



www.heirmedia.net



Hello there!

Heir Media is a boutique, full-service media production house that functions as both a film production company, publishing house, consulting agency, game developer, and brand design house. 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



Why Work With Us?

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.



The Process

01 DISCOVERY

In this phase, we'll dive into the core of who you are and what you do. We'll ask you to collect visual inspiration and complete a questionnaire to ensure we are creating a brand design that is strategic, intentional, and aligns with your brand's story. After that work has been completed, we'll hop on a call to discuss what you've gathered, what your goals are, and where you ultimately see your brand going visually.

02 INITIAL DESIGN AND DEVELOPMENT

Here, we will begin designing your initial logo concepts. We'll continue to refine your visual touchpoints with additional marks, elements, patterns and textures.

03 IMPLEMENTATION

Once your design is finalized, we're almost there. Depending on which package you select, this may involve designing collateral pieces and social media post roadmaps. The goal is for your brand to be consistent and recognizable.



COMMUNICATION

CONTACT DETAILS

+1 443-221-2876
contactus@hrmnc.net
Wilmington, NC

OFFICE HOURS

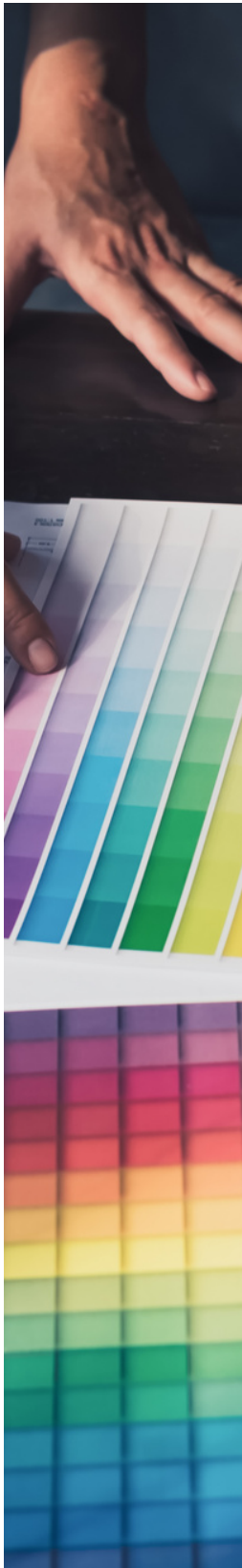
M - F 9:00am - 5:00pm EST

WEBSITE

www.heirmedia.net

SOCIAL MEDIA

@heirmedia



The Starter Package

PERFECT FOR... small business owners in need of a full custom new visual identity from the top down, plus stationery design and brand launch imagery.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ A curated moodboard and color palette
- ✓ 2 original logo design concepts to choose from.
- ✓ 1 final logo design
- ✓ 1 watermark design
- ✓ 1 submark/favicon
- ✓ Ownership of logo and visual branding
- ✓ Typography/ Font Selection
- ✓ Branding/Styling Board

YOUR INVESTMENT

\$7,575

SPLIT INTO TWO PAYMENTS

4 WEEKS

The Veteran Branding Package



PERFECT FOR... established brands and business who are in need of a re-vamped visual identity from the top down (including stationery, business card, and social media banner design and brand (re)launch imagery.

LET'S WORK TOGETHER

YOUR INVESTMENT

\$9,292

SPLIT INTO TWO PAYMENTS

5-7 WEEKS

WHAT YOU'LL GET:

- ✓ Everything from the Starter Brand Package, plus:
- ✓ One Page PDF Design
Price Sheet, Flyer, or Menu
- ✓ Media Kit or Pricing Guide
2-6 Pages
- ✓ Collateral (Stationery, Business Card, Envelopes)



The Ultimate Branding Package

PERFECT FOR... businesses and brands who not only need to create and/or revamp their brand's visual touchpoints, but may also need assistance in the management of their brand's digital presence.

