



# Services & Pricing Guide

2023

Heir Media



[WWW.HEIRMEDIA.NET](http://WWW.HEIRMEDIA.NET)

# Welcome

Heir Media is a boutique multimedia production house that functions as both a film production company, publishing house, consulting agency, and game developer. This approach allows us to tackle most projects with innovation and creativity; while also completing the projects in excellence. We pride ourselves on our 'story-first' approach (which we've found helps brands come across as more friendly and accessible).

Here, we offer a variety of services: from commercials and TV spots, to novels and brand design; we are a one-stop-shop for both the business venture in its infancy and the entrepreneur who's looking to take their brand to the next level.



Thank you for taking the time to look over our various product offerings and services. If you have any questions that aren't answered in this brochure or our website, feel free to reach out to us and we'll get back to you.

*Heir Media*

# Our *Purpose*



Here, at Heir Media, we pride ourselves on our motto: "Where Creativity Meets Excellence." We believe that every project — no matter the scale — deserves our respect, time, effort, and creative prowess. We work directly with our clients (always giving a personalized and professional approach) to transform their ideas and concepts into engaging and enjoyable, fully-realized content.

We believe in story telling — no matter the medium; and our team consists of filmmakers, game developers, writers, producers, animators, business consultants, programmers, illustrators, and content creators. We believe that no matter the industry, creativity is key to unlocking the story that every brand, individual, or company possesses. When you partner with us, you gain access to all the creativity, innovation, determination, personalization, and experience we have to offer — over 20 years of it; and, in turn, we enjoy working with clients who want to connect with their audience via a 'story-first' approach.

# 1. *Filmmaking*



FROM  
**\$9089**

Brand Stories and entertaining narratives for a broadcast and digital audience.

We are a full service film production company that has experience with feature films, short films, commercials, and more! Check out a few aspects of our services below:

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Development of story and script.

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Budgeting services available.

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Custom music available (BGM and Soundtrack).

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Crew services available.

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Distribution and publishing assistance for digital and theatrical available.

\*Services vary by package. Check our website for more information. Projects that require travel over 50 miles from Wilmington, NC will be subject to a travel fee.

# 2. *Game Development*



FOR INFORMATION  
**Contact Us**

From Concept to Creation, our game development arm can create many "lived-in" worlds.

We are a skilled team of creatives with years of experience telling stories through a variety of mediums. Combined, we have degrees within computer science, film, animation, and marketing to name a few; plus, we have a history of creating stories for both the digital and film space. When you hire us, you're getting a team who will love the story as much as you do, and who will always strive to create the best possible project for our clients. We believe in walking with our clients- hand in hand- to best create and position their game. Here are some ways in which game development can be an asset to your brand:

- Expanding your company's IP
- Generating consistent revenue via mobile stores
- Engaging new customers in the digital sphere
- Integrating prior IP's with newer technology

Contact us to get started!

# 3. *Publishing*



FROM  
**\$7,575**

From idea to products, we help up-and-coming authors transform their ideas into professional products.

While some publishing services companies may leave authors high and dry, Heir Media does not. We walk our authors through the process— step by step— ensuring that they are able to create the best book possible. We continually focus on quality and efficiency, all while evaluating the book’s marketability. Our goal is to elevate our client’s books to its best possible iteration. What's included in our services? We've listed some of them below.

- 
- Cover Design
  - ISBN and Cataloguing
  - Layout
  - Proofreading and Editing
  - Audiobook
  - eBook
  - Royalties and Income Management
  - Digital and Physical Distribution
  - Illustrations
  - Book Trailer
  - Author Interviews

\*Services vary by package. Check our website for more information.

# 4. *Highlight Reels*



FROM  
**\$403**

Showcasing the 'highlights' of your skill, event, or brand for potential and recurring clients.

