

**HELDEN**  
PRODUCTIONS

MARCH 2024

# CAPTOWN

BRANDBOOK

powered by

**SONY**

# ALL ABOUT US

## WHO WE ARE ?

**Mark & Jorn, two talented dutch videographers with a passion for storytelling and a shared dream of capturing the vibrant essence of Cape Town through their upcoming content adventure.**

## MISSION

**Blend creativity and vision to craft captivating content for fashion brands & products.**



# INTRODUCING OUR TEAM



## **MARK VAN HELDEN**

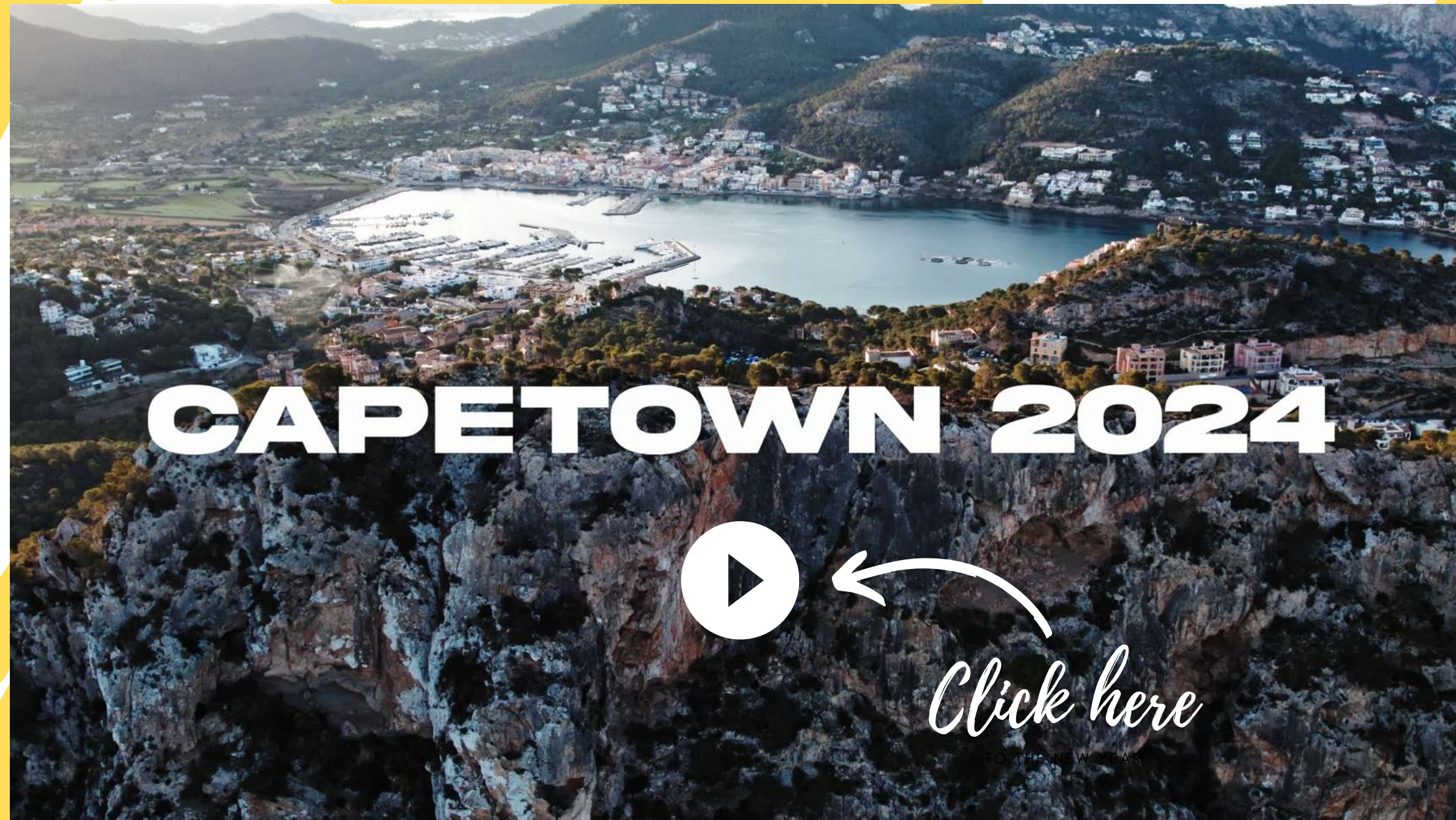
At 34 years young, this dynamo has more energy than his own batteries, constantly upping the ante with his content game!



## **JORN VAN DIJKE**

28 years young, a creative mastermind, with a hawk-eyed attention to detail and a nose for the perfect angle.

**WATCH OUR SHOWREEL**





# **OUR MISSION**

Equipped with cameras and drones, we're on the prowl for epic footage in the most jaw-dropping spots of Cape Town, South Africa.

## **MISSION DESCRIPTION**

We get that every brand has its unique tale to spin. Our goal is to showcase the emotions, messages, and stories that fit your brand perfectly.