LET'S WORK TOGETHER

SUMMARY:

- ✓ Everything included in the Veteran Package, plus:
- ✓ Digital Brand Management
Social Media Design (Posts, Stories, Videos, etc.), Email Visuals, and more.
- ✓ Brand Guidelines, Lookbook, Course Workbook

YOUR INVESTMENT
\$9,292

MANAGEMENT:
\$9,090/
MONTH



The Video Savvy Package

PERFECT FOR... established or startup business owners in need of constant, small-scale video production and distribution custom suited for their online and broadcasting needs. Let us create the right — on brand — videos to engage your clients and interest potential customers.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Everything in Veteran Package, Plus:
- ✓ 3-Monthly 15-30 second videos for socials
Choice of illustration and animation services
- ✓ 1-monthly 3-5 minute Company Brand Video
Choice of illustration and animation services
- ✓ Cooperation with client's brand management team (or, we can manage that too)

YOUR INVESTMENT:

\$9,292

MANAGEMENT:

**\$18,180/
MONTH**



The Starter Website Package

PERFECT FOR... small business or startup business owners in need of a custom website for their brand/business. Let us create the right — on brand — website to engage your clients and interest potential customers.

WHAT YOU'LL GET:

- ✓ 1 on 1 Consultation and Discovery Call
 - ✓ Detailed Document showcasing site's initial design
 - ✓ Development of the technical assets; along with a list of features used for client
 - ✓ Client training
 - ✓ Simple company/brand website in Wix
- *Doesn't include video or more than 8 pages

YOUR INVESTMENT:

\$7,575

*ROUGHLY 4 WEEKS

The Heavy Duty Website Package

PERFECT FOR... enterprises or startup business owners in need of a custom website with custom features for their brand/business. This package incorporates video and interactive features as well. Let us create the right — on brand — website to engage your clients and interest potential customers.

WHAT YOU'LL GET:

- ✓ Everything from Starter Website Package, plus:
- ✓ Custom Website
- ✓ Custom Video
- ✓ Client Training
- ✓ Interactive Features

YOUR INVESTMENT:

STARTING AT

\$17,423



The All Inclusive Web and Branding Package

PERFECT FOR... enterprises or brands in need of a full service assistance from start to finish for their branding, website, app design and development, and launch. This package incorporates video and interactive features on the website and app; video and brand management, and launch assistance as well. Let us create the right — on brand — website to engage your clients and interest potential customers.

WHAT YOU'LL GET:

- ✓ Everything from Heavy Duty Website Package, plus:
- ✓ Custom App
- ✓ Everything from the Video Savvy Package
- ✓ 12 months of Brand Management
 - *Renewable two months before the end of initial contract
- ✓ Website and app launch assistance

YOUR INVESTMENT:

STARTING AT
\$353,955



Additional Services



Brand Video

This service is for businesses and brands that need video to showcase who you are, and what you stand for. Let your customers know your story.

Starts at
\$9,089

Brand Management

This service is for businesses and brands that are in need of assistance in the management of their brand's digital presence.

\$9,090 /
month

Collateral Creation

This service is for businesses and brands that already have the basic elements of their visual touchpoints, but are in need of marketing materials.

\$1515

Newsletter Management

We'll help you create, send, and engage with your clients (and also provide you with monthly reports) via your newsletter. We'll give you suggestions on how to grow your newsletter audience.

\$3,500 /
month

FAQ's

Why should I hire someone instead of doing it myself?

Every business and brand only has a set amount of time and finances, which will inform the quality of their product. However, you can't have all three. If you choose to spend money and strive for quality, you'll save time.

Is the Ultimate Branding Package for new business owners?

We wouldn't recommend it. This package works well with small to medium sized growing businesses, with a solid customer base and a good track record.

Can I skip Discovery?

No. Discovery is a time where we get to learn more about you, what you're looking for, and where you see your brand going. We need this step to get a good understanding of what piques your interest and what moves you.

How does payment work?

If you're unable to go with the 50/50 plan, we'll work with you to create a custom plan. Oftentimes, it looks like 50/25/25, with payments made after a certain set of deliverables are complete. NOTE: Work will not commence (or continue) until payment has been made, and a restart fee may be applied if the project needs to pause for any reason.

What if my brand needs video?

Luckily for you, you've come to the right place! We are also a full service production house with a specialty in film and video. We can help you create a brand video, commercial, or even a testimonial to place on your website, digital platforms, and broadcast.

Let's Get Started!



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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