AERIAL CANVAS

LISTING COMMERCIAL

COMMERCIAL PRODUCTION DEPARTMENT

OUR MISSION

Authenticity is what we believe in.
Real stories are what we tell.

We create art at its most compelling form. How? Through the collaboration of minds. Together, we work to capture and construct a single, unified story. Why? For the sake and love of the craft, itself. Driven by the ability to create content that changes and reshapes our world, every piece we work on is derived from our core beliefs.

Creating and sharing real stories from authentic brands, who aren't afraid of making their stance known, has been such an honor. Our platform is designed for influencers, movers and shakers, trail blazers, game changers, and transformational leaders interested in leaving the world a little better than they found it.

Everyone has the capacity to make a difference, we'd love to assist you along the way.

FEATURED COMPANIES WE'VE WORKED WITH

Here are just a few world-class brands we've had the pleasure to work alongside:

LinkedIn

COLDWELL BANKER

Google

Red Bull

COMPASS

MEET THE TEAM

DEAN PAGSOLINGAN

Executive Creative Director

Based in San Francisco, Dean has spent the last few years cultivating his craft by telling stories through advertising. Whether it be developing ideas, crafting pitches, or building foundations, he oversees the entire creative process from concept to production to post.

When he's not directing and overseeing creative, Dean spends his time cycling and exploring redwood lined trails.

HUNTER FINLEY

Executive Producer

Seasoned in the art of visual storytelling, Hunter hopes to utilize digital media as a way to help companies showcase their products and services to potential customers. He provides overall account leadership by developing client relationships and manages all producers.

Hunter is interested in examining the ways in which technology can be utilized to help people. Specifically, making the virtual space a more accessible experience is what he invests his time in.

MARISSA MESSINA

Production Manager

Marissa guides clients through the logistics of our production process. Initial bids, schedules, budgets — she's the one who takes to the screen the notes you put down onto paper. Every production is set up for success due to her integral role in organizing and maintaining these details.

When she's not behind keeping things in check behind the screen, you can find her out in the wilderness; traveling, hiking, and taking in the world around her.

MATT SOMOGYI

Creative Director

Having earned his Masters degree from Dodge College of Film and Media Arts at Chapman University, Matt specializes in film history. Creating cinematically heartfelt and aesthetically honest connections between the subject and viewer is what he strives to achieve with his art.

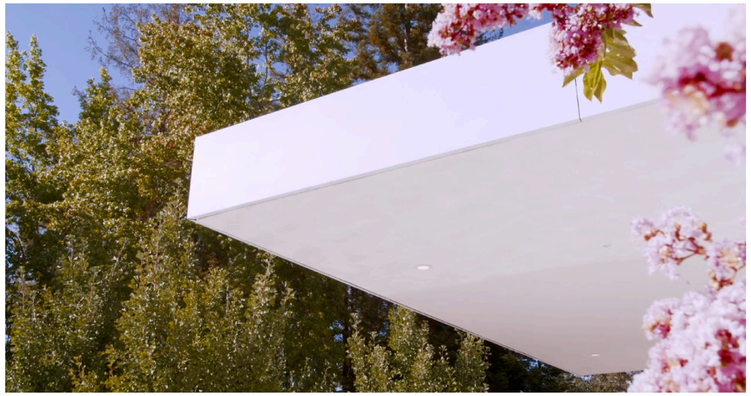
Wondering how he has such a vast knowledge of films? When he's not crafting commercials, he's watching and rewatching his favorite movies.

DELIVERABLES

LISTING COMMERCIAL

ONE 2-MINUTE VIDEO
- One 6-12HR filming day consisting of scripted scenes & abstract B-Roll
- Showing off the livability of the house through a compelling story with talent

USAGE
- Your website
- Your brokerage agent page
- Your social media channels
    - LinkedIn
    - Facebook
    - Instagram
    - Youtube
    - Vimeo
- Your email blasts
- Paid posts



IKIGAI

WHAT IS IKIGAI?

Ikigai (pronounced Ick-ee-guy) is a Japanese concept that means “a reason for being”. Ikigai is the reason you get up out of bed every morning. Ikigai is the driving force behind all that you live for.

“Your ikigai is at the intersection of what you are good at and what you love doing. Just as humans have lusted after objects and money since the dawn of time, other humans have felt dissatisfaction at the relentless pursuit of money and fame and have instead focused on something bigger than their own material wealth. This has over the years been described using many different words and practices, but always hearkening back to the central core of meaningfulness in life.”

START WITH WHY

People don’t buy WHAT you do; they buy WHY you do it.

