



We are a strategic video production agency  
creating video content that leads to a  
measurable positive action from your target  
audience.

There are so many changemakers struggling right now.

You have huge potential to do good in the world and really help people.  
But you still aren't making the impact you need.

Views are down, engagement is down, and meaningful change has slowed to a crawl.

And your spending far too long trying to make your digital marketing strategy work, without success.

It's not your pricing.  
It's not your website.  
It's not your vision.

Your ideal target audience are not seeing the value of your vision or what you do to create a better tomorrow.

If they don't feel the value...then they won't act.

# Our Solution

After 30 combined years in the video industry, we have developed our Video Ideation Process. A creative methodology designed to generate innovative video concepts and valuable campaign strategies that connect a message to the heart of an audience.

We use these concepts to craft an engaging visual story that inspires and converts audiences to take a desired action after experiencing our video content.

Why? Because we care as well.

# Our Customer Pains

“People aren’t listening or changing their behavior.”

“We don’t know how to reach our target audience.”

“The change we need is taking too long.”

# Common Mistakes

Here are the common mistakes we see changemakers making.

When they think that "their expertise or credentials speak for themselves"

**Reality:** Expertise without clear and valuable communication is invisible.

When they believe that the "current market" is their real problem.

**Reality:** Uninspired digital marketing and not putting in the time to communicate with your community effectively hurts more than any market status.

When they treat a video creation as a simple "tick box exercise".

**Reality:** The world has never been changed by a ticked box.

And so their audience is uninspired and the impact of their mission is left waning.

We're helping changemakers like you multiply their impact with our empathy driven video content strategy.

Meaning:

- More engagement
- More impact
- More revenue

Who are we perfect for?

**We believe  
in organisations  
who give a sh\*t.  
That's why  
we give a sh\*t  
about their  
video content.**

# Who are we perfect for?

We actively look for passionate changemakers to support them with their organisational problems and communication.

It's our mission to help them get their message heard and inspire their audience to a measurable action.

We recognise that there are many great businesses, organisations, charities and people all focused on creating a better tomorrow.

We want to make the world a better place, by helping our clients utilise video as a tool to achieve their goal.

# Who are we perfect for?



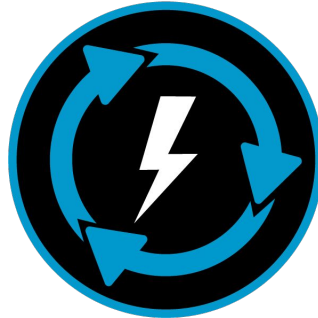
## Changemakers

People who actively challenge the status quo to create a more just and sustainable world.



## Education

People who want a better tomorrow for children and young people.



## Energy

People who are working to power our world with clean, sustainable, energy sources.



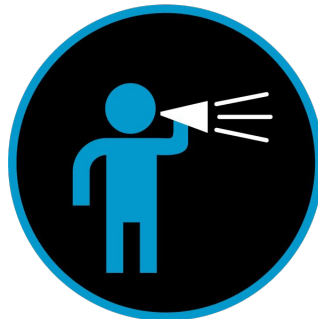
## Charity

People who support the most vulnerable and advancing vital causes.



## Healthcare

People who are committed to healing and ensuring a healthier future for everyone.



## Campaigns

People who are raising their voices to win invoke the necessary changes for a better world.



# Our Impact

We're helping changemakers like you multiply your impact with our empathy driven video content strategy.

## Attention

Build your audience and community.  
Get out of your echo chamber into new viewers.  
The more audiences see you, the more action you will inspire..

## Trust

Build your credibility and establish deeper trust with your audience.  
Build familiarity and credibility through value giving content.  
Establishes you as a leader in your niche.

## Action

Move your target audience to action.  
Measure your impact and adjust accordingly.

# Our Packages



## The Spark Package

### Framework Session

The Spark Package is our essential, foundational strategy session where we conduct a deep-dive investigation into your specific goals, brand, and audience. We conclude with a fully developed, research-backed video concept and strategic framework, ensuring your campaign is purposefully designed for impact before production begins.



