

WE BELIEVE MEDIA

CRED DECK

2023

WE BELIEVE MEDIA

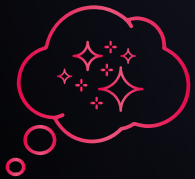
ABOUT US

WeBelieve Media is a Media Agency formed from passion and enthusiasm to define the way that digital media is perceived within the retail environment.

The mission is to connect brands with consumers by creating visual media content that **Engages, Educates** and **Maximises Conversion**.

Our vision is to become the leading visual content production company specialising in consumer psychology for products.

WE BELIEVE IN



DREAMS



STORYTELLING



MAGIC



CREATIVITY

WE BELIEVE MEDIA

YOUR VISUAL CONTENT PARTNER

When you work with us, we offer flexibility and deliver that **WOW** in both **quality** and **service**. Our operations revolve around a **client-centred focus**, this allows us to cater to your specific needs. We take the time to **understand your brand** and goals to ensure the **highest quality content** is produced to make sure that you reach them.

This is how we can ensure **overall satisfaction** with the outcome. If you are looking to create visuals that leave a lasting impression, let us be your Visual Content Partner!

We are always learning and researching innovative ways to assist driving the conversion of sales. "We inspire, we think differently and we make your media get noticed. **WeBelieve...**"



CLIENT-CENTRED
FOCUS



UNDERSTANDING
YOUR BRAND



HIGH QUALITY
CONTENT

WE BELIEVE MEDIA

OUR APPROACH

The first step that we take before we even start to create content, is to understand your **target audience** and their **characteristics**. We target a consumers priorities below their level of consciousness, since emotion and attention play a vital part in decision making.

Data directly from the brain can explain processes that consumers are unable to self-report. It can provide an exclusive insight about the way that we understand and become **persuaded** by message. In the long run, it can save time and money because the messages being deployed are no longer likely to work. The right messaging can allow your **business to grow** at a faster rate.

We are official members of the **Neuromarketing Science and Business Association**. By extracting data from their publications, we can make sure the product media that we produce converts!



TARGET
AUDIENCE



BRAIN
DATA



BUSINESS
GROWTH



NMSBA
MEMBERS

CONSUMER PSYCHOLOGY

Subconsciously our brain will make predictions about what is happening in the world around us. Emotions can measure our brains responses to something that we experience or expect. They can effectively measure our physiological responses to our body's automatic reactions.

The Primal Brain regulates the internal states that controls attention and emotional resources to address our priorities below our level of consciousness.

These **Six Factors** Contribute To **Stimulating** The **Primal Brain**

1

A MESSAGE THAT IS EASILY RELATABLE

2

A MESSAGE THAT IS CONTRASTABLE, ONE WHICH COMPARES TWO SITUATIONS TO HELP A CONSUMER WITH THEIR DECISION MAKING.

3

TANGIBLE MESSAGES ENABLE THE PRIMAL BRAIN TO ACCEPT THE TRUTH BEHIND THE MESSAGE.

4

THE BRAIN IS ABLE TO RETAIN INFORMATION NATURALLY IF THE MESSAGE IS MEMORABLE.

5

THE PRIMAL BRAIN IS VISUALLY DOMINANT, THEREFORE THE MESSAGE MUST BE VISUAL!

6

A MESSAGE THAT REVEALS A POSITIVE EMOTIONAL UPLIFT IS MORE LIKELY TO TRIGGER A DECISION.

WE BELIEVE MEDIA

OUR SERVICES



PHOTOGRAPHY

E-Commerce, Lifestyle, Cut-Out, 360°,
Cinemagraph, Advertising, Fashion,
Jewellery, Editorial



VIDEO PRODUCTION

How To, Promotional, Testimonial,
Social Teaser, Television Commercials,
Explainer, Corporate,
Product Demo, After-Care, Training



GRAPHIC DESIGN

Packaging Design, Brand Guidelines,
Brochure Design, Image Editing,
Infographics, Amazon Content, 3D Visuals



MOTION GRAPHICS



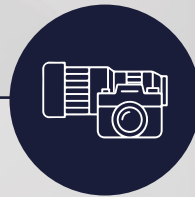
CGI

WE BELIEVE MEDIA

PHOTOGRAPHY

As e-commerce continues to overrule retail, the expectations of the modern shopper has shifted and continually changes. That is why they expect to see a high-quality, detailed product image when visiting a web page.

Our passionate product photographers know all the secrets to really make a product stand out, whatever the style.



LIFESTYLE

Our photography team can confidently capture creative images that imitate everyday life scenarios, without taking any focus away from the product. These types of shots offer the consumer the opportunity to see how a product can fit into their everyday life as they are able to see that product in action.

EDITORIAL

Editorial photography is often recognised as impactful imagery which is placed alongside text to strengthen the narrative. Our creative team will work with you to make sure that your idea is brought to life.

CUT OUT

Cut-out photography is often recognised as photography against a white background, mostly used for product listings. We aim to make sure that we capture the product in its best light to make it stand out from the crowd.