First things first: what is a highlight reel? Typically, a highlight reel is a video that compiles the best clips from all your other content. In other words, it is a video meant to showcase an individual's (or organization's) best moments. Our highlight reels are great for anyone: from student athletes corporate events; from dance recitals to fitness training reels. If you need a better way to market yourself to coaches, future (and past) event attendees, or even potential customers, then a highlight reel will help. Our highlight reel packages can help our clients boost both their visibility and their eventual ROI.

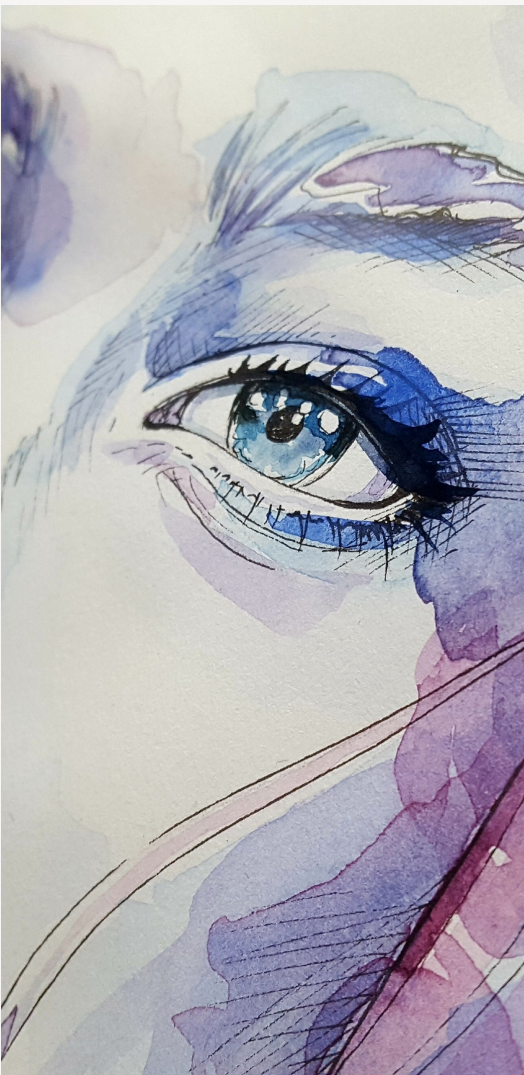
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Some of the services in our packages include:

- Athlete card showcasing stats, awards, and contact information
- Editing
- Motion Graphics
- Downloadable link
- Color Correction
- Music at request

\*Services vary by package. Check our website for more information. Projects that require travel over 50 miles from Wilmington, NC may be subject to a travel fee.

# 5. Animation & Illustration



FROM  
**\$3,535**

Showcasing your brand's best side through illustration and animation.

Every business or brand has (roughly) a 2-3 second window to engage their target consumers and make a good— and memorable— impression. This impression will either add (or, if poorly executed, subtract) value to the overall image of the brand. Hiring a company to create illustrations and/or animations can elevate your product and business to the next level.

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Animation and Illustration are useful for:

- Building brand recognition
- Entertainment
- Better showcases vague/confusing copy
- Engage consumers quicker and easier
- Storyboarding scenes/ideas for films
- Demonstrates business product offerings
- Create a fun or friendly rapport with consumers

\*Services vary by package. Check our website for more information.



# 6. *Music Composition*



FROM  
**\$3,232**

Elevating your project through audio cues and emotional swells via custom music composition.

We believe in elevating our client's vision by incorporating the themes, taking into account the genre of the visual product, and understanding the heart of the client's project. These three strands are all taken into account in order for us to add the necessary musical elements.

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We enjoy composing for many different types of projects. Some of those projects are:

- Feature films
- Video Games (incl. VR)
- Short films
- Commercials
- Television
- And More

# 7. Brand Design



FROM  
**\$7,575**

Building recognition and familiarity with your clients through specific visual touchpoints.

At its core, brand design is how a brand chooses to represent its brand identity to the public, visually. With the dawn and rapid consumption of social media, brand design must also think about how to stand out in the digital space. Now, companies must understand their “voice” and what types of content they must post too. That means brands need to be aware of their identities, both physically and digitally.

