

MEDIA INNOVATION LAB™

**AI-FIRST MEDIA PRODUCTION.
BUILT FOR WHAT'S NEXT**

The Media Innovation Lab gives your company a flexible, forward-looking creative partner fueled by the latest in AI and cinematic storytelling. Allocate Innovation Credits each month to the projects and priorities that drive the greatest impact.



FLEXIBLE BY DESIGN
Use credits across any combination of services.



ALWAYS INNOVATING
We continuously explore and integrate new technologies.



STRATEGIC PARTNERSHIP
More than production—
we drive creative outcomes.



PREDICTABLE & SCALABLE
Simple monthly investment.
No surprises.

MEMBERSHIP OPTIONS

CORE PARTNER

\$5,000 / month

40
INNOVATION CREDITS

- ✓ Monthly Strategy Session
- ✓ Dedicated Creative Direction
- ✓ Monthly AI Innovation Brief
- ✓ Quarterly Creative Roadmap
- ✓ Priority Scheduling
- ✓ Flexible Credit Allocation
- ✓ 10% Monthly Credit Rollover

PERFECT FOR

Growing companies & teams building consistent content.

MOST POPULAR

GROWTH PARTNER

\$8,500 / month

75
INNOVATION CREDITS

Everything in Core Partner, plus:

- ✓ Bi-weekly Strategy Sessions
- ✓ Priority Production Queue
- ✓ Dedicated Slack Collaboration
- ✓ Expanded Creative Capacity
- ✓ Campaign Performance Reviews
- ✓ 20% Monthly Credit Rollover

PERFECT FOR

Scaling brands & marketing teams with multiple initiatives.

INNOVATION PARTNER

\$15,000 / month

130
INNOVATION CREDITS

Everything in Growth Partner, plus:

- ✓ Weekly Leadership Planning
- ✓ Fractional Creative Director
- ✓ Highest Production Priority
- ✓ Executive Communication Support
- ✓ Ongoing Creative R&D
- ✓ 30% Monthly Credit Rollover

PERFECT FOR

Enterprise & high-growth companies where media is a strategic advantage.

HOW INNOVATION CREDITS WORK



1 EARN MONTHLY CREDITS
Receive a set number of Innovation Credits each month based on your membership.



2 ALLOCATE FREELY
Use your credits across any service in our catalog—or combine them to fit your goals.



3 WE PRODUCE
Our team brings your vision to life using the best tools, talent, and AI-driven workflows.



4 DRIVE IMPACT
You get premium content, faster turnaround, and a creative edge that compounds.

NOT SURE WHERE IT FITS?

Use credits for custom projects, emerging technologies, or new opportunities that fall outside the catalog. That's what Innovation Projects are for.

*Need additional production capacity? Additional Innovation Credits may be purchased at \$150 per credit.

PRODUCTION CATALOG A menu of common deliverables. Mix, match, and adapt to your needs.



VIDEO PRODUCTION

Complete, finished videos

| | CREDITS |
|---------------------|---------|
| 15 Second Video | 5 |
| 30 Second Video | 10 |
| 60 Second Video | 18 |
| 90 Second Video | 25 |
| 2 Minute Video | 35 |
| 3 Minute Brand Film | 50 |



EXECUTIVE COMMUNICATION

Leadership & internal content

| | CREDITS |
|--------------------------|---------|
| Executive Avatar Update | 5 |
| Executive Announcement | 8 |
| Thought Leadership Video | 10 |
| Recruiting Communication | 8 |
| Internal Communication | 8 |
| Investor Update | 10 |



BRAND MOTION

Animation & motion design

| | CREDITS |
|---------------------------|---------|
| Cinematic Logo Animation | 12 |
| Motion Identity Extension | 8 |
| Website Hero Animation | 5 |
| Product Reveal Animation | 8 |
| Motion Graphics Package | 6 |



AI PHOTOGRAPHY & VISUALS

Images & visual assets

| | CREDITS |
|-------------------------------|---------|
| Hero Campaign Image | 2 |
| Product Image Collection (5) | 4 |
| Product Image Collection (10) | 7 |
| Lifestyle Campaign Collection | 8 |
| Advertising Image Set | 6 |
| Thumbnail Package | 3 |



SOCIAL CONTENT

Short-form & platform content

| | CREDITS |
|----------------------------|---------|
| Social Video (15–30 sec) | 2 |
| Social Campaign (3 Videos) | 10 |
| Social Cutdown Package | 5 |
| Platform Adaptations | 3 |

PRODUCTION MODULES Enhance any project with additional creative capabilities.



MOTION

| | CREDITS |
|--------------------------|---------|
| Advanced Motion Graphics | 3 |
| Premium Motion Package | 6 |
| Animated Infographics | 3 |
| Title Sequence | 2 |



VISUAL EFFECTS

| | CREDITS |
|-----------------------------|---------|
| Single VFX Shot | 1 |
| 5-Shot VFX Package | 5 |
| Advanced Cinematic Sequence | 10 |
| AI Environment Extension | 3 |



AUDIO

| | CREDITS |
|------------------------------|---------|
| Professional Sound Design | 2 |
| Premium Audio Mix | 4 |
| AI Voiceover | 2 |
| Human Voiceover Coordination | 3 |
| Music Edit | 2 |



DELIVERY

| | CREDITS |
|--------------------------|---------|
| Additional Aspect Ratios | 1 |
| Translation Package | 3 |
| Alternate Brand Version | 3 |
| Platform Version Package | 2 |



STRATEGY & PLANNING

| | CREDITS |
|---------------------------|---------|
| Creative Workshop | 4 |
| Campaign Strategy Session | 5 |
| Storyboarding | 3 |
| Messaging Development | 3 |
| Product Launch Planning | 6 |
| Concept Sprint | 5 |

INNOVATION PROJECTS

For custom initiatives and emerging opportunities that go beyond the catalog.



SMALL 2–5 CREDITS

Rapid experimentation. AI workflow testing, creative automation, prototypes, custom GPTs, experimental marketing assets.



MEDIUM 6–12 CREDITS

Interactive experiences, training systems, AI-powered presentations, prototypes, campaign workflows, workflows, marketing automation.



LARGE 13–25+ CREDITS

Enterprise creative systems, custom AI experiences, experimental campaigns, emerging technology implementations, bespoke production solutions.



- IDEA
- DESIGN
- DEVELOP
- DEPLOY
- IMPACT

EVERY PARTNERSHIP INCLUDES

- ✓ Monthly Strategy Session
- ✓ Monthly AI Innovation Brief
- ✓ Flexible Credit Allocation
- ✓ Production Priority
- ✓ Quarterly Creative Roadmap
- ✓ Early Access to New Capabilities
- ✓ A Partner Invested in Your Success