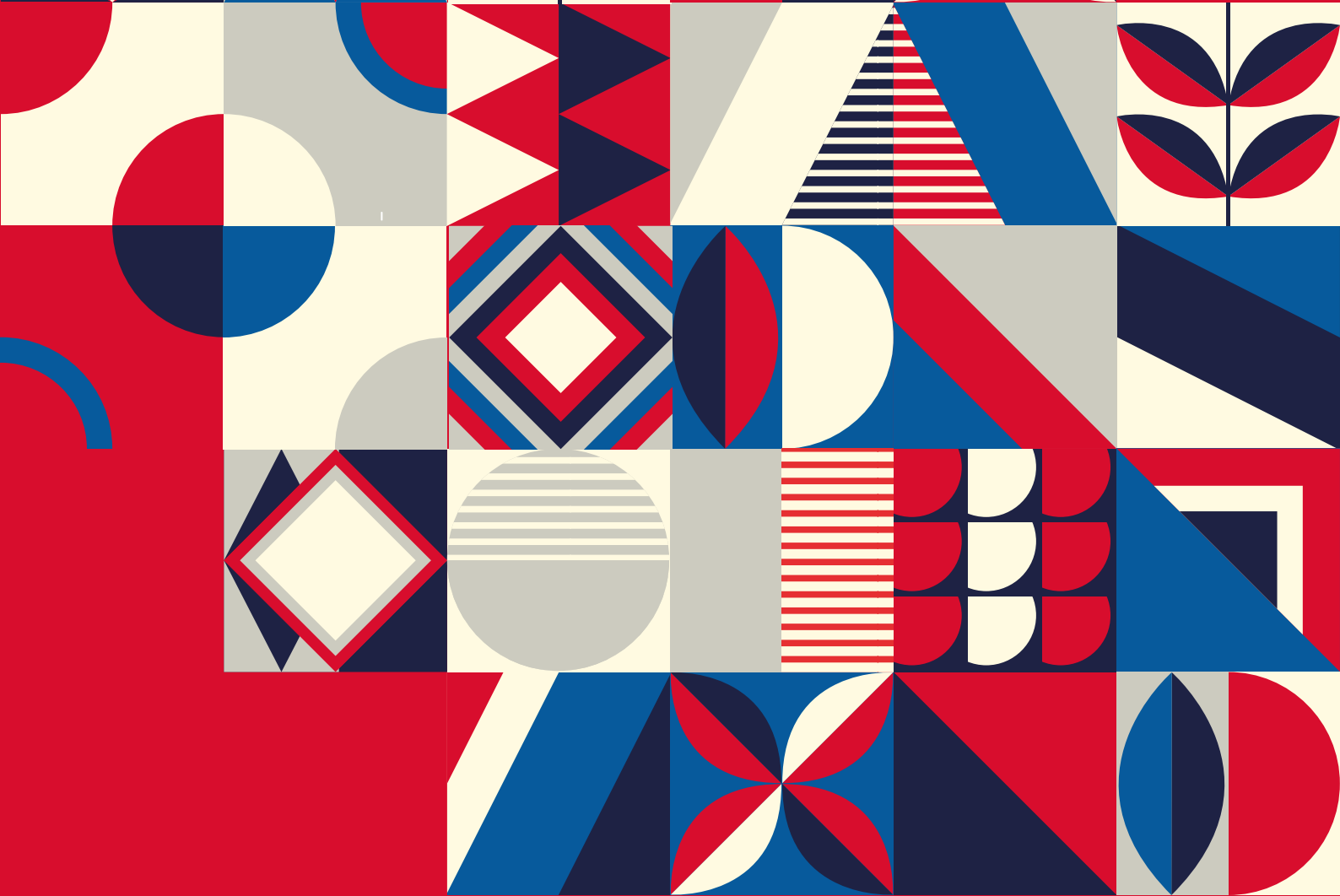




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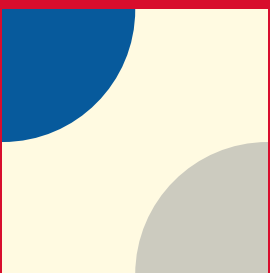
ADVERTISING AGENCY





## **About Trendz Agency**

**We're a team of creatives who are excited about new ideas and unique mutual opportunities.**





## Who are we?

Who are we? We are creative content creators who help brands reach their maximum potentials through video and graphics. Our dynamic team of digital artists, designers, video producers, digital marketers, content writers and project managers research the brand, brainstorm ideas, and deliver engaging & measurable campaigns.

