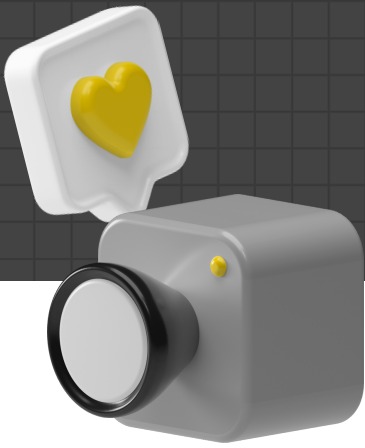


VIDEO CALL BRANDING PACKAGES

2022





OVERVIEW

VIDEO CALL BRANDING FOR POLITICAL
CAMPAIGNS, CANDIDATES, & STAFF



VIDEO CALL BRANDING

NO GREEN
SCREEN NEEDED

NO
UNPROFESSIONAL
PIXELATION

TV PRODUCTION
INTERFACE

REMEMBERABLE
EXPERIENCE

PROFESSIONAL
INTERFACE

DISPLAY WEBSITE,
SOCIALS, ETC



OVERVIEW

VIDEO CALL BRANDING FOR POLITICAL CAMPAIGNS, CANDIDATES, & STAFF

GOLD PACKAGE

PLATINUM PACKAGE

DIAMOND PACKAGE

ALL PACKAGES INCLUDE:

- Kick-Off Meeting to Discuss Vision
- Tutorial Set-Up and Usage Meeting + Recording
- Graphic Design Touch-Ups of Existing Assets
- Rapid 3-Day Design Delivery
- Dropbox Delivery of All Assests
- Video Call Platform Set up
 - Up to 3 of your Choosing
 - Ex: Zoom, Meets, etc.
- & No Green Screen Headaches!
- Remote Desktop Control Install Option
- Drive-Up Install Option for \$0.55/mile
- Tailoring to Campaign Branding Guidelines



GOLD PACKAGE

1 Install

1 Full Revisions of Theme/Format

3 Scenes

4 Weeks of Scheduled Updates/TA



HOLD/ AWAY SCENE

- Photo of Candidate
- Name of Candidate
- Website & Socials
- Color Scheme Branding
- District Number
- Logo
- Merchandise Slide Shows

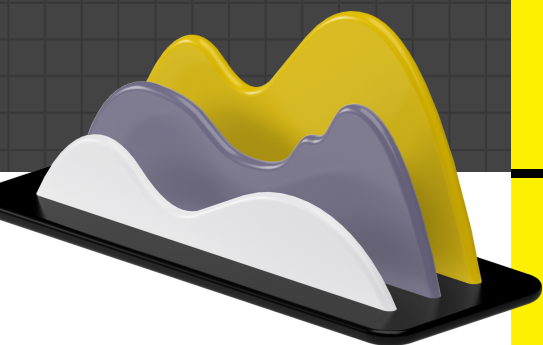
FULL SCREEN SCENE

- Animated Webcam Frame
- Name of Candidate
- District Number
- Logo
- Ticketer Option

SCREEN SHARE + CAM SCENE

- Display Capture Integration
- Your webcam on screen during your screen sharing
- Display your monitor, Select Browsers, or Programs
- Campaign Branding

**Services can vary based on agreed upon scope of work*



PLATINUM PACKAGE

■ 3 Installs

■ 2 Full Revisions of Theme/Format

■ 6 Scenes

■ 6 Weeks of Scheduled Updates/TA



IN-SESSION SCENES

- Logo of Chamber
- Yay Vote
- Nay Vote
- Color Scheme Branding
- District Number
- Candidate Name

ACCOMPLISHMENT/ PLATFORM SCENES

- Animated Webcam Frame
- Relevant Symbols
- Camera Overlay
- Brief text next to symbols
- Website +& Socials

ONE CUSTOM SCENE

- Full Revisions
- # of Weeks Tech Assistance
- Ticketer Option
- Custom Stringer Transition

**Services can vary based on agreed upon scope of work*



DIAMOND PACKAGE

6 Installs

3 Full Revisions of Theme/Format

7 Scenes

8 Weeks of Scheduled Updates/TA

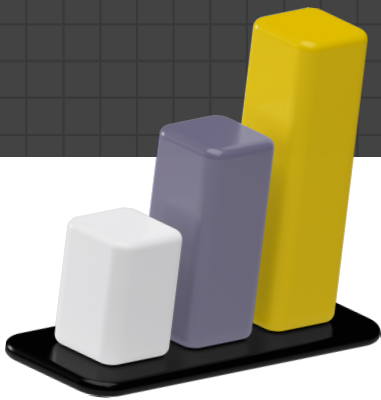


SCENES

- Hold/ Away Scene
- Full Screen Scene
- Screen Share + Cam
- How to Volunteer Scene
- Platform / Accomplishment Highlight Scene
- 2 Custom Scenes