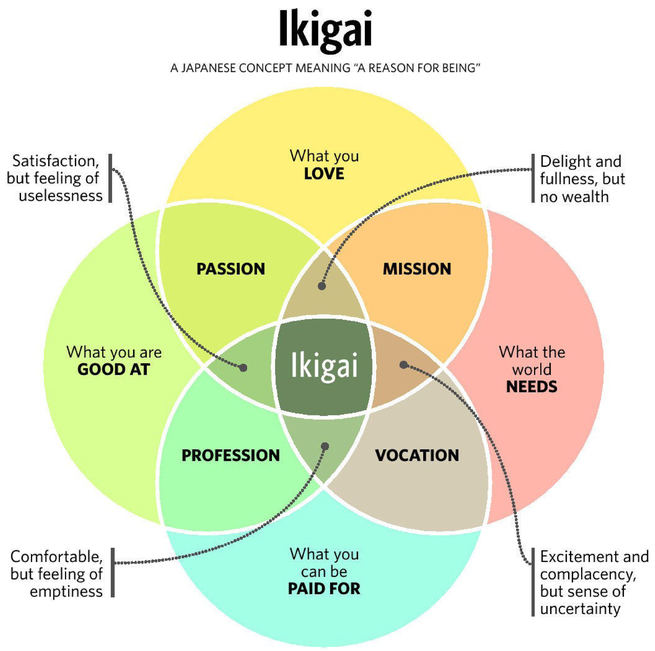
“Every leader and company knows the WHAT. They can describe their products, their industry, and their competitors. Some companies also know HOW they do WHAT they do — their unique differentiators, their value proposition, and their values. But few companies know or articulate their WHY — their purpose, their cause or their belief. The WHY is their reason for being. And the WHY is why anyone should care.” -Simon Sinek

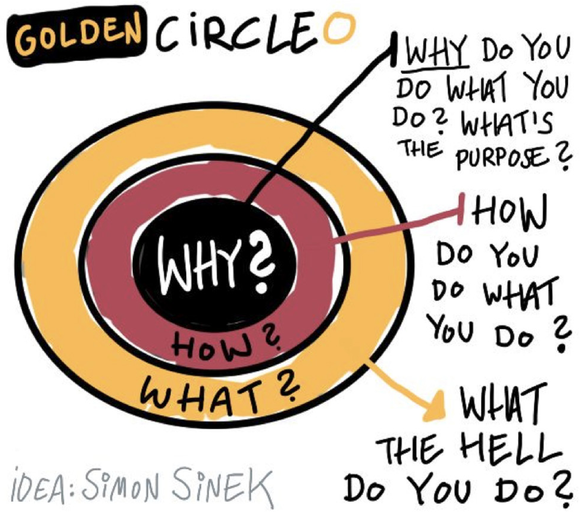
OUR GOAL

Ikigai and Simon Sinek’s Start With Why resonates deeply with our team.

Our goal is to discover your sense of purpose in life; to discover the motivation behind your own Why. If you’re unsure, we’re here to help you uncover that passion.

Ikigai is what will set your brand apart from the millions of other brands out there, and we want to help connect you with those who believe what you believe.
This is where the foundation of your story will be built.
This is why we do what we do.





PROCESS & EXPECTATIONS

GOAL

- Get clients to make decisions based on WHY you do, rather than just WHAT you do

DELIVERABLES

- One 60-second Video
- *Additional deliverables depend on Tier

DEVELOPMENT

- Discovery phase of the creative process.
- Opportunity for us to get to know YOU, YOUR BRAND, and YOUR MESSAGE
- Research the BRAND's 5 W's, MVV, and marketing goals
- Calendar the pertinent dates (location scouting, production, etc.)
- Develop & approve the Script

PRE-PRODUCTION

- Develop the Master Shot List (blocking & staging)
- Develop the Script Breakdown (Producer, Director, DP)

PRODUCTION (1 DAY)

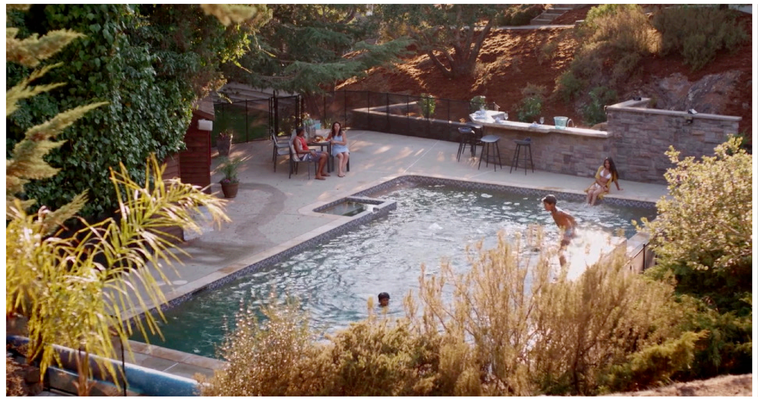
- Shots will be completed per Script Breakdown
- Interview or Voiceover recording
- Establishing Shots
- B-Roll & Inserts

POST-PRODUCTION

- Director will oversee editor throughout the process
- Editor will edit based on the master shot list

DISTRIBUTION

- Tips on how to get the content to your target market
- Introduce distribution plan



THE WORK

SCRIPT

With scripting, you will know exactly how the video is going to look before filming.

