



# VIDEO PRODUCTION

MUMBAI . BANGALORE . DELHI NCR  
[www.orangevideos.in](http://www.orangevideos.in)



**CREATIVE  
VIDEO PRODUCTION**  
*with*  
**STRATEGIC  
MARKETING THINKING**



Go ahead and ask.  
We know you're curious.

## WHY ORANGE VIDEOS?

Most companies waste time and finances on marketing material that doesn't work or deliver conversions. Our belief is that whatever you wish to say, it can be said better through videos.

Our mission is to create videos at an affordable cost - videos that drive results and empower you to be confident that your marketing material is working.

Orange Videos brings a unique style to video marketing by following the latest trends in design and visual communications. We approach each project in a fresh, comprehensive, and sophisticated manner to deliver standout, one-of-a-kind videos that taste different.





## AGENCY PROFILE

We're video production agency helping businesses and brands achieve their goals with video.

### PAN INDIA OPERATIONS

Orange Videos started as a Mumbai-based video production company. Now we work across India after opening our offices in Bangalore & Delhi NCR.

### FOUNDED IN 2016

We began as a video production arm of our parent agency Futuready Media (an award winning, full service digital agency).

### OVER 120 CLIENTS

We have worked with some of the biggest brands in India, working on a wide range of projects.



# OUR APPROACH

Big production house capabilities, boutique studio advantages.



We meet  
**DEADLINES**

We exceed  
**EXPECTATIONS**

We keep people happy by doing the  
**LITTLE THINGS RIGHT**  
and the  
**BIG THINGS BETTER**

# EFFECTIVE VIDEO COMES IN 3 PARTS.

And we do it all.



## STRATEGY

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Goal setting is essential for any successful video project. We'll craft you a perfect video strategy with the right targeting, tactics and messaging to help reach your goals.



## PRODUCTION

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Like a fine suit, we tailor-make video to meet your objectives. From solid research to the creative approach, from script to storyboard, we'll handle everything.



## MARKETING

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Video is only successful if it's seen, but views are just the start. We'll distribute your video content to hit your targets and help you get the most out of your budget.

# OUR SCOPE



## VIDEO STRATEGY

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- Goal setting
- Target audience
- Creative strategy
- Budgeting



## LIVE SHOOT

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- Ad films / DVCs / commercials
- Corporate videos
- Testimonial videos
- Brand videos
- Product videos
- Documentaries
- Aerial videography



## ANIMATION

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- 2D / 3D videos
- Explainer videos
- AR / 360 videos



## PHOTOSHOOTS

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- People profiles
- Product photo shoots
- Lifestyle photo shoots



## VIDEO MARKETING

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- Video distribution
- Measurement of results

# OUR PROCESS



## DISCOVERY

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- Briefing
- Concept development
- Quoting



## PRE-PRODUCTION

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- Scriptwriting
- Storyboarding
- Shot listing
- Location scouting / studio hire
- Talent and crew selection



## PRODUCTION

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- Filming
- Voiceover recording



## POST-PRODUCTION

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- Editing
- Motion graphics and special FX
- Animation
- Music (original or library)
- Final edit, grade, mix and master



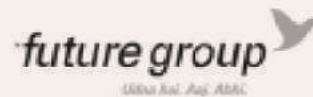
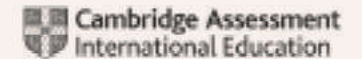
## DISTRIBUTION

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- DVD design/ duplication
- Website upload



# OUR CLIENTS



# WHAT WILL YOU GET

A team of dedicated video makers: No matter the scope, every project is customized, and we provide the best team/crew for your specific video.



## COMMITTED PROJECT MANAGER

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A project specialist will always be available if you have questions, concerns, or tough deadlines. He'll hear you out and make sure the rest of the team is following your directions.



## DEDICATED CREATIVE PRODUCER

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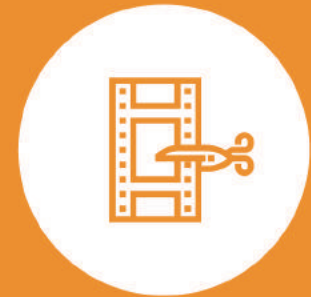
The creative producer understands your guidelines, marketing strategy, previous works, and video references. This producer will develop an approach for your main visual communication and make sure it stays cohesive throughout the project.



