

A close-up, slightly blurred photograph of a Canon video camera. The camera's LCD screen is the central focus, displaying a smiling man in a dark suit and light blue shirt. The camera's various controls, including buttons for 'MENU', 'INFO.', 'RATE', 'MAGNIFY', 'PLAY', and 'DELETE', are visible around the screen. The background is dark and out of focus, suggesting an indoor setting with some lights.

KINETIC MARKETING & CREATIVE.

VIDEO CAPABILITIES

KINETIC OVERVIEW.

(406) 534-2140 | kineticmc.com

117 N. Broadway
Billings, MT 59101

ABOUT

Since 2007, Kinetic Marketing & Creative has served clients with cutting-edge marketing communications and strategy.

Whether you want to build your online presence with a website or video, communicate better with your target audience, or need a print collateral piece to place in your prospective customer's hands, we can plan, write, design and produce it.

CAPABILITIES

- Application Development
- Branding & Logo Design
- Copywriting
- Crisis PR
- Email Marketing, Strategy & Deployment
- Event Planning
- Graphic Design
- Internal Communications
- Marketing Automation
- Media Buying & Planning
- Online Community Management
- Public Relations
- SEO
- Social Media Strategy & Development
- Strategic Planning
- UX
- Video & Radio Production
- Web Design

OUR CAPABILITIES.

As a full-service agency, Kinetic has years of video production experience that ranges from short commercials to full-scale culture and capabilities videos.

Clients have used these videos to tell their stories with the help of Kinetic, and we hope to do the same for you.










HOW WE WORK.

We aim to be an extension of your company, where your needs are now our needs, your goals are now our goals and your customers are our customers! From the start of our work together, we will assess KPIs, determine project goals and timelines and make recommendations that we feel will bring your company to the next level. We don't believe in a one-size fits all marketing tactic, and we customize our work to each client's needs.

Throughout a project's life your Account Director will be in constant communication with you to notify you of project scope, schedule updates and more. This means, we like to hear from you!

We are in this partnership to WIN, and our goal is to exceed your expectations.

VIDEO DELIVERY PROCESS.

	ACTIVITIES	DELIVERABLES
 Kickoff	<ul style="list-style-type: none"> • Internal kickoff • Assign team • Research/review project • Set up project 	<ul style="list-style-type: none"> • Statement of work • Internal set up
 Discovery	<ul style="list-style-type: none"> • Gather project details • Explore shot opportunities • Understand constraints • Identify creative needs • Establish project scope 	<ul style="list-style-type: none"> • Creative Brief • Discovery doc • Budget check • Gantt
 Strategic Planning	<ul style="list-style-type: none"> • Develop storyboard • Concept script writing • Identify shots, stock • B-Roll videography • Identify equipment needs • Coordinate people, props, places • Logistic pre-production 	<ul style="list-style-type: none"> • Script • Storyboard • Design concepts • Equipment list • Style sheet • Gantt • Budget check
 On Location Shoot	<ul style="list-style-type: none"> • Execute video per project details 	<ul style="list-style-type: none"> • Shot list • Production packet • Style sheet • Interview questions
 Post Production	<ul style="list-style-type: none"> • Load and sort footage • Editing • Project acceptance • Final video delivery 	<ul style="list-style-type: none"> • Gantt • Video review • Change order • Music acceptance • Voice over acceptance • Content audit • Closeout doc



VIDEO DESIGN AND DEVELOPMENT

The tried and true stages the Kinetic team works through to ensure our video projects are well strategized and organized, and the final product is a beautifully constructed video. While the specific activities within each phase may change, each is necessary to support the production of the final video. Kinetic fully believes that a great video starts with a solid foundation of strategy and planning.

VIDEO EXAMPLES.



ANIMATED VIDEO

Animated videos can easily explain something step-by-step, give a walkthrough of a new product or technology, or just tell a story. Utilizing a powerful and cost-effective technique, Kinetic will plan, script and illustrate to provide our clients with the video that meets their needs.

WHITEBOARD OR OTHER ANIMATED VIDEO WITH VOICE-OVER

LENGTH: 1 MINUTE

STYLE: WHITEBOARD ANIMATION

EX: HEALTHY BY DESIGN ACES CAMPAIGN 

ANIMATED VIDEO WITH SCREEN CAPTURE

LENGTH: 3 MINUTES

STYLE: ANIMATION

EX: EBMS MIBENEFITS WALKTHROUGH 



SPECIALTY STOCK VIDEO

An alternative to animation is the use of stock videography. This allows the story to be told with live video, but does not incur the cost of production days and equipment. The process of planning and strategy remains the same, but the real work comes with searching the right clips and building a video in the editing bay with purchased clips. While this method certainly has limitations—think finding just the right video—it is a great option to create content for your business.

