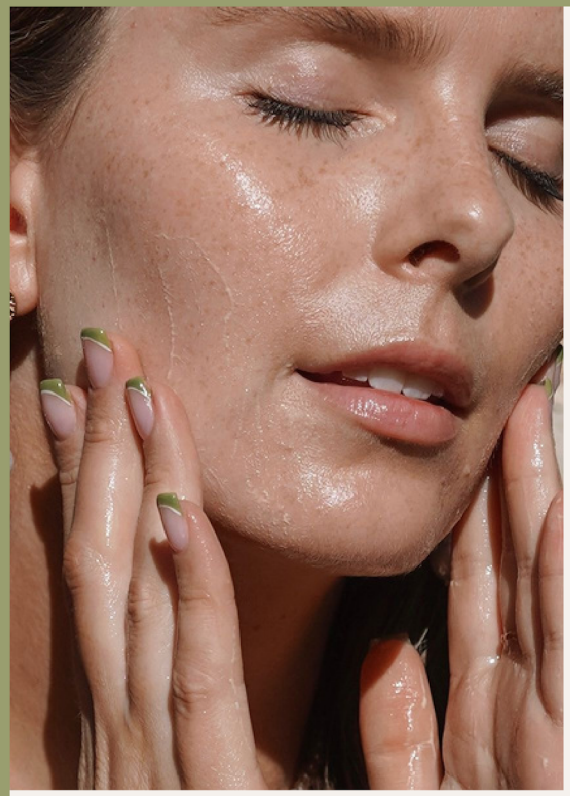
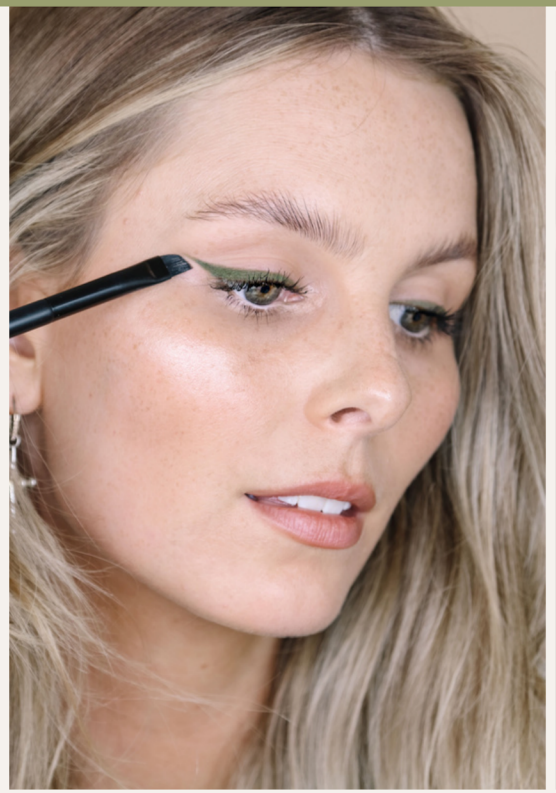
Studio Alyce Packages
2024




fresh
SOY FACE CLEANSER
FOR ALL SKIN TYPES
RICH IN AMINO ACIDS
GENTLY CLEANSES FACE & EYES
NETTOYANT VISAGE AU SOJA
200ml - 6.7fl oz
fresh
F21C




GIORGIO ARMANI




THE NORTON CLINIC


ROSE FACE MASK
fresh
F21C
fresh
SOY FACE CLEANSER
FOR ALL SKIN TYPES
RICH IN AMINO ACIDS
GENTLY CLEANSES FACE & EYES
NETTOYANT VISAGE AU SOJA
20ml - 0.6fl oz
fresh
F21C
fresh
ROSE
50ml - 1.6fl oz
fresh
F21C



Content Creation - Up & Running

Our Up & Running Creation Package is perfect for businesses just starting out or looking for a small yet impactful boost to their online presence. This package includes a limited number of professionally shot images or videos, designed to showcase your brand and products in their best light.

This package includes:

Initial meeting (online) to discuss ideas

Creation of mood board

Content creation session consisting of:
10 product photos
OR
7 product videos

Editing

Sourcing of backgrounds & props from our abundant collection

Mix of lo-fi or high quality content

$850 + GST
One off fee

Please note:
Brand product will need to be supplied to Studio Alyce to create content at our studio.
Products can be returned upon completion of the shoot if preferred, however certain products may not be able to be reused (such as makeup or skincare).