**Services can vary based on agreed upon scope of work*











COMPARE

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

GOLD

PLATINUM

DIAMOND

	Template Scenes	3	5	5
	Custom Scenes	0	1	2
	Installations*	1	3	6
	Full Revisions of Theme/Format	1	2	3
	Weeks of Scheduled Updates / TA	4	6	8
	Ticketer Option	Add On	✓	✓
	Cost	\$500	\$799	\$999

**extra \$25 per MacOS installation due to extra required supplemental software*















ADD-ONS/FEATURES

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

ADD-ONS

COST

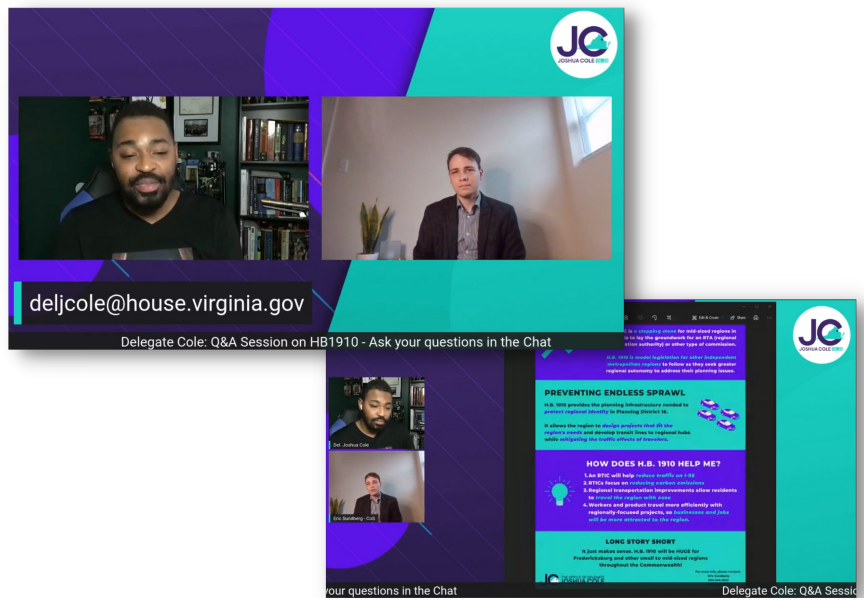
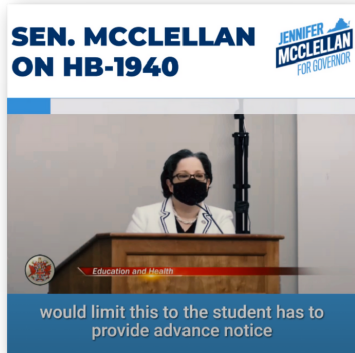
EXAMPLES

 Ticker	+\$50/each	 Donor Shout Outs Endorsement Highlights Call to Action Upcoming Events Email, Socials, Website
 Additional Computer Installations	+\$50/each	
 MacOS Installations	+\$25/each	
 Apply Color Correction Filters to Webcam Source	+\$25/each	 Exposure. Contrast. Sharpness. Saturation. LUT. Color Grading
 Additional Image Slide Shows	+\$25/each	 Merchandise photos. GOTV Photos. Volunteer Photos. Endorsement Photos.
 Additional Week of Updates/TA	+\$50/each	
 Custom Logo Scene Transition Stinger	+\$100	
 Consulting of Audio/Video Equipment Procurement & Install	+\$100	 Everything from camera, microphone, to room set up to minimize feedback

**Services can vary based on agreed upon scope of work*

OTHER SERVICES

ADDITIONAL VIDEO RELATED SERVICES A LA CARTE. **INQUIRE SEPARATELY.**



SOCIAL MEDIA VIDEO BRANDING

- Logo
- Color Scheme
- Captions
- Progress Bar
- Multiple Dimensions
- Call to Action Ending
- Video Cover Art

STREAM YARD PRODUCTION

- Alternative to Zoom Webinar
- Live stream to multiple platforms such as Facebook, Twitter, & Youtube
- Engagement with Audience
- Campaign Branding for Webinars
- Ticketer, Call to Action Banners, and more
- Multiple Display Options

**Services can vary based on agreed upon scope of work*

LET'S DO THIS!

