

*Mella
Dramatic*

SERVICES

A COMPREHENSIVE PRICING GUIDE





01

PHOTO | VIDEO | DESIGN

INDIVIDUAL SERVICES

PHOTOGRAPHY

Still imagery that can be leveraged to maintain a strong, clear vision and help tell a story.
All images are delivered as edited high res JPEGs.

SERVICES + OFFERINGS


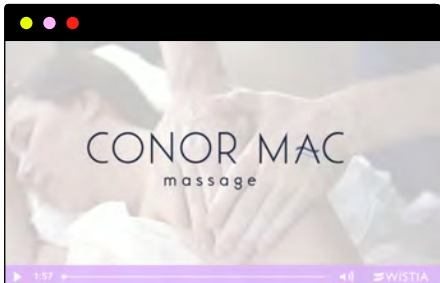
PORTRAIT	BRAND	PRODUCT	EDITORIAL
<p>HEADSHOTS \$250</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • 1 hour in studio \$75 per additional hour • Preview for Selections <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Up to 5 final high-res final edits • Expert retouching included 	<p>OPTION ONE \$500</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • 2 hours in studio OR on-location \$75 per additional hour • Moodboard + Shotlist <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Up to 40 final high-res final edits • Diverse Range of Images 	<p>ON WHITE \$350</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • Professional lighting • Choice of hard or soft shadow <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Expert retouching included \$35 per additional product \$50 per group shot 	<p>HALF DAY STARTING AT \$1000</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • 3 hrs shoot-time on full set production • Concept Development + Story-board • Set Design + Prop Sourcing <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Up to 40 final high-res final edits • Expert retouching included
<p>LIFESTYLE STARTING AT \$350</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • 1 hour in studio OR on-location \$75 per additional hour <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • 25 final high-res final edits 	<p>OPTION TWO \$900</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • Up to 4 hours of shooting • Option of 2 different locations • Moodboard + Shotlist • Staging <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Up to 65 final high-res final edits 	<p>STYLED STARTING AT \$500</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • Moodboard + Shotlist • Set Design + Prop Sourcing <p>OTHER OPTIONS PER REQUEST FLOATING IMAGE WITH TRANSPARENT BACKGROUND + PRODUCT SMEARS</p>	<p>FULL DAY STARTING AT \$1700</p> <p>INCLUDES</p> <ul style="list-style-type: none"> • 6 hrs shoot-time on full set production • Concept Development + Story-board • Set Design + Prop Sourcing <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Up to 65 final high-res final edits • Expert retouching included

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VIDEOGRAPHY

Set your imagery to motion, enhancing connection and engagement with your audience.
Delivered as 1080x1920 MP3 files. Can be uploaded to Vimeo, Youtube, or other online host.

SERVICES + OFFERINGS

<p>BRAND INTRO</p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • Script development + treatment plan • 1 hour shooting Narrated video with audio recording • 2 hour shooting B-roll footage <p>FINAL DELIVERABLE</p> <ul style="list-style-type: none"> • 3-5 minute final video 	
<p>PAINTS THE BIG PICTURE OF YOUR STORY <i>STARTING AT \$1200</i></p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • 30 minutes shooting Narrated video with audio recording • Interview-style prompts sent in advance of filming • Can be formatted for IG feed, story/reels, or website <p>FINAL DELIVERABLE</p> <ul style="list-style-type: none"> • Short clips under 1 minute 	
<p>TESTIMONIALS</p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • Script development + treatment plan • Shoot-time for narrated video with audio recording + supporting footage • Copy, graphics, and branding overlay <p>FINAL DELIVERABLE</p> <ul style="list-style-type: none"> • <i>determined by content</i> 	
<p>PROMOTES CREDIBILITY AND RAPPORT <i>STARTING AT \$350</i></p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • 1-2 hours of shooting (option to book for half or full-day) • Music overlay (no voice recording) • B-roll footage <p>FINAL DELIVERABLE</p> <ul style="list-style-type: none"> • 3-5 minute final video 	
<p>COURSES + TUTORIALS</p>		
<p>CLEAR, QUALITY CONTENT WITH SUPPORT <i>STARTING AT \$900</i></p>		
<p>EVENTS</p>		
<p>DOCUMENTARY-STYLE HIGHLIGHT REEL <i>STARTING AT \$750</i></p>		

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GRAPHIC DESIGN

Great design is the key to building a sustainable brand, flowing from back-end development to market. We customize your timeline in three simple phases.