1A FS

EXT. BELMONT NEIGHBORHOOD - DAY

The neighborhood is green with estates scattered around.

2A MS
2B FS

EXT. FRONT HOUSE - DAY

The afternoon begins at 1520 Folger Drive, Belmont, CA. A family (MOM, DAD, 3 KIDS) live inside the house. Dad is out front watering the plants. He walks inside the house through the front door and closes the door.

3A MS
3B CU
3C MS
3D FS

INT. KITCHEN - DAY

Dad walks into the kitchen and sees Mom and Kid 1. They are cutting fruits on the countertop for when the family swims in the pool. Dad comes into the kitchen to give Mom a kiss. He steals a fruit slice and walks away.

MONTAGE

- Abstract interior shots of house.

4A MS
4B FS
4C MS

INT. GYM - DAY * Balcony Film first

Dad walks towards the gym. Kid 2 is working out. Dad joins Kid 2.

MONTAGE

- Abstract exterior shots of house.

4D MS
4E CU

5A MS
5B CU
5C CU

EXT. CHICKEN COOP - DAY

Kid 3 is walking towards chicken coop. Kid 3 is hanging out with his/her feathered friends.

MONTAGE

- Abstract interior shots of house.

6A
6B
6C

EXT. BALCONY - DAY

Mom walks towards the balcony. Mom lands at the balcony rail. Mom can see Dad, Kid 1 and Kid 2 playing at the pool.

MONTAGE

- Abstract exterior shots of house.

SHOT LIST / MOOD BOARD

We imagine and create all the shots ahead of time so that production is as creative and efficient as possible.

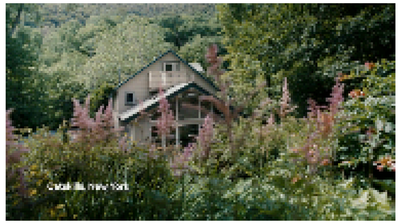
EXT. BELMONT NEIGHBORHOOD - DAY

The neighborhood is green with estates scattered around

EXT. FRONT HOUSE - DAY

The afternoon begins at 1520 Folger Drive, Belmont, CA. A family (MOM, DAD, 3 KIDS) live inside the house. Dad is out front watering the plants. He walks inside the house through the front door and closes the door.

CALL OUT TITLE: LOWER THIRDS | KW FONT | 1520 FOLGER DRIVE, BELMONT, CA



TIER PRICING & STRUCTURE

TIER S (CONSULTATION)

MAXIMUM VALUE

PRE-PRODUCTION
- Original Screenplay w/ Agent Dialogue *(written by professional Screenwriter)*
- 1 Rewrite Cycle
- Location/Tech Scouting

PRODUCTION
- Up to 12-hours Shoot
- 3 Locations
- 4 person Crew *(Director, DP, 1AC, Gaffer)*
    - *Advanced Camera, Lighting & Crew Package*
- Drone footage shot on Inspire 2
- Equipment Rentals *(camera, lenses, lights)*

POST-PRODUCTION
- Professional Editor
- Professional Colorist
- Professional Sound Designer
- Premium Royalty Free Music *(Musicbed)*
- 2 Picture Lock Revision Cycles

DELIVERABLES
- **(1)** 2-minute Video
- **(1)** 60-second Cut Down
- **(1)** 25-30 second Cut Down
- (1) Lifestyle Portraits
- (1) 3-minute Interview Video
- (2) 30-second Interview Videos

OPTIONAL ADD-ONS
- 30-seconds of new content *($500)*
- Stedicam *($2,000)*
- Hair & Make-Up Artist *($900)*
- Professional Sound Mixer - On Set *($600)*
- Additional Locations *(based on consultation)*
- Actors *($700/pp)*

TIER 1

PREMIERE

PRE-PRODUCTION
- Original Screenplay w/ Agent Dialogue *(written by professional Screenwriter)*
- 1 Rewrite Cycle
- Location/Tech Scouting

PRODUCTION
- Up to 12-hours Shoot
- 3 Locations (Home & 2 Lifestyle)
- 4 person Crew *(Director, DP, Gaffer)*
- *Premium Camera, Lighting & Crew Package*
- Drone footage shot on Inspire 2
- Equipment Rentals *(camera, lenses, lights)*