## PROFESSIONAL PRODUCTION CREW

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Our production crew will pick the perfect set of film specialists and gear to maximize the quality of the production, while staying within your budget.



## EXPERIENCED VIDEO EDITOR

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Our senior editor will determine the most suitable style for your video. He'll make sure we're on the same page by providing two rounds of post production edits and comments.

# OUR WORK





# VIDEO STRATEGY



## ANUNTA TECHNOLOGIES (IT Services)

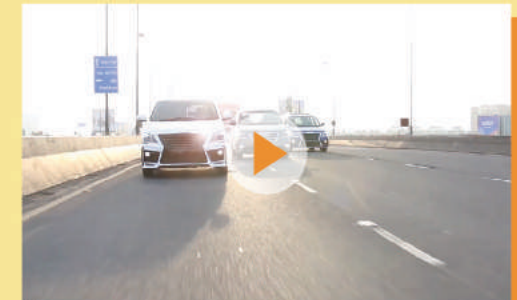
### 2D ANIMATION

Anunta is a highly specialized cloud services company, focused on end-user experience management in enterprise environments. Our video strategy comprised of creating awareness about its products through highly engaging 2D explainer videos. These videos captured Anunta's promise by putting the end-user experience at the center of every communication.

When a premium car garage came to us for a single modification video, we convinced it to look at video marketing as a strategy to win over new customers. Our team spent days to create, promote, and optimize sleek video content to grow the brand, generating an insane amount of leads and tremendous ROI on marketing investments.

## AUTOROUNDERS (Car Mechanics)

### CASE STUDY VIDEOS



In the world of DBS



## DBS BANK (Financial Services)

### DOCUMENTARY VIDEOS

To showcase the journey of Social Enterprises supported by DBS Bank, we created a series - Portraits of Purpose (PoP). Each video talked about the dedication, passion and a sense of belief that drives each of these social entrepreneurs. These stories conveyed how perseverance backed by innovative sustainable solutions can emerge triumphant over social and economic challenges that confront our society.

# CORPORATE VIDEOS



## **FUTURE SUPPLY CHAIN** *(Logistics & Supply Chain)*

### **LIVE ACTION**

A corporate video for one of India's largest organised third-party supply chain and logistics service provider.

The exhaustive shoot captured automated and IT-enabled warehousing, distribution and other logistics solutions.

To showcase the pan-India network, we spent 2 weeks with the team at 5 warehouse locations. Capturing who they are and what they do.

## **KARNAVATI UNIVERSITY** *(Education)*

### **LIVE ACTION**

Our client Karnavati University knew they wanted something to tell the story of students and faculty while also showcasing the USPs of the private university.

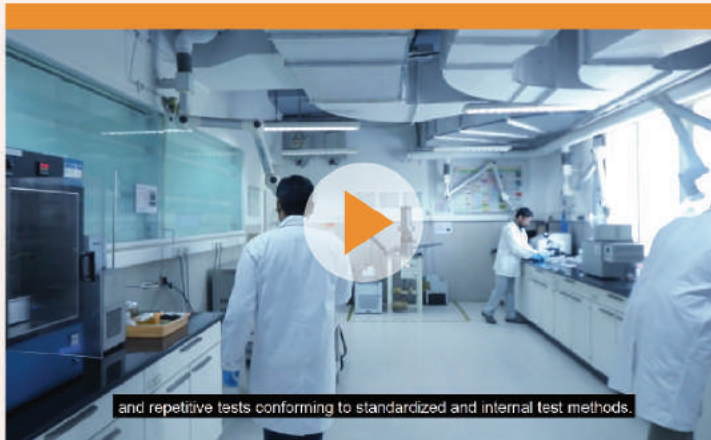
We suggested a first person narrative that showed the campus, the facilities, the culture and the academic rigour of the place.

Our process involved creating a script structure, choosing the right faces to be on camera and scanning the entire campus for shots that would add meaning to the video.





# CORPORATE VIDEOS



## **TOTAL** *(Oil & Gas)*

### **LIVE ACTION**

Total's Technical Centre for Asia Pacific (TCAP) is a world-class lab that operates research and technical support for analyzing, testing and development of Lubricants, Special Fluids, and Additives for fuels.

Our video showcased all the modern and cutting-edge equipment, providing a glimpse into the R&D work done by the team in different areas.

