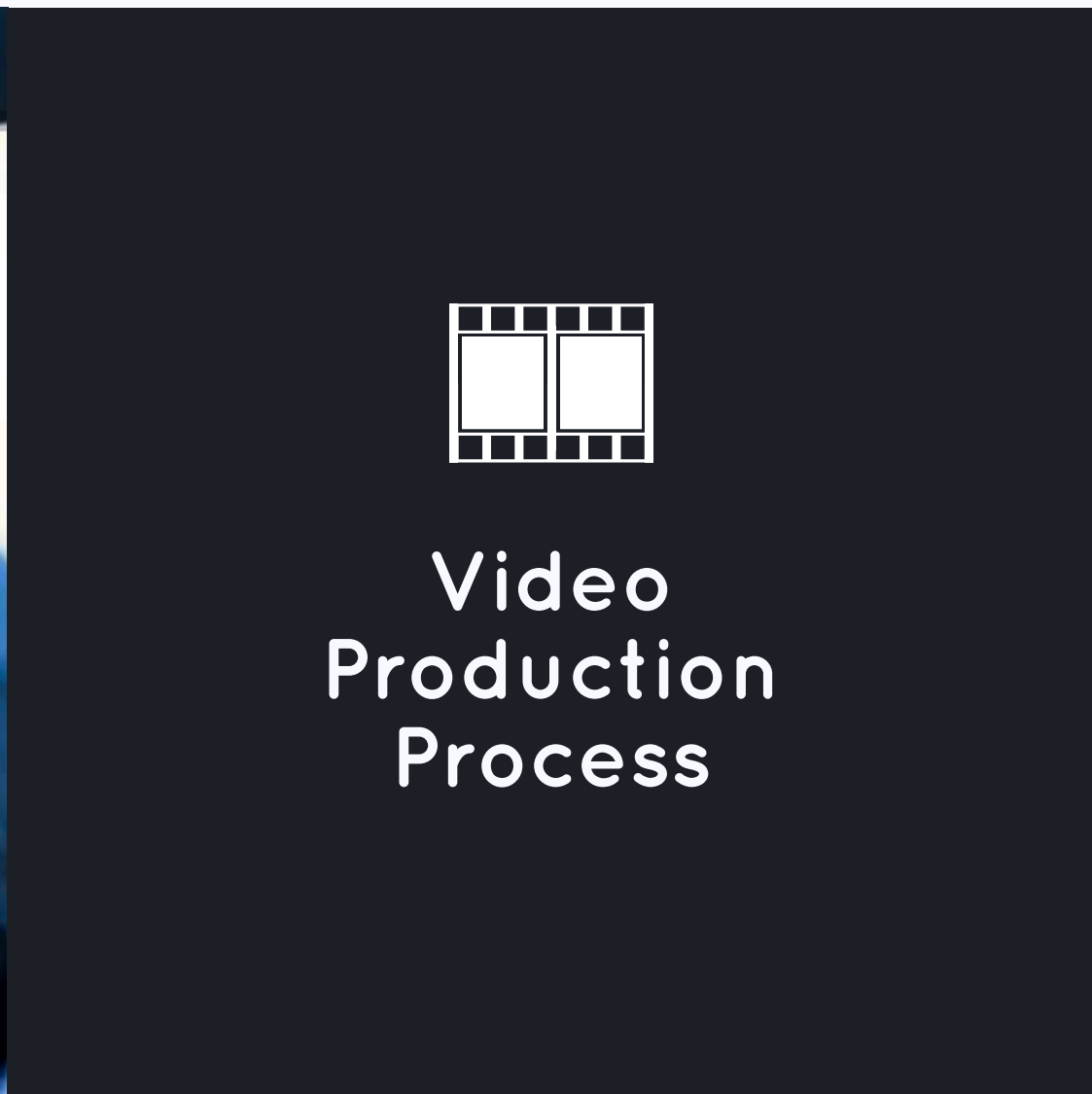
**PRE - PRODUCTION**

We talk with you in advance about your goals for the video & based on that discussion, we brainstorm story ideas that will capture your audience.  
Talk about who we might want to interview for your story



**VIDEO SHOOT**

Visit the location & shoot raw video (b-roll).  
Shoot any interviews we might need.  
Do it all in a way that's non-intrusive & makes everyone feel comfortable