## The Rally Package

### Single Video Campaign Production

This is our core, full-service production package, designed to transform the concept from your Spark Session into a single, high-impact cinematic campaign. We handle the entire creative process from shoot to post-production, delivering a powerful hero film and supporting assets to achieve your specific goal.



## The Catalyst Package

### ABC Video Campaign

The Catalysts Package is a strategic, multi-film content series designed to build your brand's long-term Authority, Believability, and Credibility. By releasing consistent, high-value content, we establish you as a trusted, go-to leader in your niche.



## The Action Package

### Bespoke Video Campaign Design

Our fully bespoke, high-level service for your most ambitious goals, starting with a deep, from-scratch ideation process to design a multi-faceted campaign. We execute a custom-built ecosystem of video content, all working in unison to drive a specific, measurable, and breakthrough action

# Foundation Tier: The Spark Package



**Price: £695 + VAT**

This is the essential and mandatory first step before any production begins. It's the strategic foundation that transforms your film from a "nice-to-have" into a targeted tool for change.

- **What it is:** A comprehensive deep-dive investigation into your goal, brand, and audience.
- **Who its for:** This session is the starting point for *all* clients seeking to create a video campaign with a clear, measurable, and strategic purpose.
- **The Process:** We critically examine your brand and goals, discover your audience's true mindset, fears, and needs, and map out where they currently interact with you.
- **The Outcome:** You receive a complete video concept and strategic framework, ready for production. This is the difference between spending thousands on an *assumption* and investing in a campaign *designed* to work.

# Base Tier: The Rally Package



**Price: £5,000 - £15,000 + VAT**

This is our core production package, designed to take the concept from your **Spark Session** and turn it into a single, high-impact video campaign. It's the perfect, professional solution for organisations that need one powerful story told exceptionally well.

- **What it is:** Full-service production for a "hero" campaign film and its supporting assets.
- **Who its for:** This package is ideal for organisations that need one powerful, professionally produced story to launch a product, share a message, or anchor a specific fundraising drive.
- **The Process:** We handle the entire production, from creative development and storyboarding (based on our Spark session) to a cinematic shoot, professional post-production, sound design, and colour grading.
- **The Outcome:** A powerful, cinematic hero film designed to achieve your specific goal, plus a suite of social media cutdowns and a clear distribution strategy to ensure it reaches the right audience.

# Mid Tier: The Catalyst Package



**Price: £30,000 + VAT**

This package is for organisations ready to move beyond a single campaign and establish themselves as a trusted leader. It's a strategic video content series designed to build your brand's **Authority, Believability, and Credibility** over time.

- **What it is:** A retained, multi-film content package. Instead of one "bang," this builds sustained momentum.
- **Who its for:** This is designed for organisations ready to move beyond a single campaign and invest in building sustained momentum and deep, long-term trust with their audience.
- **The Process:** We develop a content-led campaign (e.g., a "hero" brand film plus a series of expert interviews, authentic testimonials, or value-giving explainers) to be released strategically.
- **The Outcome:** You establish deeper trust and familiarity with your audience. By providing consistent, high-value content, you become the established, go-to voice in your niche.

# Top Tier: The Action Package



**Price: £30,000 - £150,000 + VAT**

This is our fully bespoke, large-scale campaign service for complex challenges. When a single film isn't enough, this package provides a from-scratch ideation process to design and execute a multi-faceted campaign to drive a specific, measurable action.

- **What it is:** A complete, high-level creative and production partnership for your most ambitious goals (e.g., major policy change, national fundraising drives, or systemic behaviour change).
- **Who its for:** This service is built for organisations and campaign groups tackling complex challenges that require a large-scale, custom-designed strategy to achieve a major, tangible outcome.
- **The Process:** We start with a deeper ideation process, designing a comprehensive campaign ecosystem that may include multiple hero films, documentary-style stories, targeted "action" videos, animations, and more, all working in unison.
- **The Outcome:** A custom-built, large-scale campaign with a singular focus: to create a tangible, breakthrough action and achieve your most significant goals.