## **SCHINDLER** *(Engineering)*

### **LIVE ACTION**

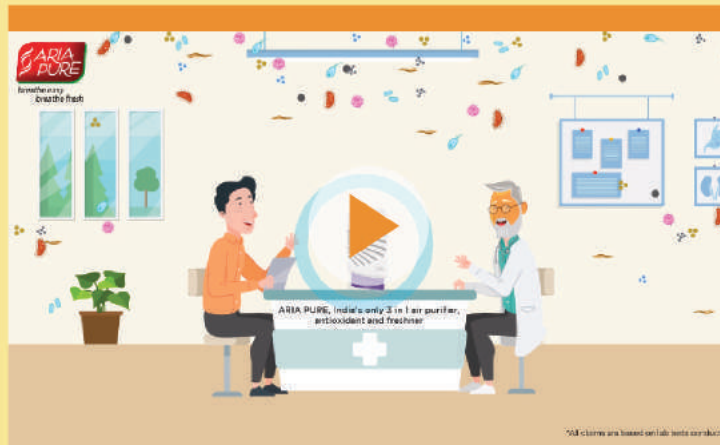
Corporate videos that focus on people and culture are a joy to create. Schindler India wanted the video to capture the human stories that resonated with the values of the global company.

We know a testimonial video's strength is its focus on the subject's emotions. Our video strung together 4 such stories that created an emotional connection with the audience.





# PRODUCT VIDEOS



## ARIA PURE (FMCG)

2D Animation

Ariapure is a company that specialises in creating portable air fresheners and purifiers.

Their incredible air purifier contains nanoparticles that helps us breathe better. We created a 2D animation video to emphasize this technology.

We also created multiple short edits of the main video to be showcased across all digital platforms. These videos were created in both English as well as Hindi to cater to a wider audience.

## CMS (Financial Services)

Live Action

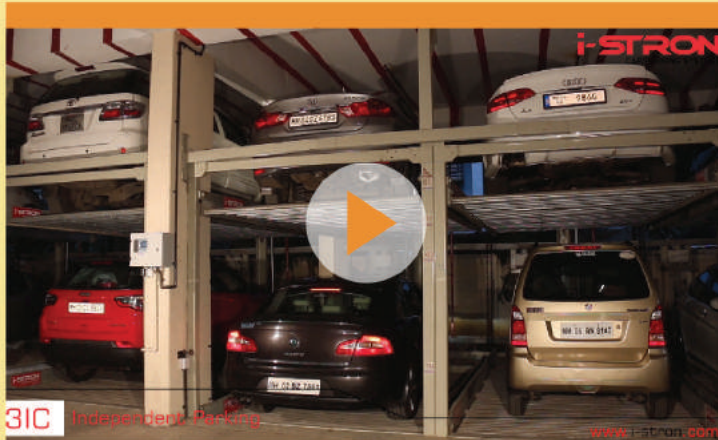
When CMS was launching an innovative automatic retail cashier machine, it wanted to showcase the intuitive interface of the new product prototype.

We created a video that would help them pitch their product to potential customers and help them see the value in it.

The solution: a product walkthrough, a combination of the use cases, the technological features of the product, and the benefits that it would bring to the users.



# PRODUCT VIDEOS



## i-STRON (Parking Systems)

Live Action

i-Stron is India's leading manufacturer of car parking systems. The company wanted a video to communicate their expertise and experience arising from 15,000 platform installations in over 300 projects.

Our product video showed the architectural planning by the in-house design team, manufacturing facilities using modern engineering techniques, and installation and AMC services - to position the company as an end to end services provider in parking systems.

## NILKAMAL (Plastics)

Live Action

Nilkamal is an undisputed leader in the moulded plastic market and when the marketing team was launching a new foldable crate system, they approached us for a sharp product video.

To get a beautiful and professional look, we relied upon our technical team to work magic with lights, camera movement, infinity background and stylized reveal of the products details.

The final edit was created with fast cuts, informative graphics and edgy beats, to the satisfaction of the client.