**POST PRODUCTION**

Load all the raw video into the computer. Evaluate & transcribe sound bites gathered during the video shoot.  
Evaluate b-roll that was shot. Create a script aimed at meeting the needs discussed during pre-production & conversations.  
Submit the script to the customer for approval & make any requested changes (when applicable). Edit the video. Color the video.  
Submit the edited video to the customer for approval & make any requested changes (3 rounds). Create final digital file for the client



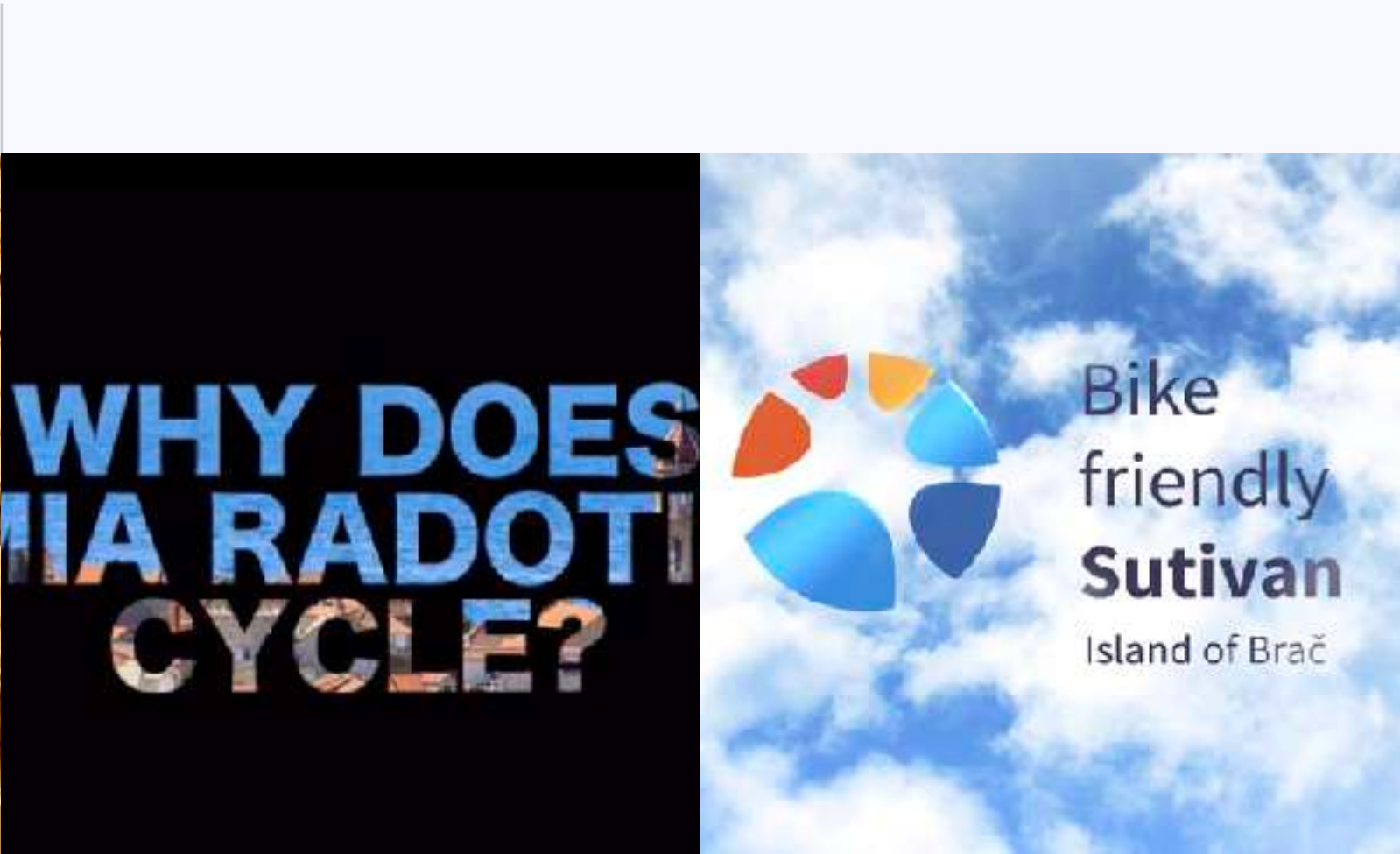


Project 01  
VOICE OVER EXAMPLE



Project 02  
ATTRACTING CELEBRITY EXAMPLE

Project 03  
SPECIAL EFFECTS EXAMPLE



Project 04  
SOUND EXAMPLE





## THE 4<sup>th</sup> WORLD CHAMPIONSHIP IN OLIVE PICKING

4. Svjetsko prvenstvo u branju maslina

— Postira, island Brač, Croatia —

# Tourist Board POSTIRA

In collaboration with the Tourist  
Board of POSTIRA, we created:

## THE FIRST WORLD CHAMPIONSHIP IN OLIVE PICKING

Click on the Images on the right

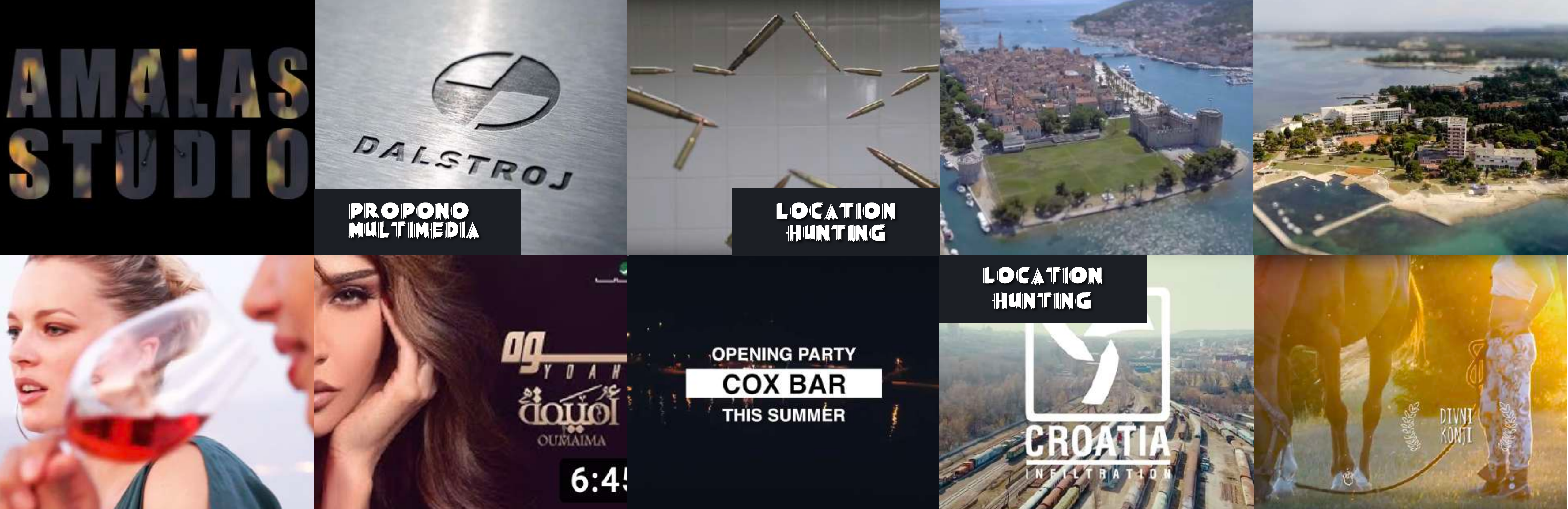
to watch the promo videos.

Click on PDF icon below to

see the Package Concept.







# VISUALISE SUCCESS: GREAT INSIGHT + POWERFUL TECHNOLOGY

We believe in a small & portable production units, which make us flexible throughout the World.



- SONY A7R MARK 4 + OSMO POCKET + DJI OSMO ACTION + PRIME LENSES + RONIN S + DJI PHANTOM 4 PRO + MAC POWERBOOK PRO

**WE R FLEXIBLE & READY TO GO!**





MACCHIATO KOLEKTIV  
video & marketing

## Meet Juka Justinijanovic

Luka is a Marketing Virtuoso & Specialist.  
Him & his team help big & small businesses  
create stunning content & achieve **AMBITIOUS**  
sales & marketing goals. Known for his  
extremely successful sale-driven campaigns with  
Coca-Cola & Carlsberg, we are happy to have  
Luka & his team of Bloggers, Influencers &  
Content Producers, on our team.