# Package Benefits



	Base Tier - Rally	Mid Tier - Catalyst	Top Tier - Action
Framework Session (Spark)	✓	✓	✓
Concept Development	✓	✓	✓
Full Post-Production (Video Editing)	✓	✓	✓
In Depth Feedback Session	✓	✓	✓
Carbon Conscious Team	✓	✓	✓
Social Media Video Edits		✓	✓
Quarterly 1:1 Video Marketing Consultation		✓	✓
Video Marketing Campaign		✓	✓
Video Ideation Process			✓
Branding Discovery Session			✓
Audience Research Focus			✓
Price	£5,000 - £15,000 + VAT	Price: £30,000 + VAT	£20,000 - £150,000 + VAT

# Payment Terms

## Deposit Invoice

At the confirmation of every project, we require a payment worth 50% payment of the estimated project value.

The final 50% will be sent as a balance invoice upon completion of the project. The balance invoice might reflect an increase or decrease of production costs. This will include any savings in time spent on the project and any changes will be fully discussed beforehand. This option allows for flexibility during production for changes to be made.

Payment is required 30 calendar days upon receipt of any invoices thereafter. By accepting our proposal / quotation, you / your organisation agree to these terms.

## Early Payment Discount

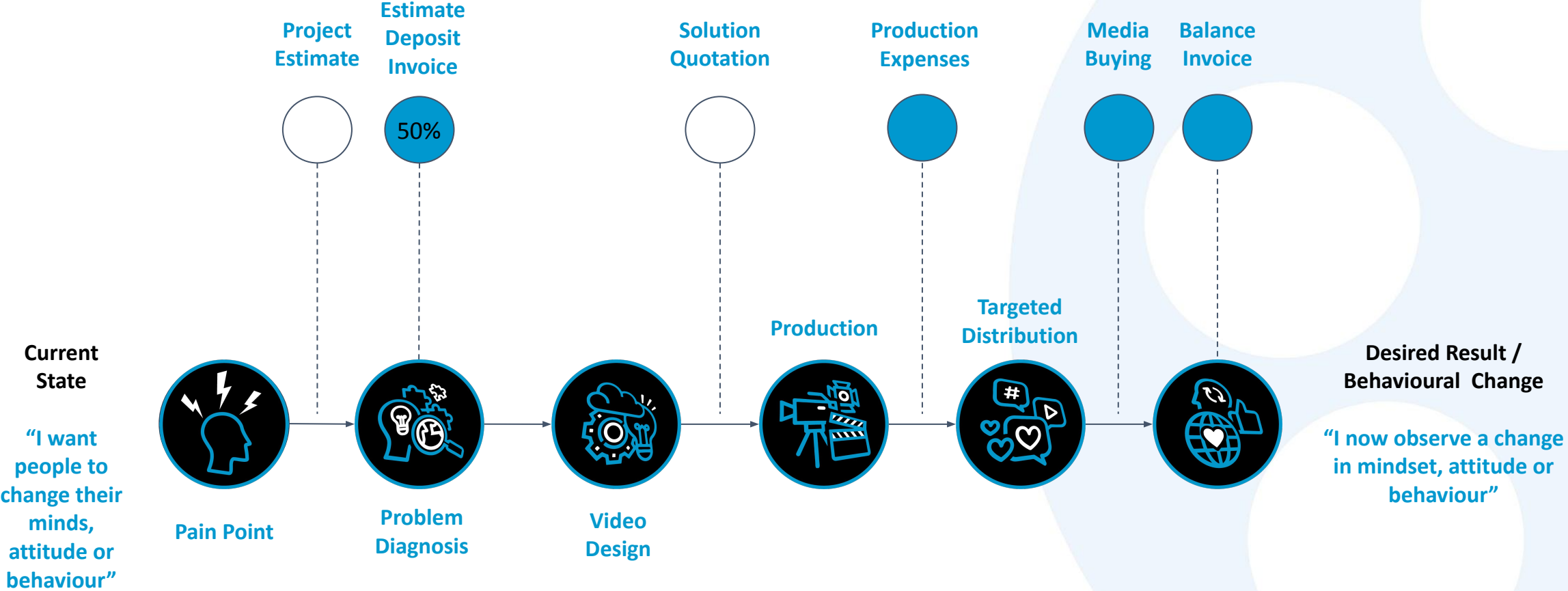
A discount of 10% of the full price applies if full payment is made within 14 days of the invoice date. No credit note will be issued. After payment you must ensure you only recover the VAT actually paid.