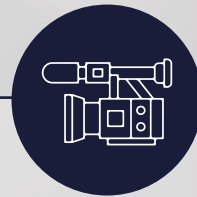


WE BELIEVE MEDIA

PRODUCT VIDEOS

In the technological world that we live in, consumers often look for the solutions to their problems on the internet. A product video can act as that solution, since it is a powerful tool that can deliver a meaningful message in a matter of minutes. They can also minimise any doubts a consumer may have, helping them with their decision making to purchase that product. Our brains naturally engages with storytelling, that is why video works! Consumers find video much easier to process. The product videos that we produce are a mixture of creativity and intelligence.

We can produce a whole range of different videos to suit your business needs. All we would need from you is your vision, and we will work with you to achieve it.



PROMOTIONAL

These types of product video intend to emphasise a product's best features. They often rely heavily on dialogue and narration, that is why presenter led videos are a great way to build a personable connection with an audience and offer empathy and relatability.

EXPLAINER

Explainer videos prove successful in explaining a concept in a way that can easily be interpreted by a wide audience. The combination of visual media and audio is proven to increase message retention, which is the aim right?

COMMERCIALS

The intention of commercials is to make a statement about your brand to really stand out. We aim to deliver them in a way that creates high activation levels in the brain. Situations and items that have been linked to previously triggering a strong emotional response are more likely to be remembered. Authenticity is the key.

TOWER

over 100 YEARS of quality

5-IN-1 AIR FRYER & SMOKELESS GRILL



Greatest **EVER**

Cordless

SUCTION POWER



H-KEEPHEAT

The first and only oven
that also preserves food

Simon Rimmer

STEAM**DYNAMO**+
Multi Tool Steam Cleaner



Inventor Chilly.

3 in 1 Portable Air Conditioner



WE BELIEVE MEDIA

GRAPHIC DESIGN

Our pupils dilate when we become interested or have a strong emotional response to something. That is why referring to eye tracking data gives us an in-depth understanding into a consumers subconscious behaviour.

Did You Know That Packaging Design Can Account For 62.6% Of A Sales Variance?



PACKAGING/3D

There is great amount of careful consideration that goes into packaging design, it must easily catch the eye of the consumer. Once we have identified the type of design a consumer is drawn to on a crowded shelf, this will form the basis of the design.

INFOGRAPHICS

Did you know people absorb information quicker if the information is illustrated through complimenting graphics? An infographic is a great way to relay information since visuals can effectively break up the texts to hold the consumers attention for longer. These types of media are worthwhile for any internal and external communications.

AMAZON CONTENT

A+ Content is designed to help sellers and vendors increase traffic, conversion rate and sales. You can describe the features of your products in an original way to capture the brands identity. In order to stand out within an incredibly competitive marketplace, it is important to create an enhanced buyer experience.



CARMÉN
PERFECTING STYLE SINCE 1965

LIGHTWEIGHT HAIR DRYER

Powerful Stylish Professional

PERFECTING STYLE SINCE 1965
Carmén has been perfecting its hair styling products for over 50 years. Our Lightweight Hair Dryer is the result of our expertise in creating professional-grade hair care products that are both effective and easy to use. It features a powerful motor, a lightweight design, and a variety of attachments to help you achieve the look you want. The 3-year warranty is a testament to our commitment to quality and durability.

3 YEARS WARRANTY

CARMÉN
PERFECTING STYLE SINCE 1965

LIGHTWEIGHT HAIR DRYER

Powerful Stylish Professional

PERFECTING STYLE SINCE 1965
Carmén has been perfecting its hair styling products for over 50 years. Our Lightweight Hair Dryer is the result of our expertise in creating professional-grade hair care products that are both effective and easy to use. It features a powerful motor, a lightweight design, and a variety of attachments to help you achieve the look you want. The 3-year warranty is a testament to our commitment to quality and durability.

3 YEARS WARRANTY

CARMÉN
PERFECTING STYLE SINCE 1965

LIGHTWEIGHT HAIR DRYER

Powerful Stylish Professional

PERFECTING STYLE SINCE 1965
Carmén has been perfecting its hair styling products for over 50 years. Our Lightweight Hair Dryer is the result of our expertise in creating professional-grade hair care products that are both effective and easy to use. It features a powerful motor, a lightweight design, and a variety of attachments to help you achieve the look you want. The 3-year warranty is a testament to our commitment to quality and durability.

3 YEARS WARRANTY

CARMÉN
PERFECTING STYLE SINCE 1965

LIGHTWEIGHT HAIR DRYER

Powerful Stylish Professional

PERFECTING STYLE SINCE 1965
Carmén has been perfecting its hair styling products for over 50 years. Our Lightweight Hair Dryer is the result of our expertise in creating professional-grade hair care products that are both effective and easy to use. It features a powerful motor, a lightweight design, and a variety of attachments to help you achieve the look you want. The 3-year warranty is a testament to our commitment to quality and durability.

