

Menu of Services

What looks good to you?

- ❖ Creative Direction
 - Developing inspired and creative marketing campaigns (ads, content and social integration, messaging, calls to action)
 - Designing an aesthetic and applying it to video and photo shoots (see "Production Coordination")
 - Brand activations (events, creative marketing for expos/industry booths, interactive consumer experiences)

- ❖ Brand Development
 - Assessment of industry peers to define areas for possible disruption
 - Creation of mission statement, brand truth, brand bible, style sheets and one-sheet pitch documents
 - Discussing PR strategy
 - Developing a unique Digital Marketing Strategy

- ❖ Brand Voice Development
 - SEO-driven copy
 - Website, Product and Social media copy
 - Writing and designing newsletters and email marketing
 - Writing commercials and video ads
 - Ensuring brand voice is consistent but relevant to all platforms
 - Accessibility like alternative text and image descriptions
 - B2B and internal messaging, consumer facing messaging

- ❖ Content Creation
 - SEO-driven content for Youtube, website blogs, social media platforms, etc
 - Social media assets (videos, static grid posts, "viral" posts, etc)
 - Website assets
 - Supportive marketing campaign materials ("guest" posts, brand collaboration, etc)
 - Sourcing user-generated content from niche influencers and current customers when applicable
 - Thematic assets (parody ads, comedic social media assets)

- ❖ Production Coordination
 - Storyboarding and writing
 - Creative directing the shoot (see "creative direction")
 - Sourcing and hiring contractors (director of photography, food stylist, production assistant, camera ops, editors etc)
 - Building a production schedule
 - Scouting and booking locations and talent
 - Onsite day-of to coordinate with client, talent and crew
 - Producing deliverables

Lovebug Creative also functions as a production company to support self-funded artists: we produce shorts, music videos, comedy shows, variety specials, and live streaming events.

❖ Creative Project Support

- Production coordination for live shows
- Production coordination for shorts, music videos, sketches, etc
- Production coordination for creative projects
- Creative direction for experiences, artistic projects, and live shows
- Director services for shorts, films, and sketches
- Punch-ups and editing for scripts and screenplays
- Creative idea development and coaching