2

AWARD WINNING NATIONAL  
MARKETING CAMPAIGNS

100+

ONLINE VIDEOS  
CREATED FOR CLIENTS

110%

CLIENT SATISFACTION



Distinctively building  
& developing premium  
marketing strategies





MACCHIATO KOLEKTIV  
v i d e o & m a r k e t i n g

# DIGITAL MARKETING

All our marketers & social media managers have great knowledge of photography, videography, copywriting & design, which allows us to create valuable content that engages your audience & drives sales.

## 01. The Macchiato Team

The team approaches content creation so that every creator always participates in communication planning, & every piece of content is created specifically for your audience & delivered on online platforms where it can grab your audiences attention.

## 02. Great Value

It is extremely important to us that the customers receive great value & quality of content that clearly communicates the service or product, & communicates in a language that the target group loves & understands.

## 03. Clients Needs

Our creators are also social media managers who have great knowledge of marketing communication, & approach every task with the client's needs always in mind.

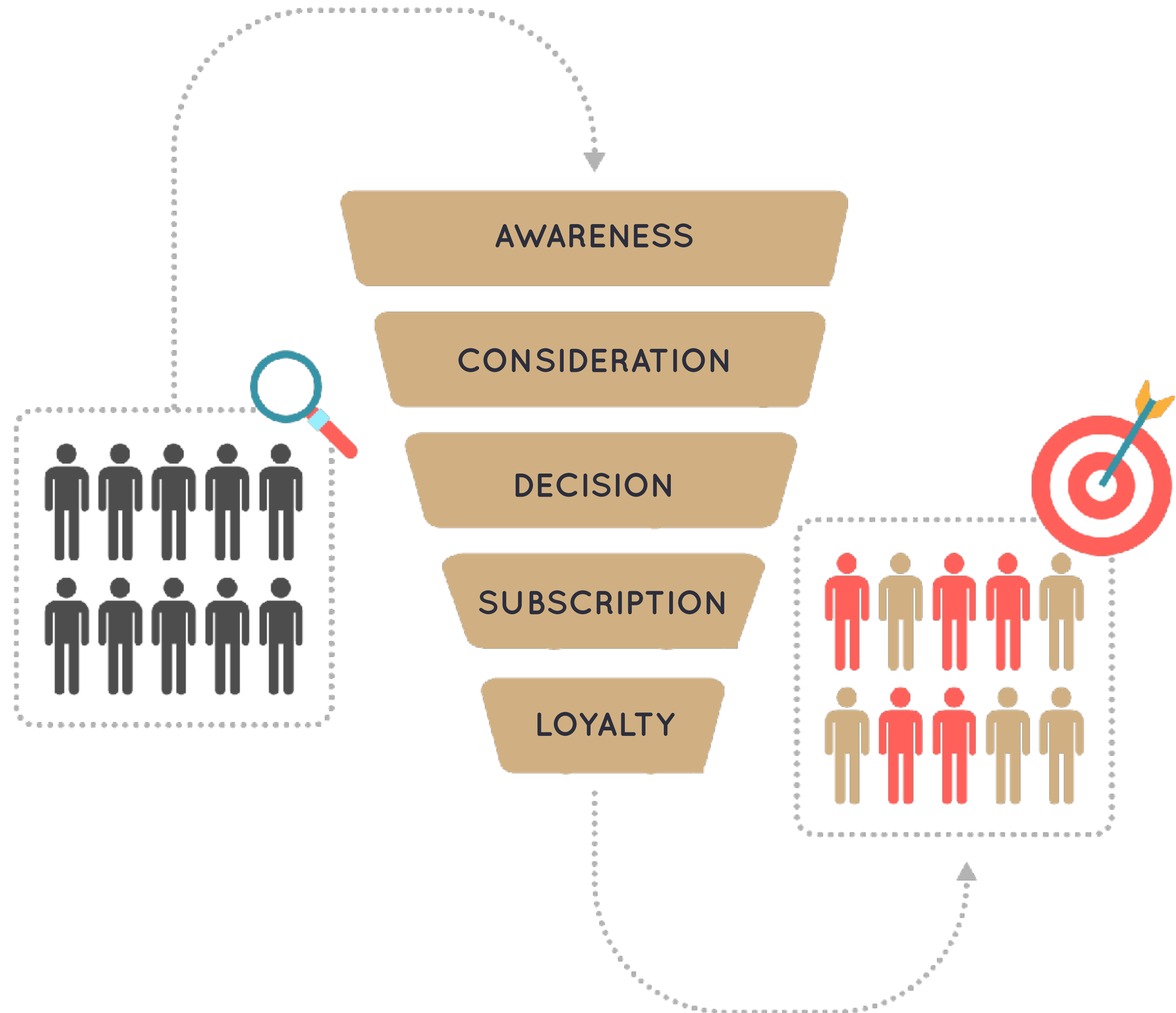




MACCHIATO KOLEKTIV  
video & marketing

# MARKETING STRATEGY

There are no secrets  
to success. The result  
is preparation,  
hard work & learning  
from trying.







FOTO/VIDEO MARKETING  
& DIGITAL MARKETING  
GO HAND IN HAND

With a little thought & creativity, a video marketing message can be just as effective in telling the story of your business, as a blog post enriched with keywords or a social media campaign.

LEVEL 1  
BASIC PACKAGE

**KN 8,000**

10 VIDEOS

Creating, maintaining & optimizing two online campaigns for a month, with the goal of maximum reach

LEVEL 2  
SILVER PACKAGE

**KN 18,000**

20 VIDEOS

Creating, maintaining & optimizing two online campaigns for a month, with the goal of maximum reach

Creating, maintaining & optimizing two online sales campaigns for one month

LEVEL 3  
GOLD PACKAGE

**KN 32,000**

35 VIDEOS

Creating, maintaining & optimizing four online campaigns for two months with the goal of maximum reach

Creating, maintaining & optimizing four online sales campaigns for two months