## 10% Discount For Charities or CIC's

If you're a charity or a CIC, you can take advantage of our 10% discount, simply provide your charity or company number with us to qualify.



# Our Payment Process



# Our Values



# Our Team

## ALEX



Alex Dewhirst is one of the creative directors of Film Division. Alex achieved first class honours studying film production. Before joining Film Division, he worked for several other production companies as a freelancer. Equally at home with the client, directing talent, in the edit or behind a camera, Alex brings vast technical knowledge and experience.

## KEVIN



Our Netherlands based creative Director. Kevin Pfeil has 10+ years of experience in the video marketing industry and specialises in strategic concept development. Originally trained as an Industrial Design Engineer, he soon discovered his passion for video marketing and now applies peer-reviewed research methodologies to design audience and brand experiences.

## KIRILL



Kirill Fadeyev is a well-experienced camera operator and video editor. Hailing from the cold climate of Russia, Kirill is our main technical force within the office. A carpenter, dedicated father and skilled in the art of the bloopers reel. Kirill has a plethora of skills that he uses to create your videos in conjunction with the rest of the Film Division Team.

# What We Believe



Showreel

## The Power of Video





# Testimonials



Testimonials

# Trusted By



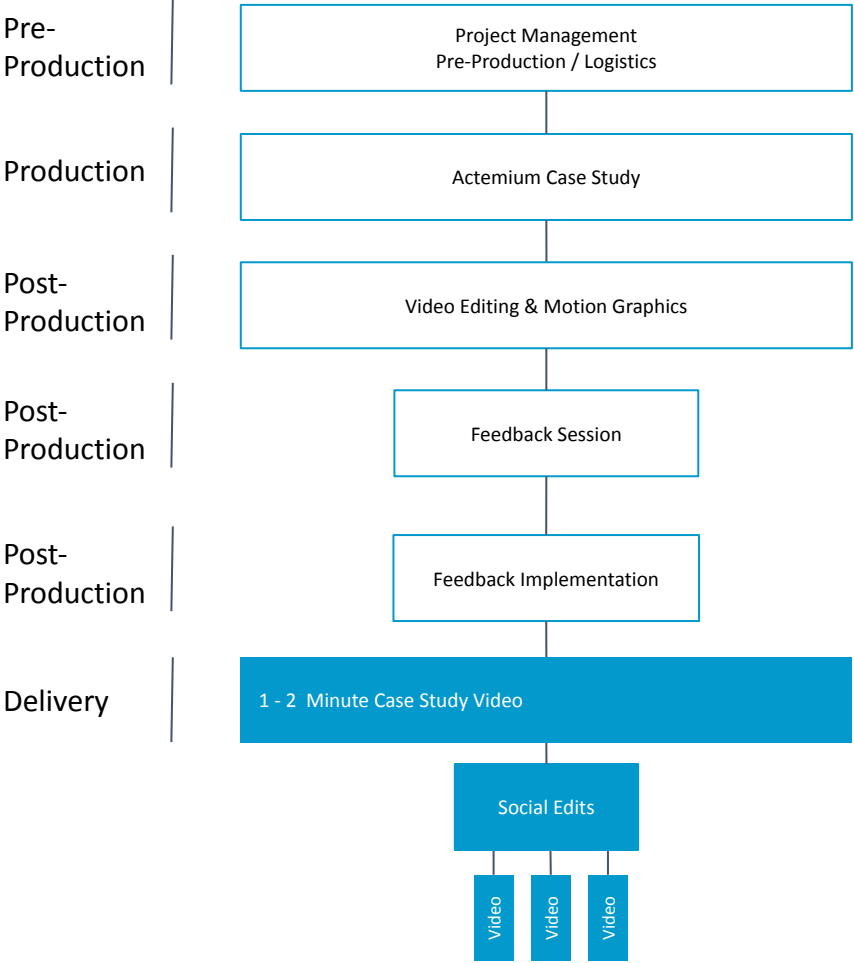
Liberation



MODOENERGY



# The Process



- ▶ The project is planned and organised efficiently.
  - Pre-Production meeting
  - Project planning and logistics
  - Risk assessment & documentation
  - Post-production management
  - Data management
- ▶ A full day of filming at an Actemiums location(s) including interview and contextual footage.
- ▶ After filming, the post production starts. We create the story as set out in Pre-Production. We go through all the footage and select the best clips and takes to bring Actemium's story to life.
- ▶ The first draft of the video edits will be sent to you for review. We will have a feedback session to ensure that the video is hitting all the right points and messaging. This will include Actemium.
- ▶ We will implement the agreed changes to the video. We will then finalise your video, create captions and make everything looks slick. We'll also start work on the short form videos.
- ▶ Once you are happy with the videos, you'll be sent your video assets, full branded and optimised for the platform or player of your choice.

# Our Mission

We actively look for passionate changemakers to support them with their organisational problems and communication.

It's our mission to help them get their message heard and inspire their audience to action.

We recognise that there are many great businesses, organisations, charities and people all focused on creating a better tomorrow.

Film Division wants to make the world a better place, but we don't know how. What we can do is help our clients who do using video as a tool to achieve their goal.



# Our Value

Our approach to creative development and video production helps organisations who want to make the world a better place - by getting their message heard and inspiring their audience to change through impactful video.

We work with organisations who give a shit about their social responsibility & environmental impact

Our human-centred, research-powered video is what allows us to deliver effective results for their investment.

