



SHAKE EDUCATION

VIDEO CREATION AND MARKETING CONTENT



ABOUT



Born from an understanding of educational needs in marketing, Shake Education offers a comprehensive suite of services tailored to school marketing and social media content.

Our mission is to engage, and transform the video marketing landscape one school at a time, providing upmarket, professional videos that align with a schools marketing budget no matter how big or small.



WHAT WE DO

- VIRTUAL TOURS
- SOCIAL MEDIA STRATEGY
- TUTORIALS
- CULTURE VIDEOS
- SCHOOL PRODUCTIONS
- SPORTS VIDEOS
- PUBLIC ADDRESSES
- DOCUMENTARIES
- TESTEMONIALS
- EVENTS & ACTIVATIONS

HOW WE DO IT

- LIVE ACTION
- MOTION GRAPHICS
- ANIMATION
- DRONE VIDEO

- DISCOVERY MEETINGS
- PLANNING
- PRODUCTION
- POST-PRODUCTION



OUR WORK

A SMALL COLLECTION OF VIDEOS WE HAVE CREATED FOR OUR CLIENTS



FIRBANK: ANNUAL GIVING



YEAR 11: FIRST HORIZONS

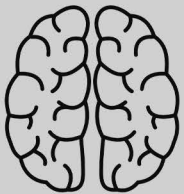


NEW HOUSES CAMPAIGN



WELCOME VIDEO FOR YEAR 7 COHORT

WHY SHAKE EDUCATION?



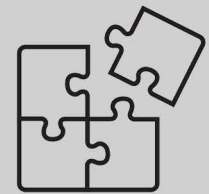
The Knowledge



**Regular Content
More Engagement**



**Working Towards
Your Budgets**



We Fit Your Workflow

One of the only production companies in Melbourne to offer schools a marketing and communications package that specifically targets video content. Our goal is to seamlessly integrate into your existing structure, offering support, guidance, and fresh ideas.

At the start of each term, we engage in a collaborative discussion to define objectives and map out filming schedules and deliverables that perfectly align with your budget and goals. Our approach is designed to make your life easier while improving the quality of your output.

OUR PACKAGES

SCHOOL STARTER

3x Videos per term (60 to 90 sec length)
One School production filmed per year

All best shots supplied with colour grade in a dedicated digital vault for use on other projects. Helping you build a library of usable footage.

2x Half-Day filming with a one-person crew

\$3,580

SOCIAL STANDARD

4x Videos per term (60 to 90 sec length)
3x 5 to 15 sec videos per term
2x School productions filmed per year

All best shots supplied with colour grade in a dedicated digital vault for use on other projects. Helping you build a library of usable footage.

3x Half-Day filming with a one-person crew

1x Concept and strategy day per term

\$4,630

EDUCATION EXCELLENCE

5x Videos per term (60 to 90 sec length)
2x School productions filmed per year
4x School production teasers per year
4x 5 to 15 sec videos per term

All best shots supplied with colour grade in a dedicated digital vault for use on other projects. Helping you build a library of usable footage.

3x Half-Day filming with a one-person crew
1x Full-Day filming with a one-person crew

1x Concept + strategy day per term

\$6,590

Paid per month for 10 months of the year. July and December will not be charged

All prices are exclusive of GST.

All packs include three free amendments per video

All equipment owned by Shake Creative included

A digital vault where you can find all the videos categorised by name, term, date and year

Free travel cost for all metro Melbourne locations

Crew discounted by 25% if required

ADD TO YOUR PACKAGE

Additional half-day filming: \$550

Additional full-day filming: \$900

Additional 1-2 minute video: \$350

Additional long video (3-5 minutes): \$550

Additional 15 second teaser video: \$175

Storyboard: \$600

Script Writing: \$130 p/h

Drone flight on shoot: \$250

Concept + strategy day: \$550

Prices exclude GST

The cost of any additional work will be added to the current months invoice



Q&A



We don't need the number of videos that you're offering. Is there a smaller package than your social starter?

We can tailor the packages to suit your needs. We have found the best value for schools in the packages offered, however, we understand that it won't fit all circumstances.

Sometimes we might have busier terms than others, can we move filming days from one term to another? Absolutely you can. We regularly move days from other terms to suit. And if you need additional days, our price list for additional work is exclusive to package holders.

What happens if we find that we need more content? Can we up our package?

You can change your package at any time, but please note that if you wish to downgrade or cancel your package, we require 3 months notice.

What happens if we didn't use all of the videos in one term?

Any unused filming days or videos can be transferred to the next term. Please note that any unused work can only be transferred forward by one term.

Can we test this product before we sign on for a year?

We run a one term trial to see if it's suitable for your needs.

What happens if our filming days need to change due to student cancellations etc?

Filming days can be changed with an appropriate amount of notice; generally speaking, we will do our best to accommodate your requests. We have successfully rescheduled work in the past with as little as one days notice.

What if we need you to come on a school camp?

We will work with you to find the least impact to your budget by working out how many days you need filmed, however, we recommend allowing funds for travel. Please ask for our travel rates.

How will you film our school productions?

We will film during your preferred showing. Using three camera angles to capture this. We will supply the video back to you. Some schools sell this to parents, allowing them to regain some cost on our service. Please ask us how to sell the production if you need.



THANK YOU
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