LEVEL 4  
PLATINUM PACKAGE

**KN 50,000**

60 VIDEOS

Creating, maintaining & optimizing eight online campaigns for two months, aiming for maximum reach

Creating, maintaining & optimizing eight online sales campaigns for two months





**LEVEL 1**  
**BASIC PACKAGE**  
**10 VIDEOS**

Setting up two  
online platforms

Prepare 10 video posts for  
internet platforms & optimize  
for maximum reach

Creating, maintaining & optimizing  
two online campaigns for a month,  
with the goal of maximum reach

Option to activate monthly online  
communication guidance package  
after one month - \$ 2,195 per  
month (50 hours of work)



**LEVEL 2**  
**SILVER PACKAGE**  
**20 VIDEOS**

Setting up two  
online platforms

Prepare 20 video posts for  
Internet platforms & optimize  
for maximum reach

Creating, maintaining & optimizing  
two online campaigns for a month,  
with the goal of maximum reach

Creating, maintaining &  
optimizing two online sales  
campaigns for one month

Option to activate monthly online  
communication guidance package  
after one month - \$ 2,195 per  
month (50 hours of work)



**LEVEL 3**  
**GOLD PACKAGE**  
**35 VIDEOS**

Developing a precise  
marketing strategy

Set up three online platforms  
+ TripAdvisor

Prepares 35 video posts on  
internet platforms and  
optimizes for max. reach

Prepare 30 photo posts on  
internet platforms & optimize  
for max. reach

Creating, maintaining & optimizing  
four online campaigns for two  
months with the goal of max. reach

Creating, maintaining &  
optimizing four online sales  
campaigns for two months

Running all online platforms  
for three months

Option to include a monthly  
online communication guidance  
package after two months



**LEVEL 4**  
**PLATINUM PACKAGE**  
**60 VIDEOS**

Developing a precise  
marketing strategy

Setting up five online platforms

Prepare 60 video posts on  
internet platforms & optimize  
for maxi. reach

Prepare 50 photo posts on  
internet platforms & optimize  
for max. reach

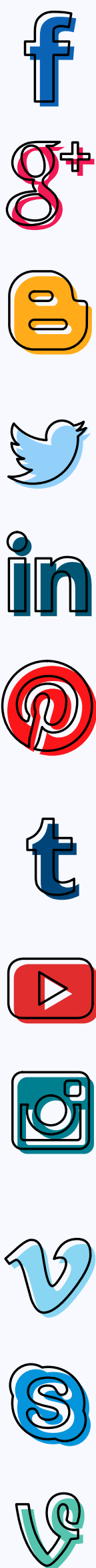
Creating, maintaining, &  
optimizing eight online  
campaigns for three months,  
with the goal of max. reach