# Our Process

**"I want people to change their minds,  
attitude or behaviour"**



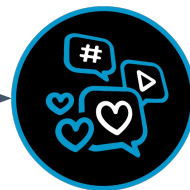
Problem  
Diagnosis



Video  
Design



Production



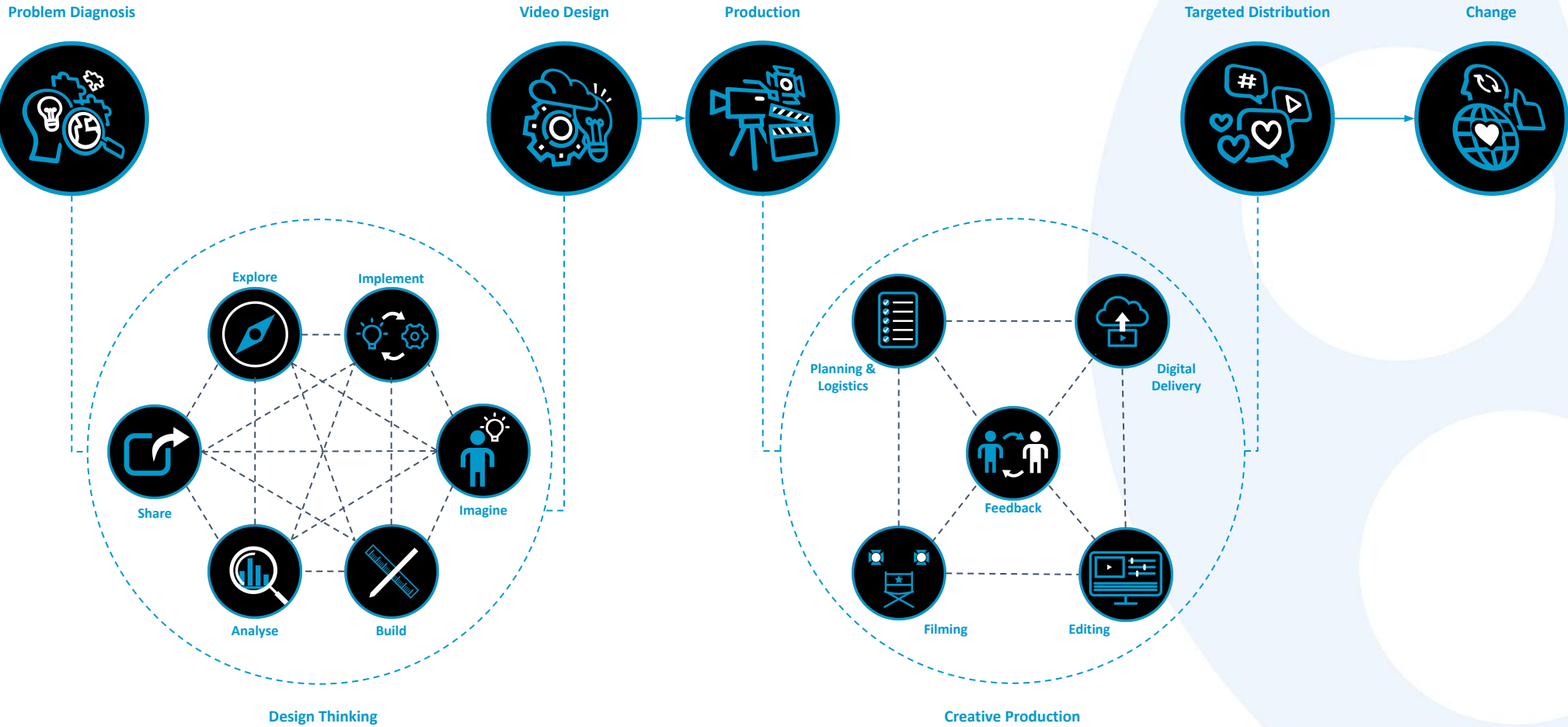
Targeted  
Distribution



Change

**"I now observe a change in mindset,  
attitude or behaviour"**

# Our Process Behind the Scenes



# Our Process

***“Reach your target audience with a mix of engaging video content and bespoke SEO articles”***

## Multi-Media Approach

Some may learn through reading, some learn by doing, others might be visual learners. It is essential to offer your audience an opportunity to connect with your brand in a way that fits them. The combination of videos and articles supports not only your audience, it improves SEO.



# Next Steps

Our team at Film Division HQ is keen to work on this project. With filming scheduled in **July**, we would recommend to start the research phase as soon as possible.

Once green light is given and the quote is approved, we will send a 50% deposit invoice. The final 50% invoice is sent upon delivery of the project. This balance invoice will reflect any occurred additional expenses as well as cost-savings.

The next pages present a rough costing of this project. Please bear in mind that it is based on our current assumptions.

# Previous Work Examples

## [Active Link - Promo Video](#)

A video for a charity that works with underprivileged young people who are having behavioral issues at school. We interviewed them in their own home, remaining respectful and adapting to their needs while on the go.

## [University of Birmingham - Platelet Group](#)

They also want to demonstrate that it's not just young people who are interested, a lot of sales are coming from age 65+ customers. You are not only trying to target vegans and vegetarians. Instead, your products should be the obvious choice for everyone who tries to make a difference.

## [CORE Education - COREUs Music Video](#)

A project built from the ground up by students, we produced this music video for a multi academy trust to demonstrate their unity and cohesion with each other.