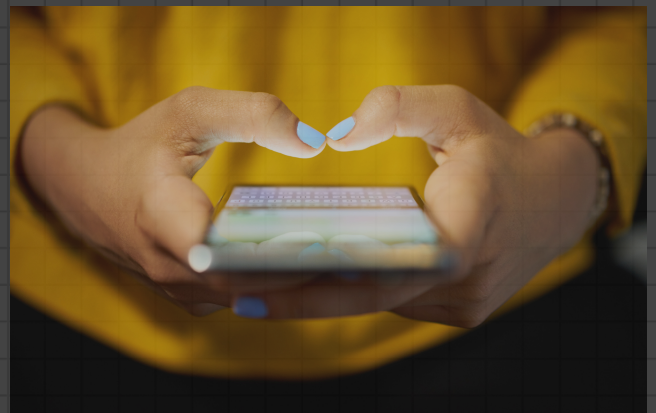
Schedule consultation call today!

Video Call Branding is one of many elements that must be thought about when deploying a digital marketing strategy.

Capturing the Candidate's personality through intentional storytelling and design we allow them to stand out from the noise to be rememberable

Let's make your candidate more than another face on a Zoom call.

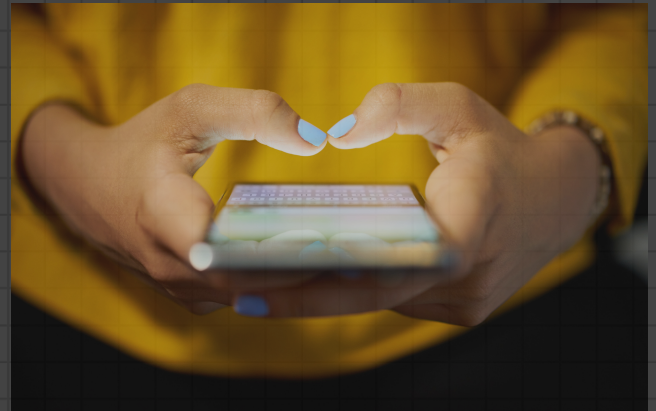
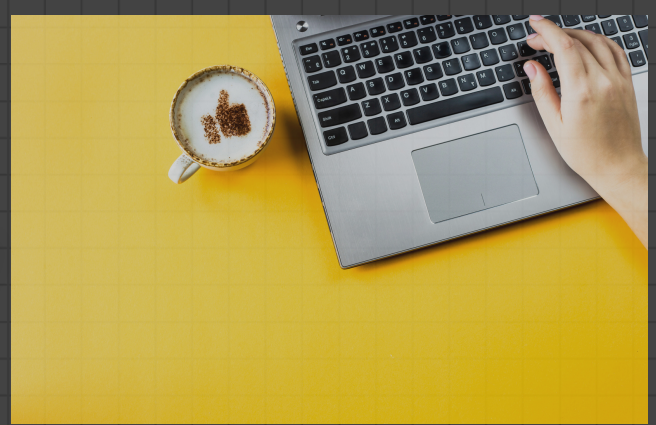
Tyler J.D. Begley
jdbegley@z2bmedia.com
419-324-4845



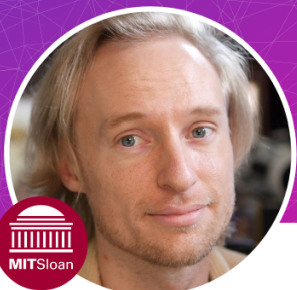
ABOUT TYLER J.D. BEGLEY

Tyler J.D. Begley has worked with an award-winning marketing and UX research studio that has worked with Google, IBM, PBS, and the U.S. Army. He has studied at MIT for Social Media Strategy where he was taught by the globally renown researchers of digital engagement behaviors, including Sinan Aral, Ph.D.

Tyler has consulted with small businesses, federal agencies, nonprofits, politicians, and community activists in understanding the new digital paradigm with user experience research for Social Media and Website.



SPEAKER SPOTLIGHT:



*Marketing to Gen Z: Mission Branding,
Relational Organizing, Collaborative Outreach.*

Tyler J.D. Begley
Digital Engagement Producer, Z2B MEDIA



👤 201 Attending 📅 Tue. Mar 16, 2021 ⌚ 4:15 PM - 5:30 PM