POST-PRODUCTION
- Professional Editor
- Professional Colorist
- Professional Sound Designer
- Premium Royalty Free Music *(Musicbed)*
- 2 Picture Lock Revision Cycles

DELIVERABLES
- **(1)** 2-minute Video
- **(1)** 60-second Cut Down
- **(1)** 25-30 second Cut Down

OPTIONAL ADD-ONS
- 30-seconds of new content *($500)*
- Stedicam *($2,000)*
- Hair & Make-Up Artist *($900)*
- Professional Sound Mixer - On Set *($600)*
- Additional Locations *(based on consultation)*
- Actors *($700/pp)*

TIER 2

STANDARD

PRE-PRODUCTION
- Original Screenplay w/ Agent Dialogue *(written by professional Screenwriter)*
- 1 Rewrite Cycle

PRODUCTION
- Up to 8-hours Shoot
- 1 Location (Home)
- 3 Person Crew *(Director, DP, Gaffer)*
- *Mid Camera, Lighting & Crew Package*
- Drone footage shot on Mavic 2
- No Equipment Rentals

POST-PRODUCTION
- Professional Editor
- Professional Colorist
- Professional Sound Designer
- Premium Royalty Free Music *(Musicbed)*
- 2 Picture Lock Revision Cycles

DELIVERABLES
- **(1)** 2-minute Video
- **(1)** 60-second Cut Down

OPTIONAL ADD-ONS
- 30-seconds of New Content *($500)*
- **No** Stedicam Option
- **No** Hair & Make-Up Artist Option
- **No** Professional Sound Mixer Option
- **No** Additional Locations Option
- **No** Actors Option

TIER 3

BASIC

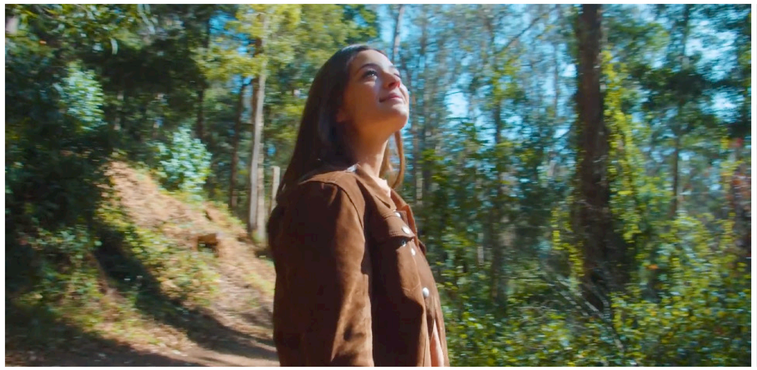
PRE-PRODUCTION
- Simple Storyline (no actor dialogue)
- 1 Rewrite Cycle

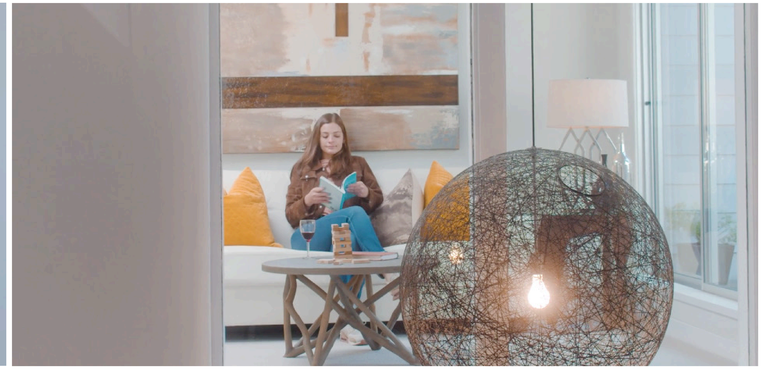
PRODUCTION
- Up to 5-hours Shoot
- 1 Location
- 1-2 Person Crew *(Director - for talent portion, DP)*
- Drone footage shot on Mavic 2
- No Equipment Rentals

POST-PRODUCTION
- Professional Editor
- Professional Colorist
- No Professional Sound Designer
- **Premium Royalty Free Music** ***(Musicbed)***
- 2 Picture Lock Revision Cycles

DELIVERABLES
- **(1)** 60-second Video

OPTIONAL ADD-ONS
- 30-seconds of New Content *($500)*
- 25-30 second Cut Down *($200)*
- **No** Stedicam Option
- **No** Hair & Make-Up Artist Option
- **No** Professional Sound Mixer Option
- **No** Additional Locations Option
- **No** Professional Actors Option





LISTING COMMERCIALS REIMAGINED.

IF YOU HAVE ANY QUESTIONS

REACH ME AT DEAN@AERIALCANVAS.COM