

KNHO FILM

CREATIVE CONTENT RETAINER PACKAGES

Cinematic production · Strategic storytelling · Consistent brand presence.

FRACTIONAL CREATIVE DIRECTOR
LAUNCH
GROWTH
MOMENTUM
AUTHORITY
SCALE
ENTERPRISE

Confidential Proposal Document · 2025

RETAINER PACKAGE

FRACTIONAL CREATIVE DIRECTOR

For companies without an internal marketing or creative department.

INCLUDES

- Monthly Strategy Meetings
 - Brand Development Guidance
 - Content Planning & Calendars
 - Marketing & Campaign Consultation
 - Creative Oversight
 - Vendor Management
 - Production Planning
 - Direct Access to Creative Director
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NOTE Production services billed separately or discounted through retainer partnership.

RETAINER PACKAGE

LAUNCH

For companies building a professional content library and establishing a consistent brand presence.

DELIVERABLES

- 1 Brand Hype Film (1–2 min)
- 1 Social Media Ad (30 sec)
- 1 Social Media Ad (15 sec)
- 5 High-Resolution Photographs

PRODUCTION

- 1 Production Day
- Professional Cinematic Production
- Licensed UAV / Drone Operations
- Professional Audio Capture
- Color Grading & Sound Design

INCLUDES

- Creative Direction
- Content Planning

- Pre-Production Planning
 - Editing & Post-Production
 - 2 Revision Rounds Per Deliverable
 - Digital & Social Media Usage Rights
 - Music Licensing
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RETAINER PACKAGE

GROWTH

For growing brands focused on marketing, recruitment, and customer acquisition.

DELIVERABLES

- 1 Brand Hype Film (2–3 min)
- 1 Social Media Ad (60 sec)
- 1 Social Media Ad (30 sec)
- 2 Social Media Ads (15 sec)
- 10 High-Resolution Photographs

PRODUCTION

- 2 Production Days
- Professional Cinematic Production
- Licensed UAV / Drone Operations
- Professional Audio Capture
- Color Grading & Sound Design

INCLUDES

- Creative Direction
 - Content Planning
 - Pre-Production Planning
 - Editing & Post-Production
 - 2 Revision Rounds Per Deliverable
 - Digital & Social Media Usage Rights
 - Music Licensing
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RETAINER PACKAGE

MOMENTUM

For companies investing in storytelling, recruitment, and brand authority.

DELIVERABLES

- 1 Brand Hype Film (1–2 min)
- 1 Brand Story Film (2–5 min)
- 1 Social Media Ad (60 sec)
- 1 Social Media Ad (30 sec)
- 3 Social Media Ads (15 sec)
- 15 High-Resolution Photographs

PRODUCTION

- 3 Production Days
- RED Cinema Camera Package
- Premium Lens Package
- Licensed UAV / Drone Operations
- Professional Audio Capture
- Color Grading & Sound Design

INCLUDES

- Creative Development
- Content Planning
- Pre-Production Planning
- Editing & Post-Production
- Quarterly Strategy Session
- 2 Revision Rounds Per Deliverable
- Digital & Social Media Usage Rights
- Music Licensing

RETAINER PACKAGE

AUTHORITY

For established brands seeking industry leadership and ongoing campaign support.

DELIVERABLES

- 1 Brand Hype Film (2–3 min)

- 1 Brand Story Film (2–5 min)
- 1 Testimonial Film (2–5 min)
- 1 Social Media Ad (60 sec)
- 2 Social Media Ads (30 sec)
- 4 Social Media Ads (15 sec)
- 20 High-Resolution Photographs

PRODUCTION

- 4 Production Days
- RED Cinema Camera Package
- Anamorphic Lens Package
- Licensed UAV / Drone Operations
- Professional Audio Capture
- Color Grading & Sound Design

INCLUDES

- Quarterly Creative Strategy Session
- Campaign Planning
- Content Planning
- Creative Direction
- Editing & Post-Production
- Motion Graphics Support
- 2 Revision Rounds Per Deliverable
- Digital & Social Media Usage Rights
- Music Licensing

RETAINER PACKAGE

SCALE

For regional and national brands executing ongoing marketing campaigns.

DELIVERABLES

- 1 Brand Hype Film (2–3 min)
- 1 Brand Story Film (2–5 min)
- 1 Testimonial Film (2–5 min)
- 1 Social Media Ad (60 sec)
- 3 Social Media Ads (30 sec)
- 8 Social Media Ads (15 sec)
- 30 High-Resolution Photographs

PRODUCTION

- 5 Production Days
- Multi-Camera RED Production
- High-Speed Camera System
- Anamorphic Lens Package
- Licensed UAV / Drone Operations
- Professional Audio Capture
- Color Grading & Sound Design

INCLUDES

- Monthly Strategy Meetings
 - Campaign Development
 - Recruitment Content Planning
 - Product Launch Support
 - Advanced Motion Graphics
 - Editing & Post-Production
 - 3 Revision Rounds Per Deliverable
 - Digital & Social Media Usage Rights
 - Music Licensing
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RETAINER PACKAGE

ENTERPRISE

Custom campaign and production support for large-scale organizations.

DELIVERABLES

- Brand Hype Films
- Brand Story Films
- Testimonial Films
- Broadcast Commercials
- Recruitment Campaigns
- Product Launch Campaigns
- Trade Show Content
- Dedicated Photography Coverage
- Social Media Campaign Assets

PRODUCTION

- 6+ Production Days
- Multi-Camera RED Production
- High-Speed Camera Systems
- Anamorphic Lens Package
- Licensed UAV / Drone Operations
- Dedicated Photographer
- Dedicated Producer
- Expanded Production Crew

INCLUDES

- Quarterly Strategy Workshops
- Campaign Development
- Content Planning
- Advanced Motion Graphics
- Priority Turnaround
- Broadcast & Digital Licensing Options
- Music Licensing

OPTIONAL ADD-ONS

Enhancements & Extras

- Additional Production Day
- Dedicated Photographer
- Dedicated Producer
- Talent Casting
- Professional Voiceover
- Motion Graphics Package
- 3D Animation
- Custom Music Composition
- Additional Ad Variations
- Rush Delivery
- Broadcast Licensing
- Monthly Content Strategy

RETAINER TERMS

Terms & Conditions

Commitment Six-month minimum commitment required for all retainer packages.

Production Days Production days must be used within the contract month and do not roll over.

Travel Travel expenses are billed separately when applicable.

Additional Services Additional production services are available upon request.

FCD Production Fractional Creative Director production services are billed separately or discounted through retainer partnership.