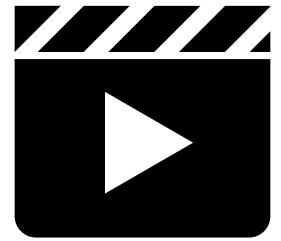


Our Process



1

Identify the videos' intent, audience, messaging, and overall purpose.

2

Develop engaging interview questions for video respondents.

3

Film on-site or via Zoom. Provide initial and final drafts.

VIDEO



"is the most popular and effective media format for the fourth year in a row*."

*SOURCE: HubSpot "The 2024 State of Marketing & Trends Report" 1/24

CONTENT

- Employee Video Series for recruitment/retention
- Personal or Company Branding Series
- Project Award-entry Videos for award ceremonies

BEST FOR

- B2B service firms to visually demonstrate their market differentiators
- Associations with awards programs
- C-suite executives to highlight expertise



These videos have evolved into a valuable asset for both internal communication and external branding, making a significant impact on our presence across social media platforms.



Meheerah

HR Director | Concepts in Millwork



JULIE@INCREASINGMARKETVALUE.COM

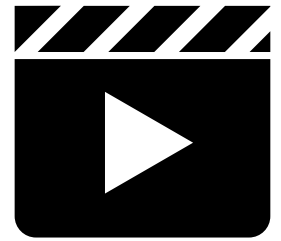


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Our Portfolio



EMPLOYEE VIDEO SERIES*

Client: Concepts in Millwork

Purpose: Internal communication and external branding

Video Storytelling Examples
Business Rewritten, Inc. - 1 / 21

- 1 Employee Video Series: Concepts in Millwork Business Rewritten, Inc. 0:40
- 2 Employee Video Series: Concepts in Millwork Business Rewritten, Inc. 0:40
- 3 Employee Video Series: Concepts in Millwork Business Rewritten, Inc. 1:25
- 4 Employee Video Series: Concepts in Millwork Business Rewritten, Inc. 1:13
- 5 Employee Video Series: Concepts in Millwork Business Rewritten, Inc. 1:42

PROJECT AWARD VIDEOS*

Client: ACEC Colorado

Purpose: Engineering Excellence Awards project videos

2025 Engineering Excellence Awards
Business Rewritten, Inc. - 1 / 21

- 1 Grand Conceptor - Boulder Community Hospital... Business Rewritten, Inc. 1:43
- 2 Excellence - Colorado Convention Center Expansion - ... Business Rewritten, Inc. 1:25
- 3 Excellence - Montgomery Whitewater Park Business Rewritten, Inc. 1:25
- 4 Excellence - North I 25 Segment 6 Business Rewritten, Inc. 1:33
- 5 Excellence - University of Washington Power Plant Upgrade Business Rewritten, Inc. 1:38

*Visit Business Rewritten's YouTube Channel for full video portfolio @bizrewritten



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VIDEO STORYTELLING

Video Pricing

"Julie showcased an exceptional grasp of our company culture and values. Her collaborative spirit shone through as she worked closely with our team to curate insightful and engaging interview questions."

Meheerah | HR Director
Concepts in Millwork

EMPLOYEE VIDEO SERIES

Starting at \$3,500*

Includes:

- 1-hour Discovery call for video messaging and intent.
- 5 Curated interview questions - employee recruitment and retention.
- 1 Half-day, on-site video filming or Zoom-recorded interviews.
- Up to 10 Individual interviews.
- 5 Final videos with company branding, graphics and storyline.

PERSONAL OR COMPANY BRANDING

Starting at \$5,500*

Includes:

- 1-hour Discovery call for video messaging and intent.
- 8 Curated interview questions - Employee expertise and/or company history.
- 1 Half-day, on-site video filming or Zoom-recorded interviews.
- Up to 15 Individual interviews.
- 7 Final videos with personal and/or company branding, graphics and storyline.

PROJECT AWARD VIDEOS

Starting at \$7,500*

Includes:

- 1-hour Discovery call for video messaging and intent.
- 10 Curated interview questions (with client input and final selection).
- Up to 25 Zoom-recorded interviews for up to 25 projects (1 interview:1 project)
- Up to 25 Final videos with award categories, project graphics and music.

*If you need additional individual interviews or more final videos than what is listed, send an email to julie@increasingmarketvalue.com for a custom quote.



[JULIE@INCREASINGMARKETVALUE.COM](mailto:julie@increasingmarketvalue.com)



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