Creating, maintaining &  
optimizing eight online sales  
campaigns for three months

Running all online platforms  
for three months

Option to include a monthly  
online communication guidance  
package after three months

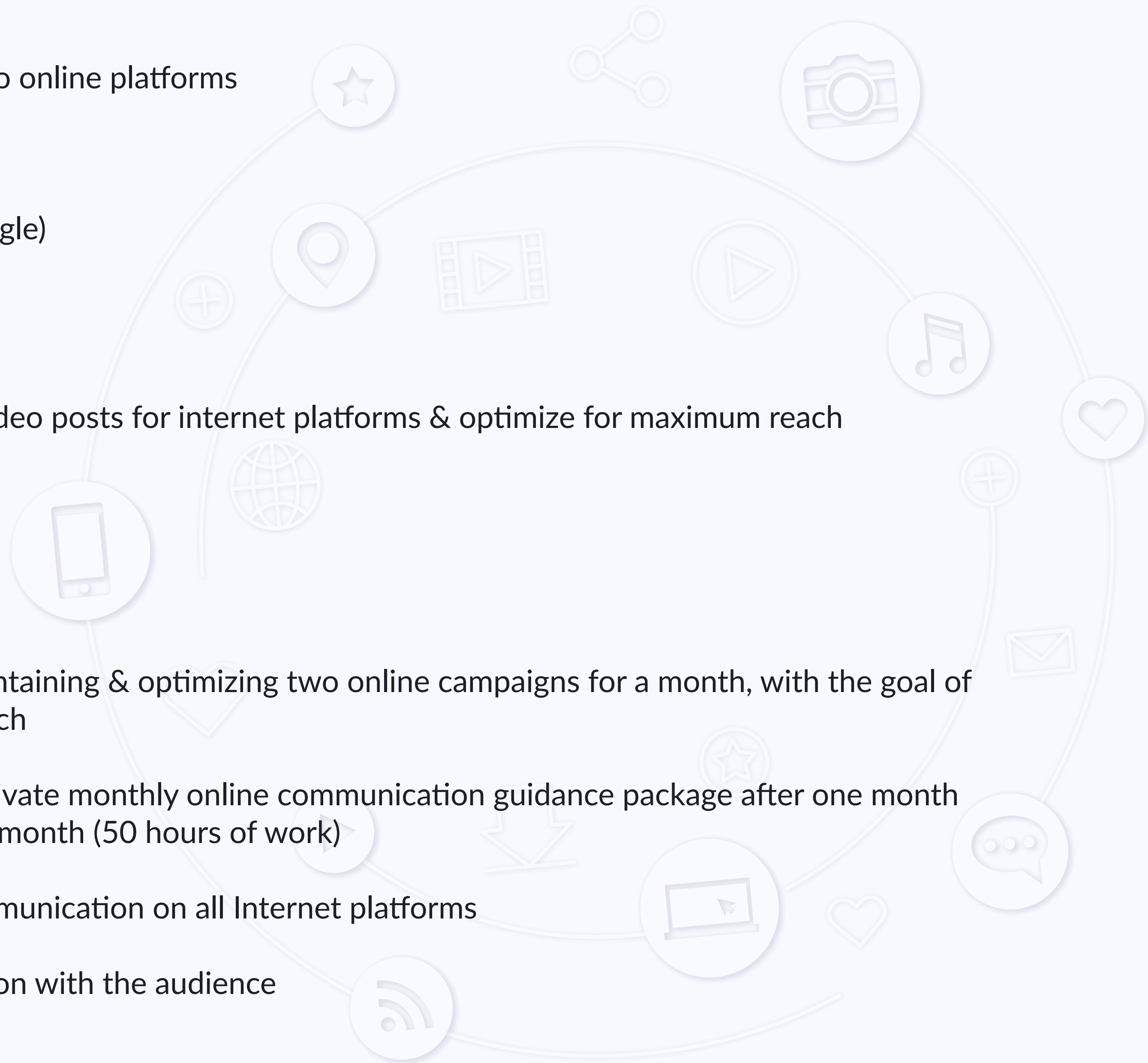




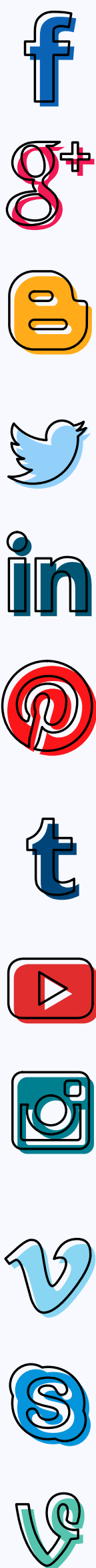
# LEVEL 1

## BASIC PACKAGE

- Setting up two online platforms
  - Facebook
  - Instagram
  - YouTube (Google)
  - LinkedIn
  - TripAdvisor
  - ...
- Prepare 10 video posts for internet platforms & optimize for maximum reach
  - YouTube
  - Instagram
  - Facebook
  - LinkedIn
- Creating, maintaining & optimizing two online campaigns for a month, with the goal of maximum reach
- Option to activate monthly online communication guidance package after one month
  - \$ 2,195 per month (50 hours of work)
- Conduct communication on all Internet platforms
- Editing posts
- Communication with the audience



