



# TTG VIDEO CONTENT SOLUTIONS



## **Editorial Advantage**

Tell Your Visual Story With The Mileage And Credibility Of A Media Authority



## **Integrated Brand Journey**

Across Online & Offline Channels



## **Content Adaptation**

To Match Audience Preferences



## **Expanded Reach**

Beyond The Industry And Into Wider Professional And Personal Networks

# GET STARTED

## GUARANTEED FEATURE

Ride on TTG's editorially-led video series to achieve the impressions and viewership that matters. Have your brand featured alongside relevant original content for optimal association and recall.

### INCLUSIONS

- 1 x 2 sec logo outro placement after the main video content
- Acknowledgment in the video's text article content synopsis
- 1 week placement in "Latest Video" section on the homepage
- Release via 1 x e-Newsletter issue
- Release via 1 x Facebook post

### NOTES

- TTG's main video content length varies and is not guaranteed. Average duration ranges from 60 sec to 180 sec
- TTG's main video content is based on editorial's discretion. Client's inputs are not allowed in this arrangement
- TTG's 2 sec outro placement will be included at the end of the video

### REQUIREMENTS

- Logo to be provided by the client in hi-res, vector, eps format

### INVESTMENT FROM USD 3,750

- For longer air-time, standard media placement rates apply



# GET STARTED

## CUSTOM MAKE IT YOUR OWN

Customise your very own video with TTG's expert production crew. Just focus on your wish list and leave the storyboarding, narrative, footage capture, and production to us.

### INCLUSIONS

- 1 x 90 sec custom branded video produced and edited based on the mutually agreed storyboard
- 1 x logo placement as part of the video intro, or 2 sec outro after the main video content
- 2-hour video shoot and on-site footage capture
- Storyboarding, crafting of captions, post-production inputs (2 drafts)
- Permanent video archive in TTG's website video section
- Release via 1 x Facebook post

### NOTES

- TTG retains full discretion over the selection of video footages and captions used in the final video product
- TTG's 2 sec outro placement will be included at the end of the video

### REQUIREMENTS

- All b-rolls (display resolution of min. 720p and mp4 format), logos (high res, vector, eps format), fact sheet and other materials for use in the video to be provided by the client in hi-res, at least 2 weeks before the production date
- Video storyboard to be confirmed at least 4 weeks before the production date

### INVESTMENT FROM USD 6,000

- Additional rates apply for extended shoot duration, overseas travel expenses (other than Singapore), talent/editorial personality presenting the video, animation / motion graphics, extended duration of final video, post-production revisions
- Additional standard media placement rates apply for video distribution on TTG's platforms

