



About Us

# Our Services

- ▶ Conceptualisation | Research | Script
- ▶ Video Marketing | Video SEO | Video Optimisation | Video Seeding
- ▶ Television commercials with topnotch freelance international and National Directors
- ▶ Corporate Videos concept to finish
- ▶ Testimonial Shoot | Event Shoot | Induction Films | Training Films | Machine Demos | Case Study Films | Motivational Films | HR Films
- ▶ Social Videos for YouTube, Facebook, etc
- ▶ Print Advertising
- ▶ Copywriting and Content Writing
- ▶ Celebrities | Casting | Co-ordination
- ▶ Still Photography and Image Editing
- ▶ Lyrics | Composing | Anthems | Jingles | Soundtracks
- ▶ Everything to do with Languages – Subtitling / Voiceovers / Translations / Dubbings
- ▶ Radio Spots and Radio Jingles
- ▶ Visual effects | 2D, 3D Animation | Computer Graphics
- ▶ Production services from prep to wrap anywhere in the world
- ▶ Wedding Videos and Wedding Photography

# Our Team

- ▶ It bears explaining how our business is slightly different from others, how our Team is constituted and how we work.
- ▶ Most film professionals work in Feature #Films, where obviously, they work project-to-project. They are acknowledged experts in their respective fields.
- ▶ There are (Ad Film) Directors who are specialist Automotive Directors or specialist Beauty Directors or specialist Hair Directors .
- ▶ One of our DOPs (Director of Photography or Cinematographer) has now begun directing Feature Films. Of course, he will still do the Camera for us. There's another DOP who is an authority on 16mm. Other DOPs have other strengths.
- ▶ If one Editor is not available, another will be found or a third or a fourth.
- ▶ There are specialist voice artists who can voice-imitate every conceivable actor.
- ▶ If we are doing an English carol based jingle, we would go a particular Music Director.
- ▶ There are TV Actors we know so well, they are part of our Team.
- ▶ There are Industrial Photographers, Fashion Photographers and Travel Photographers.
- ▶ Also, if budgets do not permit, we find alternatives.
- ▶ That is to say, our Team consists of EQUALS.
- ▶ As Creative Producer, I remain #24x7x365 available to you.
- ▶ So when a client asks us, “What is your strength?”, well maybe, our strength is a 100 people.



# Our Differentiator

# Producer-Writer-Director

- ▶ **As Producer-Writer:**

When I am writing a script, it does maximum justice to your money. This is because as Producer, I know all the costs and I have no interest in wasting your money.

- ▶ **As Producer-Director:**

When we are negotiating on budgets, and I agree to the budget, I know that a certain quality can be achieved at that budget, because I am both Producer-Director.

- ▶ **As Writer-Director:**

When I see the script, I know what it is going to look like on the screen. This is because I am both Writer-Director.

# VIDEO PRODUCTION: THE CONVENTIONAL METHODOLOGY

- ▶ Corporate House approaches Advertising Agency
- ▶ Advertising Agency conceptualises / scripts
- ▶ Advertising Agency then **OUTSOURCES THE ENTIRE EXECUTION.**
- ▶ Typically, Client's Video requirements are met by **6-7 different setups**, starting from top Production Houses to small Production Houses, CGI Studios, Coordinators, Music Directors, Photographers, small teams and freelancers.
- ▶ **Needless to say, this obviously means Clients' requirements are NOT being met at the best budgets or the best timelines or with least stress.**

## EXAMPLE - I.

### Rewards and Recognition AV for a TATA Brand

- ▶ I was asked to write the script for a R & R AV for a TATA brand by the Production House. But finally they called me and made me direct the Film as well.
- ▶ 2 Senior Account Directors from Ogilvy were at the Studio for a good 36 hours. 4 senior people from the Client side came and were at the Studio all night
- ▶ For a Rs 50,000 AV, this is NOT the optimum methodology. We never expect Clients to come to the Studio.

## EXAMPLE -2

### TATA Power Enerji Presentation

- ▶ We did an Edit on an existing 8 min Project for TATA Power Enerji through an Advertising Agency. The Edit itself went to about 20 min (only the new edit, not the total length)
- ▶ In such a scenario, we are in a much better position to advise the client to approach it as a new Project, rather than edit the existing project.
- ▶ We did this Project for 2 years. The 3rd year, TATA POWER gave it to TATA INTERACTIVE. TATA Interactive called me and asked "How did you manage to open the Project" (meaning we go to great lengths to solve Client's video-related problems)



## One more point about Video Production

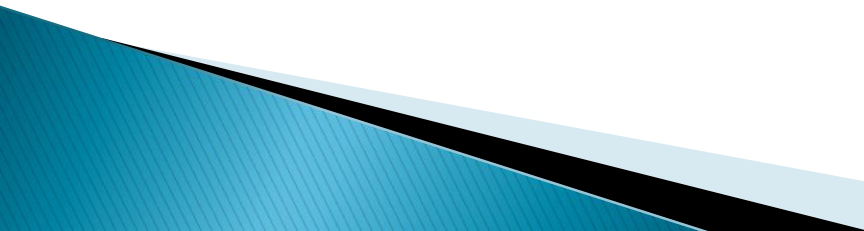
- ▶ Production Houses are identified with a certain price-point.
- ▶ E.g when the budget is Rs 1 crore, the Advertising Agency will approach Prahlad Kakkar or Praseon Pandey or Ram Madhvani.
- ▶ When the budget is Rs 5 lakhs, the Ad Agency will approach a smaller Production House
- ▶ At Eye-Q Films, we work like an Advertising Agency at **ALL price-points**. **UNLIKE** an Ad Agency, we also do the Production.
- ▶ That is why, we call ourselves a **VIDEO AGENCY** and not a PRODUCTION HOUSE.



## EYE-Q FILMS: YOUR COMPLETE VIDEO SUPPORT SYSTEM

- ▶ Eye-Q Films ([www.eyeqfilmsindia.com](http://www.eyeqfilmsindia.com)) is a standalone Video support system for Corporates.
- ▶ We strategize-conceptualise-script.
- ▶ We do production, casting, locations, post-production.
- ▶ We do animation/CGI, music, languages, still photography.
- ▶ In this sense, we are probably India's First and Only Video Agency.
- ▶ **We are an amalgam of 6-7 different setups.**
- ▶ Of course, post-production and recordings still happen outside. However, we can quickly build those competencies inhouse as we grow

# Eye-Q Films 1-Slide Pitch Deck

- ▶ We are in conversation with virtually every Corporate House in the country.
  - We have a Product that is not very common.
  - Probably the largest collection of creative people under one umbrella.
  - I am a Producer-Writer-Director. This spells economy and convenience at various levels.
  - **Quality-Cost Equilibrium**: We take the onus for quality and guarantee that you are paying the right price
  - Our Films form the **arrowhead of your Corporate strategy**, not simply a visual encapsulation of your Product or Service.
  - Even in Video Production, we do many more things under one umbrella, so our Competitive Moat is quite sound.
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Thank you. Looking forward

EYE-Q FILMS: INTEGRATED MEDIA HOUSE

A Quantum Leap Every Day

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