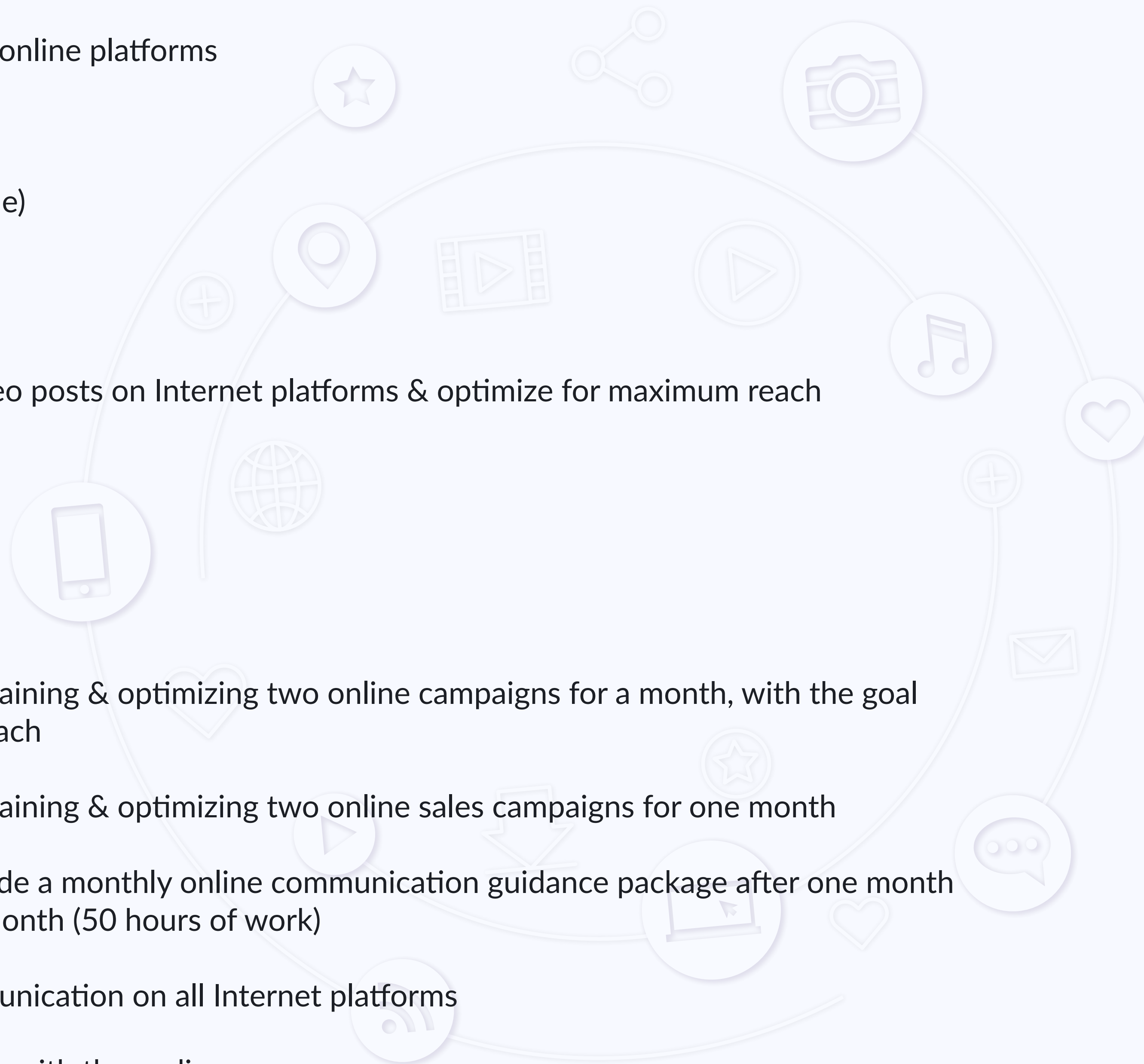




## LEVEL 2

### SILVER PACKAGE

- Setting up two online platforms
  - Facebook
  - Instagram
  - YouTube (Google)
  - LinkedIn
  - TripAdvisor
  - ...
- Prepare 20 video posts on Internet platforms & optimize for maximum reach
  - YouTube
  - Instagram
  - Facebook
  - LinkedIn
  - TripAdvisor
- Creating, maintaining & optimizing two online campaigns for a month, with the goal of maximum reach
- Creating, maintaining & optimizing two online sales campaigns for one month
- Option to include a monthly online communication guidance package after one month
  - \$ 2,195 per month (50 hours of work)
- Conduct communication on all Internet platforms
- Editing posts
- Communication with the audience







## LEVEL 3

### GOLD PACKAGE

- Developing a precise marketing strategy
- Set up three online platforms + TripAdvisor
- Facebook
- Instagram
- YouTube (Google)
- LinkedIn
- TripAdvisor
- Prepare 35 video posts on Internet platforms and optimize for maximum reach
- YouTube
- Instagram
- Facebook
- LinkedIn
- TripAdvisor
- Prepare 30 photo posts on internet platforms and optimize for maximum reach
- Creating, maintaining and optimizing four online campaigns for two months with the goal of maximum reach
- Creating, maintaining and optimizing four online sales campaigns for two months
- Running all online platforms for three months
- Option to include a monthly online communication guidance package after two months  
- \$ 2,195 per month (50 hours of work)