# AERIAL VIDEOGRAPHY & PHOTOGRAPHY



## JMC PROJECTS (Infrastructure Developer)

Factories, under construction sites & completed projects  
Mumbai | Navi Mumbai | Bangalore | New Delhi

## EMMBI (Manufacturing)

Farm ponds, villages, highways  
Satara | Aurangabad | Jalgaon | Yavatmal



## GOVARDHAN ECOVILLAGE (Resort)

Hospitality, accomodation, ayurveda spas, yoga classes,  
cattle shed, river, farms, villages  
Palghar | Maharashtra

## SUNTECK REALTY (Real Estate)

Under construction sites, completed projects,  
sales exhibition & corporate office  
Mumbai





# 2D/3D ANIMATION



## ABRE ADVISORS (Business Consulting)

2D Animation

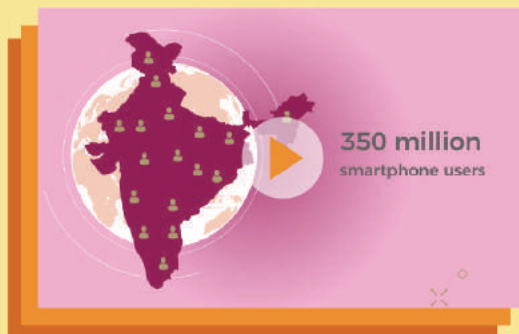
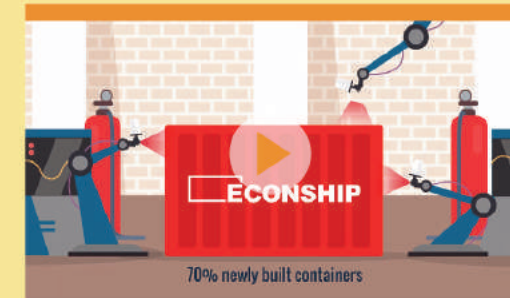
Like any good explainer video, we setup the problem and made sure the pain points would resonate with the target audience – lack of a sound business model, insufficient access to capital and on-existent business plans - and set up AbRe as the right partner. The colorful 2D illustrations and flowing transitions help retain viewer engagement and deliver a compelling message.

## ECON SHIPPING (Shipping & Logistics)

2D & 3D animation

With this old client, we took a new, different approach to the execution of a technology video. We used a new approach called pseudo 3D. We created graphics to look 3D but animated them using 2D techniques. What is so groundbreaking about this approach you ask? It cost about half of what 3D would cost, but looks just as professional.

Win-win!

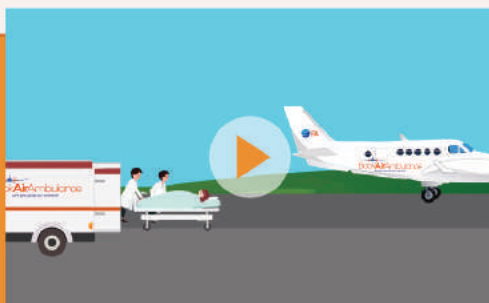


## MALABAR GOLD & DIAMONDS (Jewelry Retail)

2D animation

A series of high quality, engaging explanatory videos to showcase its enterprise mobile app, M-connect. We had less than 3 weeks to deliver 3 videos. There was no time to commit errors and rectify. We started off by creating small 15 second samples and let the client gauge our understanding, capability, professionalism, timeliness and adherence to brand guidelines.

# EXPLAINER VIDEOS



## BOOK AIR AMBULANCE (Business Consulting)

### 2D ANIMATION

Our videos brought out the USPs of this world-class, easily accessible and affordable airport-to-airport emergency medical air evacuation service through 2D animation. Thanks to our explainer videos, Book Air Ambulance was able to create instant connect and recall in the minds of its audiences.

## DR. STORE (Business Consulting)

### 2D & 3D ANIMATION



Going to the drawing-board on this project, we had one goal in mind: to educate mid-funnel prospects on what Dr Store unique and schedule a sales call. We wanted to show how Dr Store was revolutionary offering in the pharma industry. Not to mention it solves a whole bunch of order management issues pharmacists encounter on a daily basis.



## REMIIDIO (Business Consulting)

### 2D ANIMATION

Remidio developed NM Fundus On Phone - the world's first smartphone based, Infrared enabled Ophthalmic camera. To showcase this innovative solution, we created a sleek explainer. The beautiful device was shown in a modern environment that would match it's caliber. The focus was to capture its capabilities and speed while making the science behind it simple to understand.



# DIGITAL AD FILMS (DVCS)



## MAHINDRA FINANCE

*(Financial Services)*

3D Animation

We stepped into a whole new segment with this video, and we couldn't be more excited about the results that we were able to witness. In order to create an impactful commercial, we iterated to filter the core message and delivered a memorable ad film.

## iBALL

*(Consumer Products)*

2D Animation

They say good things come in small packages. Our work for iBall was a short 2D animation video that had to talk about the new mesh routers introduced by the brand. The animation was minimal but right on point. When everything in the process came together, we were able to deliver a bang on video.