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Why do brands need a distinct identity?

1. A great brand identity makes your company/brand easily recognizable to consumers.
2. A good brand identity (design) helps to foster trust and loyalty among a brand's consumers.
3. It can help improve advertising.
4. Great branding helps to create continuity (from social media to billboards to online advertisements).
5. A particularly poor brand identity will cost a brand/company revenue; with the reverses being true as well.

# 8. *Ghostwriting*



FROM  
**\$35,350**

Assisting busy authors and entrepreneurs publish polished books.

We are a full-service publishing company as well. If you hire one of our ghostwriters, we have a one-stop-shop that can offer book cover design, editing, layout, ISBN number, and more. In other words, you get both writing and publishing, all in one location!

When it comes to film, we offer our ghostwriting services as well. We can transform your idea, outline, or prompt into a fully realized, professional film script.

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When you hire Heir Media to write your next book— regardless of the genre — you are hiring a partner that will not only walk you through the entire publishing process, but you are hiring a team that will treat your project as their own.

\*Services vary by package. Check our website for more information.

# 9. Consulting



FOR MORE INFORMATION

Contact Us

Helping clients better navigate the business world through hands-on guidance and action plans.

Reaching your maximum potential requires vision, planning and execution. We realize that you have the vision and that is what makes you successful. It is with the planning and execution that clients usually need assistance. To address those needs, we provide a variety of services to help you achieve your goals:

- Business Planning and Transformation
- Project Management
- Organizational Assessments
- Short-term Operational Support
- Vendor Assessment and Selection
- Software Assessments

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We also understand that Non-Profits are a business but we understand the unique factors they face which determine success or failure. To that end, we tailor our services to the needs of the Non-Profits. If you want to see what some of those services are, check our website.

# 10. *Website & App Development*



FOR MORE INFORMATION

**Contact Us**

Helping brands build creative and engaging hubs for their services and products.

We believe that every project — no matter the scale — deserves our respect, time, effort, and creative prowess. We work directly with our clients (always giving a personalized and professional approach) to transform their ideas and concepts into engaging and enjoyable, fully-realized content.

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From startup brands to legacy companies — we help our clients achieve their vision by providing the skill and know-how for each project. From ideation to realization, we're capable of creating an array beautiful bespoke websites and apps for those looking to stand out from their competitors.

# 11. *Interactive Media*



FOR MORE INFORMATION

**Contact Us**

Helping brands build creative and engaging hubs for their services and products.

Heir Media helps businesses think strategically across media platforms, plan and create interactive media content, and manage information in a digital age via interactive media— whether it be interactive videos at an airport kiosk, or an interactive story hosted on the company website. The sky is the limit.

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Ways Interactive Media Can Help Your Brand:

- Provide an in-depth showcase of your business'/brand's new products, software, and more in a simple, step-by-step way.
- Provide your employees and stakeholders with more in-depth knowledge of your products. (Also helpful with employee training, HR inquiries, etc.).
- Demonstrate how to use (or wear) your product or software; or demonstrate how you (and your products) can make your audience's lives better.
- Present a more approachable and friendly brand image to both current and potential clients; giving them better insight into your brand.

# Client

## *testimonio*

We worked with T. Copon— the inventor and founder— of the startup, BebePODPants (a one-step-baby-outfit), when she was in need of a product video and short commercial spot because she was in talks to appear on the hit show, 'Shark Tank.' Tiffany, who had just started making waves, needed to better showcase her brand to the Sharks, and subsequently, the rest of America. We were able to shoot a video that demonstrated how to use the product, and why the product was important for busy parents.

"Great team to work with, they understood my requirements and helped me go live within hours, and delivered the results ahead of schedule."

— T. COPON, FOUNDER, BEBEPODPANTS



# Ready to work *together?*

Email us with your inquiry! We'll get back to you, and set up a time to discuss your project's scope and scale.

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