- Conduct communication on all Internet platforms  
Editing posts  
Communication with the audience





## LEVEL 4

### PLATINUM PACKAGE

- Developing a precise marketing strategy
- Setting up five online platforms
  - Facebook
  - Instagram
  - YouTube (Google)
  - LinkedIn
  - TripAdvisor
- Prepare 60 video posts on internet platforms and optimize for maximum reach
  - YouTube
  - Instagram
  - Facebook
  - LinkedIn
  - TripAdvisor
- Prepare 50 photo posts on internet platforms & optimize for maximum reach
- Creating, maintaining, & optimizing eight online campaigns for three months, aiming for maximum reach
- Creating, maintaining & optimizing eight online sales campaigns for three months
- Running all online platforms for three months
- Option to include a monthly online communication guidance package after three months.
  - \$ 2,195 per month (50 hours of work)
- Conduct communication on all Internet platforms
- Editing posts
- Communication with the audience





**BOOKING**

## Booking Regulations

- 60% amount of total payable amount to be paid for confirmed reservation.
- 40% on delivery date



## CONTACT

Hani Salama

[www.amalasstudio.com](http://www.amalasstudio.com)

[www.yalla.holiday](http://www.yalla.holiday)

+385 95 865 2988

[amalasstudio@icloud.com](mailto:amalasstudio@icloud.com)

## CONTACT

Luka Justinijanovic

[www.macchiatokolektiv.com](http://www.macchiatokolektiv.com)

+385 91 4483 303

[luka@macchiatokolektiv.com](mailto:luka@macchiatokolektiv.com)

85%  
EMOTIONS

100%  
LOVE

110%  
DEDICATION