## Vision

Our vision is to help brands communicate effectively to their target audience through compelling videos, graphics & campaigns.

## Values

We strive to achieve excellence in all that is going on. We would like to partner with companies that share the same standards to help them achieve the goals and highlight the target audiences.



# Video Production

Today, video is a vibrant and popular part of marketing experience. Communicating with customers through this versatile medium can open up great opportunities for advertising and content marketing.

## Video Capabilities

### Explainer Videos

Explainer videos provide a high-level overview of a product or service in a way that is visually engaging to watch. They are both educational and promotional in nature. Because of this, they can include more detail than promo videos, but should still focus on key selling points.

### Promo Videos

Promotional videos are designed to quickly raise awareness about a new product and inspire people to learn more. Because viewers will only pay attention for a few seconds, they need to be short, light on details, and very engaging.

### Educational Videos

Educational videos are designed to give viewers specific and often detailed information about a product or service. They can range from specific tutorials on how to use a product, to more general information about a company or industry.

### Brand Videos

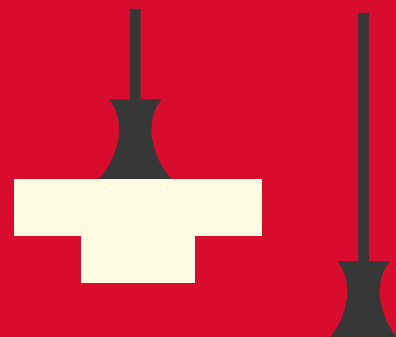
Instead of promoting a specific product or services, brand videos focus on building trust and goodwill towards an organization. There are different approaches to this type of video, including customer testimonials, executive interviews, company story, and mission videos.

## Production Styles

- Videography
- Motion Graphic
- Animation
- Whiteboard

## Other Services

- Dynamic Presentations
- GIF / Web Graphics
- Video Content Strategy
- Video Ad Campaigns
- Video Analytics





# Photography

**It is imperative in today's digital world that we put our very best online foot forward. Statistics show that imagery will catch the eye of your client, long before any words or pricing. If your client doesn't like what they see in the first 20 seconds of landing on your website, Instagram feed, or Facebook page, they are gone to your competitor.**

## Service features

### PRODUCT PHOTOGRAPHY SESSION

Product photography uses specific techniques to showcase products in an attractive way and entice potential buyers to purchase specific products.

Product photography is an essential part of both online and offline advertising for successful catalogues, brochures, magazine ads, billboards, online ads and company websites, specifically when selling products direct to consumer.

### EVENT PHOTOGRAPHY SESSION

Conferences, trade shows, product launches, gala events, congresses, team meetings, award ceremonies or marketing events; we can cover all types of events for your company in the most professional way.



# Social Media

## Service features

### PAID CAMPAIGNS

Kickstart paid campaigns to reach the highest results as quickly as possible.

### DESIGNS

Create powerful designs to suit all types of social networking pages and marketing campaigns.

### PHOTOGRAPHY

PHOTOGRAPHY Professional photography of products and services to enrich your presence on social networking sites.

### COMPREHENSIVE AND DETAILED REPORT

Regular analytical reports. Our services include establishing accounts for basic social sites and We ensure regular data analysis to track the progress made through the campaign and digital marketing efforts.







# Digital Marketing

**Our approach starts at the foundation of how humans consume information and make purchase decisions from brand awareness to content rich education to technology-assisted sales; our Growth Stack brings together the strategy & tactics that drives measurable business growth.**

Our company provides many solutions and channels of Digital Marketing:

## **Search Engine Optimization (SEO).**

Search Engine Optimization is the science of improving the appearance of a website or website page in the results of free (unpaid) search engines such as Google..

## **Search Engine Marketing (SEM).**

Search Engine Marketing (SEM) is a form of internet marketing that includes promoting websites by increasing their visibility on the search engine results page (SERPs) primarily through paid advertising.

## **Google Display Network (GDN)**

Google Display Network (GDN) is a network of publishers already on AdSense that have signed up for GDN. Marketers using Google Ads can bid on display advertising options and use data already in Google to target those ads.



## TRENDZ ADVERTISING AGENCY

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