# Let's Spread The Movement!

Our mission is to make the world a better place by helping Wild Earth Movement to educate and change the behaviours of everyday people so that they live in a greener way. We want to secure 3 extra festivals a year and quadruple the number of corporate litter picks you do.

By increasing your organisations revenue streams, you can educate on a larger scale and to an even higher quality. By securing more hires, you are also spreading the movement!

Any questions?

Please contact [hello@filmdivision.video](mailto:hello@filmdivision.video)

or call on 0121 638 0620

# Let's get started!

Any questions?

Please contact [hello@filmdivision.video](mailto:hello@filmdivision.video)

or call on 0121 638 0620



# Terms & Conditions

Our estimate is based on the information provided at the time of contact with us. If details, requirements or dates change, we may need to revise our quote.

This is not a quotation as we cannot provide this until we have more information from you or your organisation.

Our estimate does not include expenses such as vehicle mileage (75p per mile), travel costs, crew sustenance and accommodation that we will incur in order for us to produce the project safely, efficiently, ethically and to a high standard. This is because it is impossible at this stage for us to accurately cost these factors up. We will estimate, record and charge these costs in the final balance invoice accordingly as the project moves forward. If these costs need to be factored into your budget then please let us know.

At the confirmation of every project, a deposit invoice representing 50% of the estimated project value will be payable before we can carry out any work on the project. Our final remaining project balance will be invoiced upon delivery of all deliverables.

The balance invoice may reflect an increase or decrease of production costs. Any savings in time spent on the project will reduce the balance invoice and any increase due to changes of project details, dates and additional amendments to the original video brief will be added. The balance invoice will also reflect any expenses incurred.