# CONCEPT

## WHO ARE WE?

In a nutshell, two camera-wielding dudes with a wealth of experience capturing eye-popping visuals for big names like Sony, Nike, ID&T, and FHM.

## OUR PARTNERSHIP WITH SONY

A few moons ago, we had a brilliant idea - to capture breathtaking content for brands we drool over, in jaw-dropping locations. And voila! The idea bloomed into a plan when, by pure luck, a Sony rep overheard our chatter and jumped on board to partner in our dream.

## BENEFIT TOGETHER

Sure, we get it. Running your very own production in Cape Town can be a pricey affair. But, don't sweat it! We've come up with a clever solution. By teaming up with other cool brands and keeping our squad small, we can keep those prices affordable.

## THE LOCATION

We set out to find an extraordinary spot and after just 30 minutes of brainstorming, we both shouted, "Eureka!" The winner was the diverse Cape Town - the perfect gem for us.

## HOW YOU CAN BENEFIT

The benefits for your brand? A wide range of excellent content that will be shot in breathtaking locations.

## 5 SPOTS

Our upcoming 14-day itinerary is brimming with activities, and time is of the essence. In light of this, we're inviting only five standout brands to join us, ensuring each production receives the attention it deserves. Let's maximize every moment!

## CUSTOM MADE CONTENT

Your company is one-of-a-kind, with a vision, plan, and identity that sets you apart. That's why besides our packages it's always an option to customise this project to your specific needs. This is why we're eager to kick off our partnership with an epic meeting to hear you out and fully grasp what your brand needs and how we can add the most VALUE.

# CONTENT TYPES

## CAMPAIGN FILM

Imagine your products on the big screen, shot in stunning 4k resolution in the breathtaking backdrop of Cape Town. Our offer includes a snazzy 1.5 minute film showcasing your products on models in the most jaw-dropping locations.

## SHORT FLIM

We all know that keeping your audience entertained and hooked is key to any brand's success. So, why not dazzle them with our bite-sized 30-second videos? We've got you covered with both 16X9 and 9X16 formats, so you can share them far and wide!

## HIGH RES PHOTO'S

Lights, camera, action! While films take center stage, we know photos are the unsung heroes of your brand's tale. That's why we team up with Cape Town's finest photographers to bring your vision to life with stunning visuals. From start to finish, we'll have a chat with you to make sure every click captures your vision.

## CUSTOM

If you're hankering for something unique beyond our standard offerings, don't sweat it! Let's brainstorm some great ideas together.

# THE SAUCE

**"SOMETHING EXTRA".**   
**THAT'S WHAT WE'RE SHOOTING FOR.**

## **SOMETHING SPECIAL**

Picture a vintage car, a groovy beach buggy, a sleek motorbike, surfboards, or any other snazzy addition that puts your brand on the map.

## **EQUIPMENT**

Our partnership with **SONY** has catapulted our camera game to the next level! We're armed with top-notch gear, including drones, to capture every breathtaking moment in 4K.

## **BEHIND THE SCENES! YOU ARE IN CAPETOWN, SHOW IT!**

Show your people that you are working in Capetown! How? Well, we give you a dump of **BEHIND THE SCENES** content every day with snaps and videos, taking your followers on a one-of-a-kind exclusive backstage journey.

## **LOCATIONS**

Let's put our heads together and figure out where your brand will shine the brightest. Picture your logo against a breathtaking sunset on a deserted beach, or perhaps you need more of an urban environment? Whatever your vibe, Cape Town's got the perfect backdrop!



# PRICING

**NEED SOMETHING TAILORED? WE'VE GOT YOU! GET IN TOUCH TO  
CREATE YOUR PERFECT EXPERIENCE.  
PLEASE NOTE: ALL PRICES ARE IN EUROS AND DO NOT INCLUDE VAT.**

