




THE SHUTTER FACTORY

We believe every brand has a story waiting to be told. At The Shutter Factory, we transform your vision into powerful visual stories that connect, inspire, and engage your audience. We are not just video makers, we are storytellers with visuals.

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DVC

(DIGITAL VIDEO COMMERCIAL)

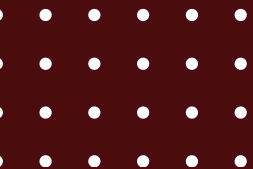
We craft a cinematic storytelling ad film for your brand. From concept to final delivery. This package covers everything needed to produce a professional, broadcast-level video.

WHATS INCLUDE

Concept Development & Scriptwriting
Storyboarding & Creative Direction
1-2 Talent Cast / Host / Actors
Professional Shoot (1 Day)
Complete DVC Video (30-60 seconds)
Cinematic Editing & Color Grading
Licensed Background Music & SFX

SAMPLES

~~PKR 200,000/-~~
PKR 150,000/-





UGC

(USER GENERATED STORY TELLING CONTENT)

Authentic, influencer-style content designed to build trust and relatability with your audience.

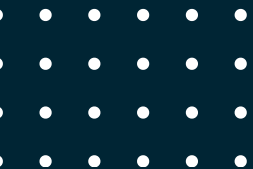
WHATS INCLUDE

Creative ideation and scripting (direct-to-camera style)
1 Professional Model/Talent (on-camera speaker)
Studio/Location shoot with proper lighting and setup
Professional production team (camera, sound, direction)
Post-production editing (captions, sound design, color grading)
Social media-ready exports (Reels, TikTok, Shorts)

SAMPLES

~~PKR 90,000/-~~

PKR 50,000/-





3 In 1 UGC

(USER GENERATED STORY TELLING CONTENT)

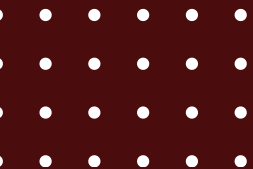
Authentic, influencer-style content designed to build trust and relatability with your audience.

WHATS INCLUDE

- Creative ideation and scripting (direct-to-camera style)
- 1 Professional Model/Talent (on-camera speaker)
- Three unique hooks, one main body, and one CTA
- Studio/Location shoot with proper lighting and setup
- Professional production team (camera, sound, direction)
- Post-production editing (captions, sound design, color grading)
- Social media-ready exports (Reels, TikTok, Shorts)

SAMPLES

~~PKR 120,000/-~~
PKR 70,000/-





STARTER

FOR GROWING BRANDS

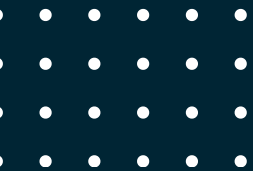
Ideal for startups and growing businesses that need consistent, professional video content.

WHATS INCLUDE

4 professional videos (1 per week)
Concept development
Professional cinematography
Editing, Color grading, SFX
Social media optimized exports

SAMPLES

~~PKR 200,000/-~~
PKR 150,000/-





GROWTH

FOR ACTIVE BRANDS

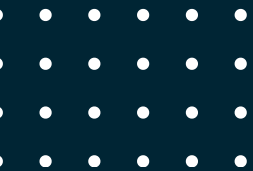
Designed for brands that want a stronger presence with more frequent, high-quality content.

WHATS INCLUDE

- 6 professional videos per month
- Monthly content calendar and strategy
- Scriptwriting, pre-production, and professional shoot
- Product Photography (up to 15 premium images)
- Editing, color grading, and motion graphics
- Multi-format delivery (Reels, TikTok, YouTube)
- Priority scheduling with our production team

SAMPLES

~~PKR 220,000/-~~
PKR 150,000/-





PREMIUM

FOR ACTIVE BRANDS

Perfect for leading brands that demand premium, large-scale production and strategy support.

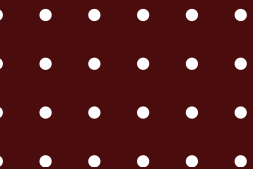
WHATS INCLUDE

- 9 professional videos per month
- Full content strategy and creative direction
- Scriptwriting, set design, props, and styling support
- Product Photography (up to 30 premium images)
- Access to all raw footage
- Advanced editing, motion graphics, and sound design
- Multi-platform delivery (TV, Social Media, Ads)
- Dedicated production manager
- Priority booking

~~PKR 200,000/-~~

PKR 220,000/-

SAMPLES



OPTIONAL ADD-ONS

(ON REQUEST)

Take your content to the next level with our customizable add-ons.
These services can be added to any package to suit your brand's unique needs.

- Social Media Management** – End-to-end handling of Facebook, Instagram, TikTok, LinkedIn.
- Graphic Design** – Brand posts, ad creatives, and banners tailored for campaigns.
- Branding** – Logo design, brand guidelines, and identity design to establish your brand image.
- Web Design & Development** – Corporate websites and e-commerce store development.
- Digital Marketing & Paid Ads** – Campaign management on Meta, Google, and TikTok Ads.
- Professional Talents/Actors/Models** – Skilled on-screen performers for brand ads.
- Voiceover & Copywriting** – English/Urdu, male/female options for professional storytelling.
- Studio Rental & Custom Set Design** – Complete studio access with props and set creation.
- Drone Shoots & Aerial Cinematography** – Stunning cinematic shots for premium ads.
- BTS (Behind-the-Scenes) Coverage** – Showcase the production journey of your brand.

POLICIES & GUIDELINES

To ensure a smooth and transparent working relationship,
The Shutter Factory operates under the following policies:

Influencer/Talent Hiring:

If you require a well-known celebrity or influencer, their fees are the client's responsibility.
Our standard packages include access to macro-influencers, actors, or professional models who deliver high-performing results in ads.

Payments:

All payments are to be made as per the agreed schedule before project commencement.
Extra services or add-ons will be billed separately.

Revisions:

Revisions are included as per the agreed package.
Any additional revisions outside the package will be charged separately.

Project Timelines:

Delivery timelines are shared in advance and followed strictly.
Any delays due to client-side approvals, payments, or resource availability may extend delivery time.

Ownership & Rights:

Final delivered content belongs to the client.
Raw project files (footage, design files, etc.) are only provided if included in the package or purchased separately.

Confidentiality:

All brand materials, scripts, and production details are kept confidential and used only for the agreed project.