

TV/WEB COMMERCIALS

CREATIVE THAT WORKS FOR BOTH WEB & TV BUDGETS

We bring Canada's best creative talent forth to create TV/Web productions of the highest quality, for a fair price.

A Web / TV Commercial is a video produced by Media One Creative Inc. for the purpose of marketing or advertising a product or service on the web or for television broadcast.

We have produced Web and TV commercials for the banking, insurance, food, and beverage industries and each of our directors and directors of photography have produced commercials for the automotive, oil & gas, pharmaceutical and other sectors for over 20+ years.

Our team includes: storyboard artists, scriptwriters, producers, directors, directors of photography, production managers, location managers, casting directors, camera operators, gaffers, grips, audio engineers, editors and VFX specialists and essentially every role within a modern day film crew.

Our pre-production phase starts with a meeting at Media One Creative with our production department, to walk you and your team through our pre-production questionnaire.

Following that, we set out to draft our creative concept, script and accompanying visual storyboards.

After approval, we scout for the best locations and talent, conduct auditions at our studio, and ensure that you are as much a part of the process as you want to be.

The production phase includes filming at Media One Studios or at a specific location, depending on concept. Following production, we edit the piece, add visual effects, music design, sound design, colour correction and voiceover.



SOME TIPS ON HOW YOU CAN MAXIMIZE YOUR BUDGET

Deal Direct

Whether you are a small business looking for a great web commercial or one of the world's largest beverage companies, we can help. When you produce a commercial with Media One Creative Inc., you are working with the actual people that will be creating your commercial and essentially **you are buying direct**. No middlemen, no agencies – just the actual production company that is going to produce your video from start to finish.

Cut Unnecessary Costs

We are proud of our ability to stretch a production dollar. Not every TV commercial needs to be a six-figure production, If you are careful about selecting talent, locations and ensuring the production can be shot in an economical way, Web and TV commercials can be affordable for most small to mid-sized companies.

Find Production Efficiencies

Look at all of your marketing objectives for the year and assess which of them will be the most costly. Oftentimes we can find production efficiencies by reviewing your yearly objectives and finding ways to create audio/video/images on one production day that can be re-purposed across multiple objectives. A good example of this is in the food business. With one day at Media One Studios, we can create cooking videos and product photography. By combining the objectives into one project, you reduce the total number of production hours/days needed.

Understand Talent Costs

A large part of our Web/TV commercial business is comprised of non-profits and small to mid-sized businesses which typically have smaller budgets than larger companies. As such, we try to educate our customers with respect to talent costs. Unionized talent such as 'ACTRA' are more expensive than non-unionized talent. Similarly, there are some production companies that are forced to only hire unionized production crew. Fortunately, Media One Creative Inc. is not bound by these regulations and can provide you with production crew and talent who are non-unionized. Another strategy is using your own workforce as talent or extras in your web/tv productions. Being a part of a production can be a fun experience for your staff and will reduce overall talent costs.



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