Additional fees may apply for specific props/backgrounds/locations required. We believe in complete transparency and being upfront about every aspect of our collaboration. That's why we promise to openly communicate any additional fees that may come up, ensuring there are no surprises along the way.

Step up your content game with a professional photo shoot featuring models! Our standard offering showcases your product sans models, with a focus on the product and a hint of hands. But if you're looking to add a human touch, we're happy to arrange a shoot with models for you. Just keep in mind, there may be some extra fees involved.

Content Creation - Level Up

Our Level Up package includes a combination of creative product photography & videography, tailored to your brand's unique vision, empowering you to execute your social strategy accompanied by beautiful visuals. It's suited to both product & service based businesses.

This package includes:

Initial meeting (online) to discuss ideas

Creation of mood board

Content creation session consisting of 10 product images & 5 product videos

Editing

Option to receive content in it's raw format so it's able to be edited into different formats

Sourcing of backgrounds & props from our abundant collection

Mix of lo-fi or high quality content

$1250 + GST
One off fee

Please note:
Brand product will need to be supplied to Studio Alyce to create content at our studio.
Products can be returned upon completion of the shoot if preferred, however certain products may not be able to be reused (such as makeup or skincare).

Additional fees may apply for specific props/backgrounds/locations required. We believe in complete transparency and being upfront about every aspect of our collaboration. That's why we promise to openly communicate any additional fees that may come up, ensuring there are no surprises along the way.

Step up your content game with a professional photo shoot featuring models! Our standard offering showcases your product sans models, with a focus on the product and a hint of hands. But if you're looking to add a human touch, we're happy to arrange a shoot with models for you. Just keep in mind, there may be some extra fees involved.

Content Creation - Freshen Up

Our Freshen Up package brings even more photo & video content your way, ready to be posted on your website or socials.

This package includes:

Initial meeting (online) to discuss ideas

Creation of mood board

Content creation session consisting of 20 product images & 10 product videos

Editing

Option to receive content in it's raw format so it's able to be edited into different formats

Sourcing of backgrounds & props from our abundant collection

Mix of lo-fi or high quality content

$2400 + GST
One off fee

Please note:
Brand product will need to be supplied to Studio Alyce to create content at our studio.
Products can be returned upon completion of the shoot if preferred, however certain products may not be able to be reused (such as makeup or skincare).

Additional fees may apply for specific props/backgrounds/locations required. We believe in complete transparency and being upfront about every aspect of our collaboration. That's why we promise to openly communicate any additional fees that may come up, ensuring there are no surprises along the way.

Step up your content game with a professional photo shoot featuring models! Our standard offering showcases your product sans models, with a focus on the product and a hint of hands. But if you're looking to add a human touch, we're happy to arrange a shoot with models for you. Just keep in mind, there may be some extra fees involved.

Photo & Video Shoot Production

With our production offering, you can confidently bring your visual ideas to life. Let us handle the logistics and we'll ensure a streamlined process from concept to delivery. We have an established network of wildly talented creatives who create polished & captivating photo and video content, as well as a die hard love for organisation and attention to detail to ensure a successful content shoot.

We offer:
Initial meeting (currently online) to discuss brand goals

Pre production:
Creation of mood board
Booking creative team including photographer/videographer, makeup artist, hair stylist, stylist etc
Talent casting & booking
Location scouting
Scheduling catering
Creation of shot list, run sheet, call sheet
Assistance with background or prop sourcing (if required)

On set management:
Scheduling and timeline management
Creative direction and guidance
Overseeing all aspects of the shoot to keep the day running smoothly and ensuring creative goals are met
Capturing behind the scenes content (if required)

Post shoot support:
Image selection
Ensuring content is delivered on time and on brief

Pre Production from $500 + GST
On Set Production from $600 + GST

Please note: These rates are for production only. All other crew, talent, location + catering etc fees are additional and will vary. We will always be transparent with you about the cost up front.

