

brand **ENABLE**

PRO **STREAM**

PROFESSIONAL LIVE STREAMING

SEMINARS | CONFERENCES | VLOGS | PRODUCT LAUNCHES | CORPORATE EVENTS

AGENCY BROCHURE
& PRICING GUIDE 2018

AN EXCITING NEW WAY TO DELIVER PROFESSIONAL LIVE STREAMING

Brand Enable is a media and experiential agency, delivering cutting edge technology-driven brand solutions. With a deep rooted history in branding and communications, the agency is focused on developing strategic solutions for its clients.



LIVESTREAMING

Live streaming has become a popular way for businesses to get exposure with audiences on line. It is the future of online marketing and in recent years, all the social media giants have made a shift to offer live streaming services to its users.

It is a way that commands more attention on social channels, as live streaming is given preference within algorithms used throughout these platforms.

ENGAGINGTECH

Traditionally, live streaming has consisted of broadcasts through mobile phones with a 'fly on the wall' style of shooting which is very rough and ready and doesn't provide a level of professionalism that most brands aim to achieve.

With a combination of film production assets and extensive knowledge of the fast moving digital landscape, we set about to create a new platform that would allow brands to tap in to this technology in a way that is both accessible and affordable.



FORWARD THINKING

If you're aware of live streaming, you'll know that producing content primarily consists of filming on a mobile phone. Our ProStream solution is a new and exciting way to broadcast that incorporates multiple camera angles and involves numerous branding opportunities including the ability to fix a watermark logo, titles and even pre-prepared video. With our ProStream Social tools, you can moderate and publish social media comments in real time and run polls using hashtags.

THE FUTURE

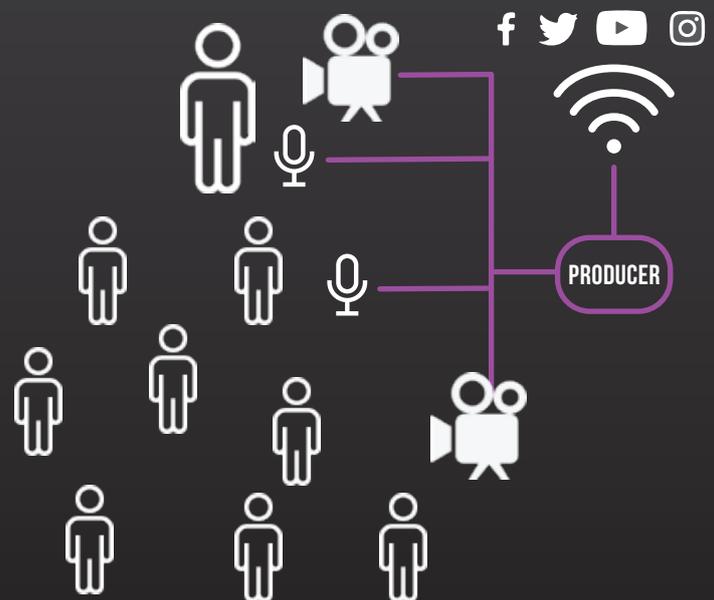
ProStream's other USP is the ability to export live video content to multiple social media channels at once, meaning a far greater reach. Normally, this isn't possible from streaming from just a single mobile phone so this in itself is an extremely powerful feature for businesses to harness.



HOW IT WORKS

ProStream will capture every part of your live event with a mixture of fixed and mobile cameras that can incorporate presenter-style broadcasting. It provides the opportunity to monetise each stream through the inclusion of advertising using dynamic graphics.

All the production is done in real time so that it can be completely controlled to suit the flow of the event.



KEY FEATURES



Professional live-streamed production



Multiple camera angles using professional kit up to 4K resolution



Broadcast to multiple social media channels



Include titles, motion graphics, display ads or watermark logos



Run realtime social media polls



Include interviews using Skype



Moderate & display social media comments in realtime



In addition to ProStream Cameras, add up to 10 IOS devices via Wifi



Range of stock video and royalty free audio to enhance your broadcast

THE OPPORTUNITY

We can help you integrate live streaming as part of your event offering and guide you through the various opportunities to help monetise it. You can retain full creative control through the preparatory work we do in the run up to the event whereby we arrange for various brand assets to be designed, from static display ads, motion graphics such as titles through to some additional animation work should you wish to animate your clients logo or other element.

It is because of its flexibility to scale from a small vlog style broadcast, to a large conference or trade show, there are endless possibilities regarding the application. ProStream could even be positioned as your own 'TV Channel' for new and exciting content that gives your audience and sponsors the latest information pre and post event. Should you wish us to provide help with any other aspect of promotion such as digital marketing, we have an existing relationship with the #1 ranked digital agency in the UK.

HOW WE WORK

PLANNING

We provide you with a dedicated contact number for your own account manager that will be exclusively used for client enquiries. We discuss client brief and best approach to broadcasting the event. We'll prepare all the visual assets that we need to include as well as any design work to create static or motion graphics throughout the broadcast.

STAGING

After we have created a pipeline of activity and a timeline for the broadcast, we will prepare the various social media channels and conduct some prior checks to ensure the broadcast runs smoothly on the day. We will prepare the necessary audio and visual equipment and determine what hardware is necessary to facilitate the broadcast.

PRODUCTION

On the day of your event, our production team will be uniformed with the option to wear your clients branded clothing. The broadcast will be recorded for the client and as well as being posted to their chosen social media channels, we can provide optional post production to hand off a shortened, highlighted version.



COSTS

Costs vary depending on the exact requirements of the event regarding production equipment and staffing.

For event organisers, are costs allow for you to monetise your event by incorporating sponsor logos, messages or graphics that we can integrate throughout your live stream.

Costs: From £100 per hour (minimum 5 hours).

Typical broadcast for a large event approx x10 hours

Includes:



x1 On site producer / camera operator



ProStream Broadcast unit, equipment for up to x3 cameras, audio capture for HD sound, x1 Laval Mic, x2 Pro Mics, LED / RGB Pro Lighting, Soft Lighting Rig, Green Screen, Stabiliser, Rigs.



Standard streaming fees



Planning, setup and broadcast management

Potential additional costs / provisions for consideration: Additional camera operator from £30 p.h., bespoke animation £TBC, other extended hardware £TBC, Parking charges £TBC, Travel expenses £TBC.

A Cat5 broadband connection is preferred however we can operate wirelessly subject to pre-event testing.

Contact us today for a no obligation quote

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