



“Carpe Diem Showgrams™ are a series of promotional micro-videos. A strategically programmed network of creative storytelling assets and content distributed across multi-channel audiences. Showgram™ packages are designed to effectively deliver messaging that drives up business results.” - Nathan Reuss (Founder/CEO - Carpe Diem Creative Agency)

*In addition to these pre-packaged opportunities, Carpe Diem also offers completely hand-crafted showgram™ packages built from the ground up to fit custom timelines, budgets, and business goals needs.

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Package 1 - Showgram™ Pilot

This package gets your business's ads created. Quick-hit launch pad content creation using existing assets for use on organic and paid channels.

Duration

1 month statement of work

Included Deliverables:

1, 1:00 video using existing assets

3, :30 audience focused cutdowns of the 1:00 film

3, :15 audience focused cutdowns of the 1:00 film

Existing brand asset design integration

Final delivery of all assets go to the client partner for organic and paid and distribution.

Optional Add-ons:

Creative Strategy

Branding exploration

Continued content support

Pricing:

Agency Fees: The agency fees are calculated based on the actual deliverable assets and timing.

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Package 2 - Showgram™ Launch

This package gets your business's digital media distribution created. Media distribution channel strategy, platform, and data monitoring and optimization set up.

Duration

2 month statement of work

Included Deliverables:

Media strategy

Google Ads set up

YouTube Ads set up

Google Search set up

Facebook Ads set up

Instagram Ads set up

Email campaign set up

Optional Add-ons:

Creative Strategy

Ad content creation

Pricing:

Media Budget: The media budget is calculated based on the audience size, the business goal, and the timing of the developed campaign. Ultimately the media budget spend level is based on the comfort level of the client.

Agency Fees: The agency fees are calculated based on the actual deliverable assets and timing.

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Package 3 - Showgram™ Original

This package gets your business's originally produced ads created. Custom fully produced original content creation for use on organic and paid channels.

Duration:

3 month statement of work

Included Deliverables:

1-2 day on-location production shoot (Full Service)

1, 2:00 - 5:00 Original production film

1, 1:00 Audience focused original film

3, :30 Audience focused original film

3, :15 Audience focused original film

Creative Strategy

Scripts

Art Direction

Storyboarding

Post production editing

Existing brand asset design integration

Final delivery of all assets go to the client partner for organic and paid distribution.

Optional Add-ons:

Branding exploration

Behind the scenes production footage

Pricing:

Production Budget: The production budget is calculated based on the approved development of the creative concept.

Agency Fees: The agency fees are calculated based on the actual deliverable assets and timing.

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Package 4 - Showgram™ Series

This package gets your business's original custom ads created and distributed. Custom produced content, existing content, and complete organic and paid media distribution management.

Duration:

6 month statement of work

Includes:

- 1, 6 month Creative platform idea
- 2, 1-2 day on-location production shoots
- 2, 2:00 - 5:00 Original production films
- 2, 1:00 Edited cut downs
- 2, :30 Edited cut downs
- 10+, :15 Edited cut downs
- Behind the scenes production footage
- Post production editing
- Paid Media Strategy
- Paid Media Set-up+Management
- Final assets and media to be implemented by Carpe Diem
- Ongoing Test, Learn, & Adapt monitoring, optimizations, management, & reporting

Add on:

- Evergreen Organic Content Creation
- Organic Posting
- Organic Media Strategy

Pricing:

Production Budget: The production budget is calculated based on the approved development of the creative concept.

Media Budget: The media budget is calculated based on the audience size, the business goal, and the timing of the developed campaign. Ultimately the media budget spend level is based on the comfort level of the client.

Agency Fees: The agency fees are calculated based on the actual deliverable assets and timing.

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Package 5 - Showgram™ AOR

This package gets your business's complete digital and promotional ecosystem created and maintained. A complete full-service marketing platform package including the full suite of all Showgram™ package services + full digital ecosystem management of websites and apps.

Duration:

12 month retainer

Includes:

- 2, 6 month Creative platform ideas
- 4, 1-2 day on-location production shoots
- 4, 2:00 - 5:00 Original production films
- 4, 1:00 Edited cut downs
- 4, :30 Edited cut downs
- 25+, :15 Edited cut downs
- Behind the scenes production footage
- Post production editing
- Evergreen Organic Content Creation
- Original Brand Strategy & Design
- Paid Media Strategy
- Paid Media Set-up+Management
- Original Brand Designs/Strategy
- Digital Ecosystem Management
- Website management and development
- Mobile management and development
- Final assets and media to be implemented and managed by Carpe Diem
- Ongoing Test, Learn, & Adapt monitoring, optimizations, management, & reporting

Pricing:

Production Budget: The production budget is calculated based on the approved development of the creative concept.

Media Budget: The media budget is calculated based on the audience size, the business goal, and the timing of the developed campaign. Ultimately the media budget spend level is based on the comfort level of the client.

Agency Fees: The agency fees are calculated based on the actual deliverable assets and timing.

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