Creator + Influencer Campaign Management - Upgrade It

This package is ideal for brands who are on the lookout for fresh faces and captivating voices to authentically promote their products in photo & video content. We take care of every step in the process, from identifying aligned creators & influencers, to briefing and content delivery. We'll take the stress out of influencer campaigns, ensuring every detail is aligned with your brand's goals. And if you're in the beauty space, we have a long list of established relationships, ready for your brand to leverage.

This package includes:

Initial meeting (online) to discuss brand goals

Collaborative influencer and creator campaign strategy

Campaign management from concept to execution including:

Identifying influencers and content creators in brand's niche

Establishing relationships with key influencers and creators

Negotiating deliverables, usage and rates

Brief Creation

Managing and reviewing content approvals

Managing content execution to ensure deliverables & timelines are met

Insights upon completion of influencer campaigns

$1500 + GST
Per Month

Please note: This fee is for the management of the campaign only. Creator/influencer fees are additional and rates will vary.

Creator Coaching

Our creator coaching is designed to empower aspiring influencers and creators to navigate the world of brand collaborations with confidence and success. With the guidance of an experienced creator, you'll gain the skills and insights needed to not only secure partnerships but also become a sought-after creator that brands love to work with.

This package includes:

Customised mentorship to align with your journey

Initial meeting (online) to discuss your goals and define what guidance you're seeking

Guidance on pitching to and communicating with brands

Media kit enhancement

Rate recommendations

Guidelines for Ts & Cs

Tips for becoming a creator that brands can trust to encourage multiple campaign bookings

Creative direction and tips

Guidance on best practices

Insights from Rachael Brook - an experienced creator and campaign manager

Follow up meeting to track progress. address any further questions and refine strategy

From $600 + GST
One off fee

Please note: We are able to offer this as an ongoing service if you prefer long term guidance.
We are not solicitors. For guidance on Ts & Cs, these are just suggestions for inclusions to ensure a smooth campaign process and we always recommend having them included in a contract drawn up via a professional.

Social Media Refresh - Turn It Up

Our social media refresh package, Turn It Up, helps bring your dream aesthetic to life and build strong brand recognition. We'll work with you to conceptualize your ideal brand image and create a cohesive visual guideline to ensure consistent representation across all your social media platforms. Our goal is to give you the tools to elevate your brand's online presence and help you stand out in a crowded digital landscape. This package works well for local service or product based businesses.

This package includes:

2 Hour in person content creation coaching session with you + your team

Content suggestions tailored to your business

Content References

Bio suggestions

Highlight suggestions

Layout ideas

Hashtag suggestions to help reach your local audience

5 x story graphics (provided to you in Canva for easy adjusting)

5 x post graphics (provided to you in Canva for easy adjusting)

Content style guide

$1500 + GST
One off fee

Please note: These suggestions are provided to you in an easy-to-read PDF for you to implement yourself. We are happy to update your social pages for an additional fee.

Social Media Refresh + Content Shoot - Polish It Up

Our Polish It Up package combines a social media refresh and content shoot that's suited to service or product-based businesses. Our aim is to create a visually aesthetic content library that showcases your brand's products, services and personality, then give you the tools to implement your fresh new content into your social feed.

This package includes:

Initial meeting (online) to discuss ideas

Creation of mood board

Content shoot including photos & videos

Content suggestions + inspiration

Bio & Highlight suggestions

4 x story templates (provided to you in Canva for easy adjusting)

4 x post templates (provided to you in Canva for easy adjusting)

Content style guide

Social media layout example using visuals from your new content library

$ 1700 + GST
One off fee

Please note: For service based businesses, we will come to you for the content shoot! For product businesses, we can shoot the content in our in-house studio. The products will need to be provided to Studio Alyce & are able to be returned upon completion of the shoot if you prefer, however some products may not be able to be reused after the shoot (such as skincare or makeup).

You will receive your content library via Dropbox, as well as an easy-to-read PDF with our refresh suggestions for you to implement yourself. We are happy to update your page for an additional fee.

DIY Social Media Management - Start Up

Our DIY social media management package, Start Up, is the perfect solution for product or service-based businesses that enjoy taking charge of their online presence. Whether you need help refining your strategy, generating content ideas, or bringing those ideas to life, we've got you covered. With our guidance, you'll be able to take control of your social media accounts and grow your brand like never before.