**1**

**2**

**3**

**4**

PRICE

€3550,-

€4550,-

€4995,-

€6495,-

CAMPAIGN FILM



+ 15 High Res PHOTO'S



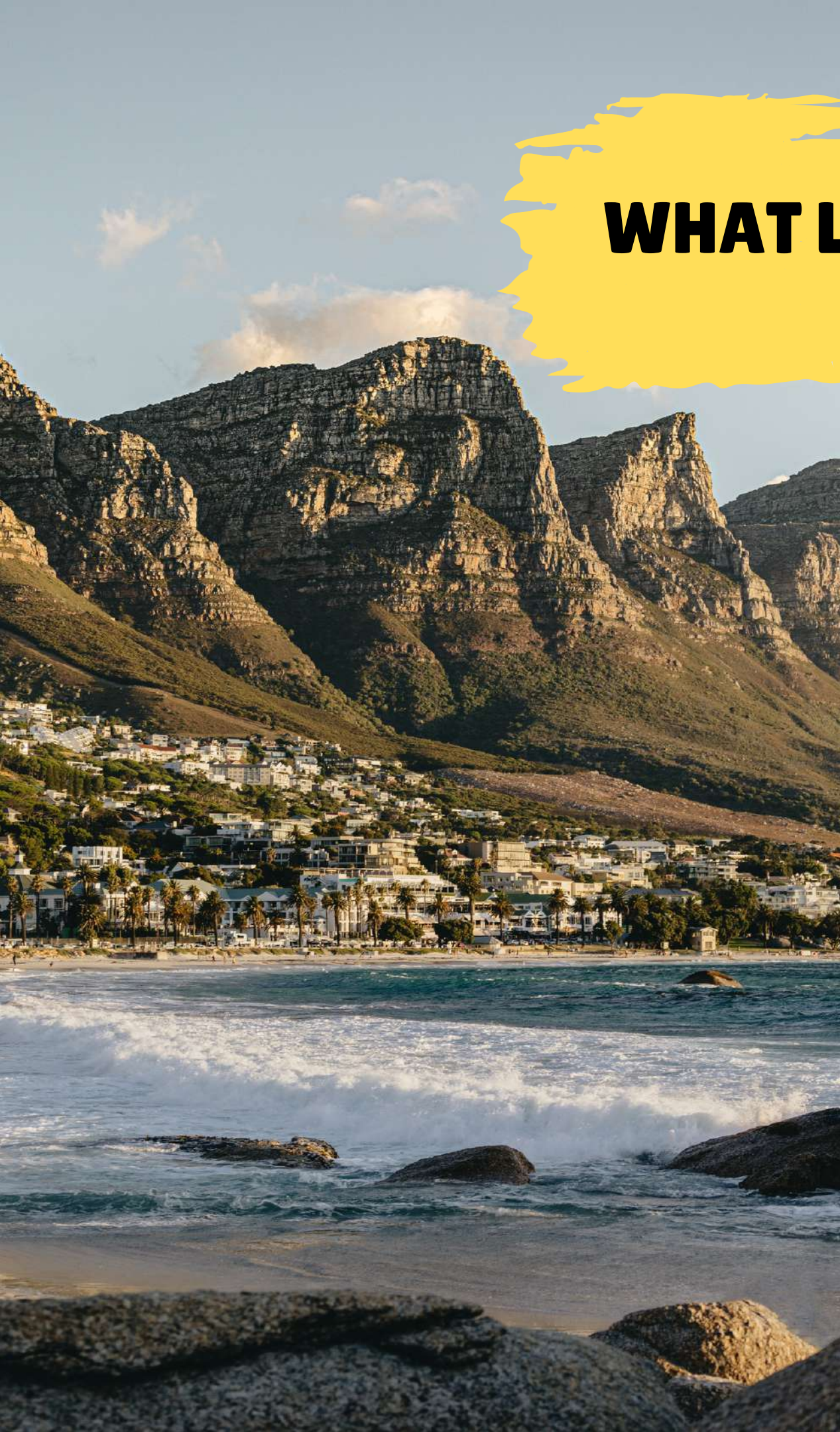
+ 2 X SHORT FILM  
+ 5 High Res PHOTO'S



+3 X SHORT FILM  
+ 5 High Res PHOTO'S



**WHAT LOOK DOES YOUR BRAND NEED?**



# CAPETOWN HAS IT ALL





# MODELS

## NETWORK

CapeTown is a treasure trove of modeling agencies, and we're on a first-name basis with many of them! Give us the lowdown on your brand and campaign's vibe, and we'll curate a list of picture-perfect options just for you.

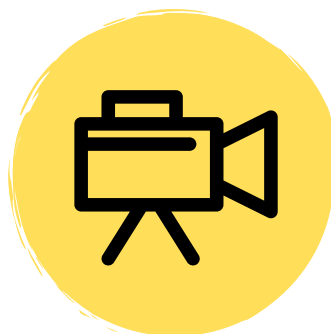


# THE PROCES



## 1. MEETING

**Let's chat about your desires and what's on the table. With your input, we'll craft a game plan and set achievable goals.**



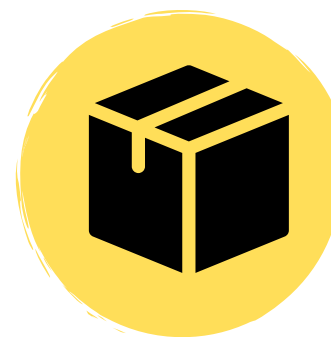
## 2. SHOOT

**We'll keep you looped in with behind-the-scenes goodness and juicy snippets of our work. Plus, let's chat on a call to go through the footage!**



## 3. POST PRODUCTION

**By sticking to the plan, we expertly edit away until we create the precise content for your brand!**



## 4. FINAL DELIVERY

**THE FINAL... YES!  
In all formats, for every platform.**



## 5. TIME TO SHINE

**It's showtime! Take your website, socials, and campaigns to the next level with your epic film and photo content.**

# HUNT US DOWN AND DROP US A LINE

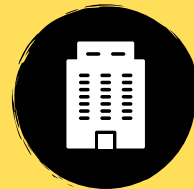
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