SIMPLE THREE STEP PROCESS	<p>01</p> <p>DEVELOPMENT We always start by clarifying the vision, so that everything we create is on point.</p> <p style="text-align: center;">v</p>	<p>BRANDING</p>	<p>WEB DESIGN</p>	<p>MARKETING</p>
	<p>02</p> <p>REFINEMENT Next, we review all materials together and make revisions as needed.</p> <p style="text-align: center;">v</p>	<p><i>STARTING AT \$900</i></p> <p>PHASE I - DEVELOPMENT</p> <ul style="list-style-type: none"> Moodboard options (3) <ul style="list-style-type: none"> Colors, font styles, imagery Logo mockup options (3) <p>PHASE II - REFINEMENT <i>*Up to two rounds of revision</i></p> <ul style="list-style-type: none"> Logo selection + edit requests Color palette refinement Typography Selection <ul style="list-style-type: none"> Header, subheader, body 	<p><i>STARTING AT \$1700</i></p> <p>PHASE I - DEVELOPMENT <i>*Client must provide all copy + set up all necessary accounts</i></p> <ul style="list-style-type: none"> Set up Squarespace Account Secure Domain Name Organize all Copy Creative Direction <ul style="list-style-type: none"> Inspo options + discussion Structure basic site layout <p>PHASE II - REFINEMENT <i>*Up to two rounds of revision</i></p> <ul style="list-style-type: none"> Full creation of site Real-time Walk-through + Review 	<p><i>QUOTE AVAILABLE UPON REQUEST</i></p> <p>We can create custom design packaging to fulfill your ongoing marketing needs. Options not limited to examples below:</p> <p>A LA CARTE DESIGN ASSETS</p> <p>DIGITAL</p> <ul style="list-style-type: none"> Digital Ad Campaigns Email Design Social Media Templates
	<p>03</p> <p>DELIVERY Finally, we hand over all final files and answer any remaining questions you have in using the product.</p>	<p>PHASE III - DELIVERY</p> <ul style="list-style-type: none"> Final logo Files <ul style="list-style-type: none"> Color, black, white JPG, PNG, SVG Final brand guide <ul style="list-style-type: none"> Color coding Fontnames Design rules 	<p>PHASE III - DELIVERY</p> <ul style="list-style-type: none"> Landing Page Up to 5 Supporting Pages Newsletter Signup + Popup Footer links 	<p>PRINT</p> <ul style="list-style-type: none"> Business Cards Envelopes Postcards and Custom Mailers Flyers or Brochures Signs and Banners Product Labeling + Packaging Offering memorandums Print Publications




02

PACKING + SUBSCRIPTION

BUNDLED SERVICES

PACKAGE OPTIONS

Our Packaging Options bundle imagery and design together for a more complete approach to branding and marketing.