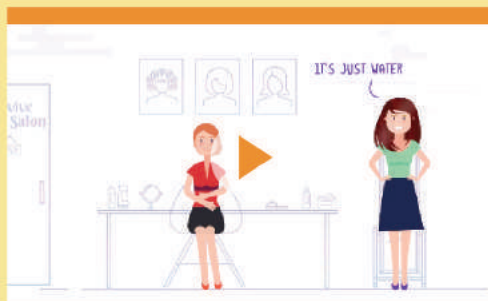


## ZERO B WATER PURIFIERS

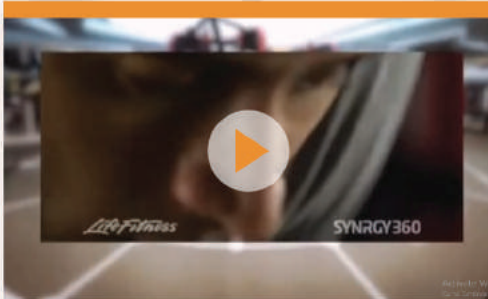
*(Consumer Products)*

2D animation

A video created on the basis of a radio jingle of one of our esteemed clients - Zero B (Ion Exchange of India). The ad talks about Autosoft, a water softener and how it makes hair smooth and soft. Powerful voice and simple visuals being the twin highlights.



# CASE STUDY VIDEOS



## 48 FITNESS (Fitness)

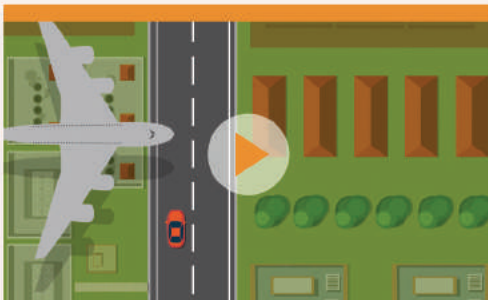
### SIMPLE ANIMATION

48 Fitness is a premium fitness center in Mumbai. Frequented by A-list celebrities and Bollywood stars, their online platform enables members to book daily experiences. This case study video will enable you to understand their technology, their methods and how they managed to turn the gym experience into a hassle-free affair.

## BSES (Power Utility)

### 2D ANIMATION & INFOGRAPHICS

The strategy team at BSES, Delhi's largest power distribution company, was looking to create a promo video that showcased their annual social media reputation management scorecard. We made sure to mention the key highlights and to feature how key indicators were delighting the end customer with a seamless approach to complaint resolution.



## MINISTRY OF ROAD TRANSPORT & HIGHWAYS (Government)

### GRAPHIC ANIMATION

As one of the most impactful ministries of the Government, the road transport ministry wanted to reach out to people and educate them about the scale of work being done. We created this review video to assist in their quest!



# PHOTOSHOOTS



## **ECON SHIPPING** *(Shipping & Logistics)*

Corporate Headshots | Business Photoshoot



## **SUPREME PLASTICS** *(Plastics)*

On-site Product Photography  
Ecommerce Photoshoot  
Lifestyle Photography



## **FUTURE SUPPLY CHAIN** *(Logistics & Supply Chain)*

Industrial Photography | Corporate Photography



## **MALABAR GOLD & DIAMONDS** *(Jewelry Retail)*

On-site Product Photography  
Ecommerce Photoshoot  
Lifestyle Photography

# PHOTOSHOOTS



## **ECON SHIPPING** *(Shipping & Logistics)*

Corporate Headshots  
Business Photoshoot



## **COSMIC BYTE** *(Consumer Electronics)*

Product Photography & Videography  
Lifestyle Photography



## **BARING PRIVATE EQUITY** *(Finance)*

Corporate Headshots





# OUR PACKAGES

Please contact us for custom requirements.

SLIDESHOW VIDEO

₹ 40K

(1 min)

MIXED MEDIA VIDEO

₹ 60K

(1 min)

WHITEBOARD VIDEOS

₹ 60K

(1 min)

2D ANIMATION

₹ 90K Onwards

(1 min)

based on the complexity expected

3D ANIMATION

₹ 1.5 lacs

(1 min)

based on the complexity expected

SHOOT CHARGES

₹ 1.44 lacs

(1 day)

based on various factors



## CONTACT



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