This package includes a 3 month social media strategy inclusive of:

Social media audit

Initial meeting (online) to discuss brand

Custom social media strategy

3 month content calendar

Examples of posts for each platform

Content suggestions

Hashtag research

Examples of influencers to connect with

Ideas for marketing initiatives such as giveaways & influencer campaigns

Tips for collaborating with influencers

1:1 handover meeting to discuss strategy

$1500 + GST
One off fee

Please note: This strategy is provided to you in an easy-to-read PDF for you to implement yourself.

Services

Photo & Video Shoot Production

Talent/location/team sourcing for photo and video shoots

Product Photography

Product Videography

Photography for Service Based Businesses

Videography for Service Based Businesses

Influencer Campaign Management

Event Attendance (for content opportunities)

DIY Social Media Management

Social Media Strategy

Social Media Refresh

Social Media Templates for DIY posting

Creative Concepts

Content Curation

1:1 Creator Coaching with Rachael Brook

Thank You

Next Steps

We would love to book in a time to talk you through these packages so we can determine exactly what you & your brand needs. We are happy to create a bespoke package tailored to your exact requirements if one of our existing packages doesn't suit.

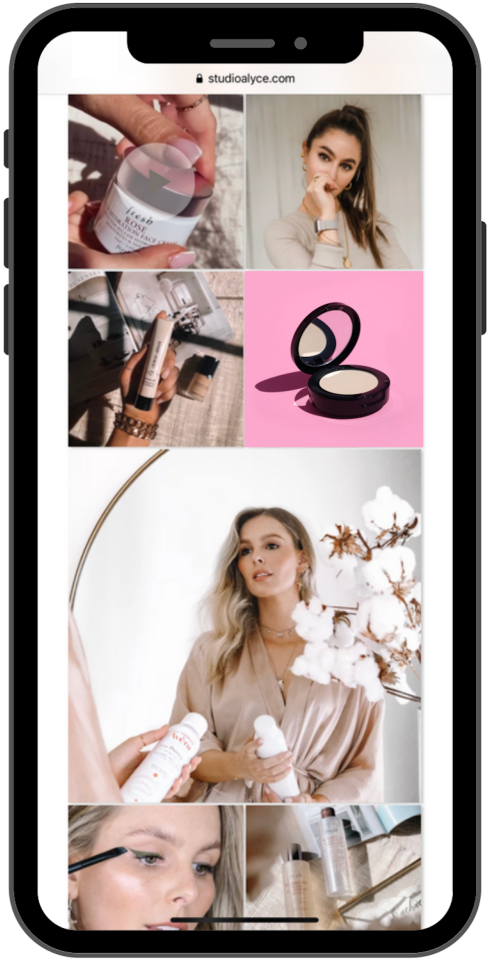
Once we have established how we can help, we will send our Ts & Cs to be signed along with our initial invoice which is to be paid before work commences.

That's when the magic **really** begins!

We look forward to working with you.

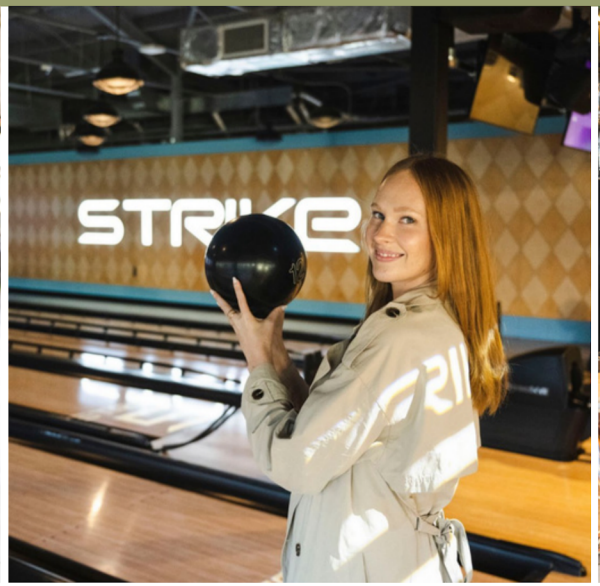
Got questions? We're here to answer them.
hello@studioalyce.com

Want to see more examples of our work?
www.studioalyce.com has an abundance of them.






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seed


STRIKE








kurtoch




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