 <p>PRIMARY FONT — GOURMET LE FRENCH ABCDEFGHIJKLMNOP QRSTUVWXYZ 123456789</p> <p>SECONDARY FONT — GOURMET LE FRENCH SCRIPT <i>be PLUMB</i> 123456789</p> <p>be PLUMB</p> <p>BRAND PHOTO + VIDEO STARTING AT \$1700</p> <p>DIGITAL CAMPAIGN COMPLETE ONLINE AD CAMPAIGN STARTING AT \$1200</p>	<p>LAUNCH KIT</p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • Brand Identity <ul style="list-style-type: none"> - Logo, color palette, typography • Brand Shoot <ul style="list-style-type: none"> - 2 hour photoshoot, 40 final images • Basic Website <ul style="list-style-type: none"> - Landing Page style site (1 page)
<p>EVERYTHING YOU NEED TO TAKE OFF STARTING AT \$2300</p>	<p>BRAND IMAGING</p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • Brand Photography <ul style="list-style-type: none"> - Up to 40 final high-res final edits • Brand Video <ul style="list-style-type: none"> - 3-5 Minute Intro Video • Video Micro Content <ul style="list-style-type: none"> - (10) 15 sec B-Roll Clips
<p>COMPLETE ONLINE AD CAMPAIGN STARTING AT \$1200</p>	<p>INCLUDES</p> <ul style="list-style-type: none"> • Strategy Session - 1 hour collaborative call • Concept + Treatment Options - (3) + 1 hour refinement review • Final Shotlist • 2 hour in-studio shoot <p>FINAL DELIVERABLES</p> <ul style="list-style-type: none"> • Photos <ul style="list-style-type: none"> - (20) final still images + (5) 60 sec video clips • Social Media Ads <ul style="list-style-type: none"> - (5) unique designs formatted for IG, FB, and Google (15 total ads) • E-Mail Campaign Suite <ul style="list-style-type: none"> - (5) custom email designs • Banner Ad formatted at custom dimensions 	

SUBSCRIPTIONS

Our subscriptions offer the ease of ongoing photo and video content delivered on a quarterly basis. *Must lock in for 1 year, billed monthly.*

SEASONAL MICROCONTENT SUBSCRIPTION	INCLUDES	FINAL DELIVERABLES
<p><i>Perfect for influencers, freelancers, small businesses</i></p> <p>We offer a basic shoot each quarter with a theme centered on the season. A custom seasonal backdrop and props are designed in studio. We provide you with inspiration and direction to help you maximize the time we have together.</p> <p>A FULL QUARTER OF CONTENT <i>\$175 PER MONTH</i></p> <p><i>easy monthly payments</i></p>	<ul style="list-style-type: none">• Planning Email<ul style="list-style-type: none">- Images of set design- Images of available props- Link to schedule your shoot• Creative Direction Call (30 min)<ul style="list-style-type: none">- How we will implement your branding- Tips to prepare for your shoot• In-studio Shoot<ul style="list-style-type: none">- 1.5 hours of shoot-time	<ul style="list-style-type: none">• Photography<ul style="list-style-type: none"><i>formatted for Social Media</i>- (25) final edits• Video Micro Clips<ul style="list-style-type: none"><i>Delivered as 1080x1920</i>- (12) 15 sec clips- (6) 60 sec clips
LIBRARY BUILDER SUBSCRIPTION	INCLUDES	FINAL DELIVERABLES
<p><i>Perfect for solopreneurs, small businesses, social media managers who need consistent on-brand content</i></p> <p>Prior to the start of each quarter we will create updated, on-brand content added to an ongoing digital archive that can be repurposed over time. The goal is to provide you with a diverse range of imagery to keep your brand fresh, audience engaged, and allow you to repurpose imagery however you need to fit your content.</p> <p>A FULL QUARTER OF CONTENT <i>\$400 PER MONTH</i></p> <p><i>easy monthly payments</i></p>	<ul style="list-style-type: none">• Strategy Call (1 hour)<ul style="list-style-type: none">- Collaborative planning session- Moodboard Options (3)- Shotlist based on needs/content audit- Set design + Prop Sourcing• Half-Day Shoot<ul style="list-style-type: none">- Up to 4 hours in-studio- In-studio OR on-location	<ul style="list-style-type: none">• Photography Library<ul style="list-style-type: none"><i>organized in a digital archive</i>- (60) final edits• Video Clips<ul style="list-style-type: none"><i>B-roll delivered as 1080x1920</i>- (20) 15 sec clips- (10) 60 sec clips- (3) 30-45 Sec branded loops• (3) Image-based GIFs (1080x1080)