SPECIALTY STOCK VIDEO

LENGTH: 1 MINUTE

STYLE: PURCHASED AND EDITED STOCK VIDEO

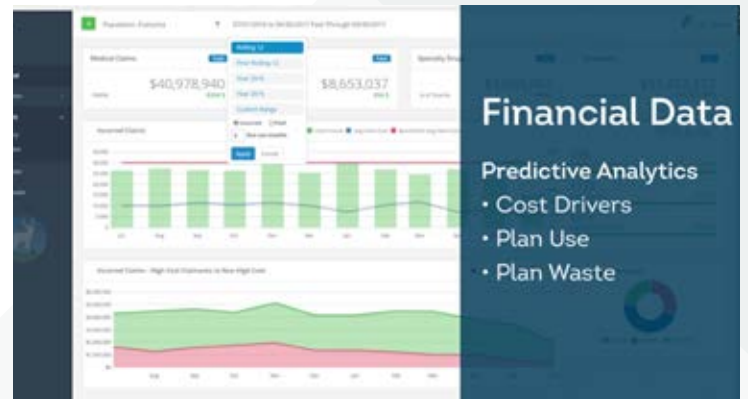
EX: HOME SCIENCE TOOLS 

STOCK VIDEO WITH GRAPHICS

LENGTH: 5 MINUTES

STYLE: EDITED STOCK WITH GRAPHICAL ANIMATIONS

EX: EBMS FUTURE OF TPA 



Solid Foundation | Vision | Expertise

SUPPLIED VIDEO PRODUCTION

In some cases, clients own existing video and want to use it to the fullest extent. Supplying existing footage (typically B-Roll) is viable to cut and build a new video. Kinetic can review the existing footage, edit to build a new story, and even piece in stock video to bolster what video footage may be missing. These videos are a cost-effective way to build content without incurring shoot-day production or equipment costs.

SUPPLIED VIDEO PRODUCTION

LENGTH: 1-2 MINUTES

STYLE: EDITED VIDEO SUPPLIED BY CLIENT WITH
ASSISTING GRAPHIC DESIGN

EX: LOENBRO MOTORSPORTS 



CUSTOM VIDEO PRODUCTION

Kinetic has the capabilities to produce high-production value, fully custom videos. These are some of our favorite projects due largely to the fact that we are able to partner with our clients on a whole new level. The strategy and planning that a custom video entails is broader and deeper, and our skills as a production team are highlighted. These videos are high-effort—and worth it. We use custom video to tell our clients' stories, breathe life into their cultures and show—firsthand—their capabilities.

CUSTOM VIDEO PRODUCTION

LENGTH: 30 SECONDS

STYLE: CUSTOM INTERVIEW, MUSIC BED AND GRAPHIC DESIGN

DETAILS: TWO DAY, ON LOCATION VIDEO SHOOT WITH CAMERA AND 2 PERSON SHOOT

EX: EXTRANOMICAL TOURS 



CUSTOM VIDEO PRODUCTION continued

CUSTOM VIDEO PRODUCTION

LENGTH: 3 MINUTES

STYLE: CUSTOM INTERVIEW, CUSTOM B-ROLL SHOWCASING CULTURE

DETAILS: 2-DAY, ON-LOCATION VIDEO SHOOT WITH CAMERA, SOUND, LIGHTING AND 5-PERSON CREW

EX: FRONTIER STORY [▶](#)

CUSTOM VIDEO PRODUCTION

LENGTH: 3 MINUTES

STYLE: CUSTOM INTERVIEW, CUSTOM B-ROLL SHOWCASING CAPABILITIES

DETAILS: 4-DAY, ON-LOCATION VIDEO SHOOT WITH CAMERA, SOUND, LIGHTING AND 5-PERSON CREW; 3 LOCATIONS

EX: LOENBRO CAPABILITIES [▶](#)



HOUSEKEEPING.

REVISIONS

Unless otherwise agreed upon in advance, there will only be one round of revisions allowed per deliverable.

A “revision” is defined as a change to copy, graphic elements or design that moderately impacts the proposed content, layout, functionality or time allotted for the work project.

Changes for a revision should be communicated to Kinetic in person or in one single email (not multiple emails).

If you request significant changes or new concepts, there will be additional charges and a delay in the delivery schedule. Your Account Director will review revision requests and determine scope of revisions.

DELAYS

Delays consist of anything that can significantly slow down the process of creating a deliverable by Kinetic.

What this means in terms of work flow

If projects get delayed, the impact on schedule and flow might be more significant because you can “lose your place in the queue” with our team, due to their busy schedule.

What this means in terms of scope

Delays might mean that our team is left wondering about a project’s timeliness or its scope. Or delays for a public-facing event, for example, can lead to more “rush job” time and increased cost to you.

HOW CAN WE MAKE YOUR NEXT VIDEO PROJECT A SUCCESS?

(406) 534-2140 | kineticmc.com
117 N. Broadway
Billings, MT 59101