3 YEARS WARRANTY

PIFCO® **PIFCO®**

PET PRO CORDLESS VACUUM PET PRO CORDLESS VACUUM

The PIFCO Pet Pro Cordless Vacuum is lightweight and powerful, making it easy to manoeuvre around the house. You can take it from upright to handheld in seconds, allowing you to reach hard to get to places.

Removes Fido's fluff with ease

Handheld use

Easy to use button controls

2-in-1 electric crevice tool & upholstery brush attachment

Washable filter

Wall mountable

CORDLESS OPERATION

PET HEAD

15-35 MINUTE RUN TIME

WALL MOUNTABLE

SUITABLE FOR ALL FLOOR TYPES

2800W Power
 Pet head
 2 power speeds
 Suitable for all floor types
 Max. runtime: 35 minutes
 Washable filter

Model: PIFPC0
 Power: 2800W
 Voltage: 220-240V 2400mAh
 Weight: 7.9kg
 Country: All Rights China

PIFCO® **PIFCO®**

PET PRO CORDLESS VACUUM PET PRO CORDLESS VACUUM

Removes Fido's fluff with ease

Handheld use

CORDLESS OPERATION

PET HEAD

15-35 MINUTE RUN TIME

WALL MOUNTABLE

SUITABLE FOR ALL FLOOR TYPES

Button controls

Battery pack

Dust container

Tube connection and release button

Lightweight tube

Tube connector and release button

Motorised floor head

ACCESSORIES

Pet brush

2-in-1 crevice brush & engine tool

Upholstery brush

Wall mount

PIFCO®

PIFCO®

Share your pics #MyPIFCO

@pifco

@pifcooriginal

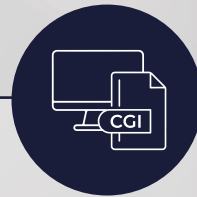
Explore the range at www.pifco.com



WE BELIEVE MEDIA

CGI

Computer-generated imagery could be your solution to product photography. Whether you are looking to promote a product before receiving a sample, or whether there has been disruptions during manufacturing or distribution, OR because it looks awesome in general.



MODEL BUILD

We recognise that often you may be faced with delays when receiving products, if production is offshored. Your marketing efforts don't have to be postponed because of this... we have the ability to build photorealistic models of your products using CGI. No product, no problem! CGI can be used in a whole range of assets including video, photography, 360s and more!

EDITORIAL

The possibilities are endless when CGI is involved. It can cross so many boundaries, since it is a great way to produce high impact visuals that offer a gateway between reality and creativity. Overall an effective way to really bring your product to life!

VIDEO

Using CGI video allows us to explore hidden technologies that regular video might not be able to show. The clever combination of 3D imagery that tricks our eyes into believing the illusion presented. Stunning visuals can be created when using CGI for video and certainly will make your brand stand out against your competitors!







The
KRAKEN
BLACK SPICED
RUM

50%
BLACK SPICED
KRAKEN

MOTION GRAPHICS

Motion graphics are a great way to visually engage an audience in an animated style. They capture an illusion of motion which can help the consumer gain a deeper understanding about your brand. Graphics that are complimentary to text are much easier for the brain to digest and remember. They are a great addition to your marketing materials regardless of their purpose.



2D

2D often includes a mixture of graphics and texts complimented with a narrative voice over. They are a fantastic addition to any video marketing materials as they can contribute to your brands storytelling. They are also effective for internal communication in a company to train, motivate and inspire staff. An excellent way to help you stand out from the crowd.

ANIMATION

Animation can bring any concept to life as it allows you to bend the laws of nature. It can also provide a guide through tour of your content, allowing you to control the viewer's pace. The use of rich media in animation can be used to highlight specific points as it is more psychologically appealing. In addition, it is easy to update and is cost-effective.

HYBRID

A hybrid video is a clever mixture of motion graphics with live action. Ideas and concepts that would normally take a while to grasp by text alone can be understood within a minute with hybrid video. Hybrid is able to present products, services, and ideas in such a way that becomes easily digestible for the viewer.

Funna Creates



CLICK TO VIEW

Hotpoint



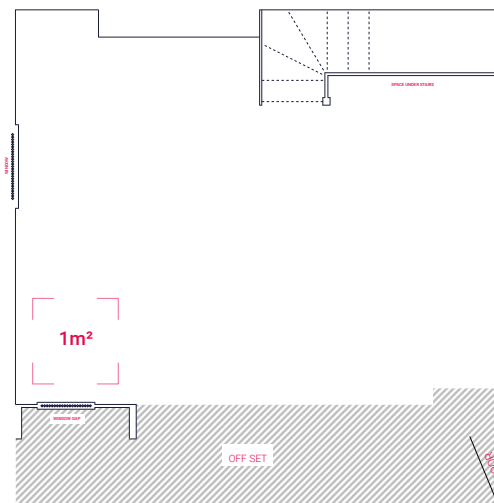
CLICK TO VIEW

The way you care

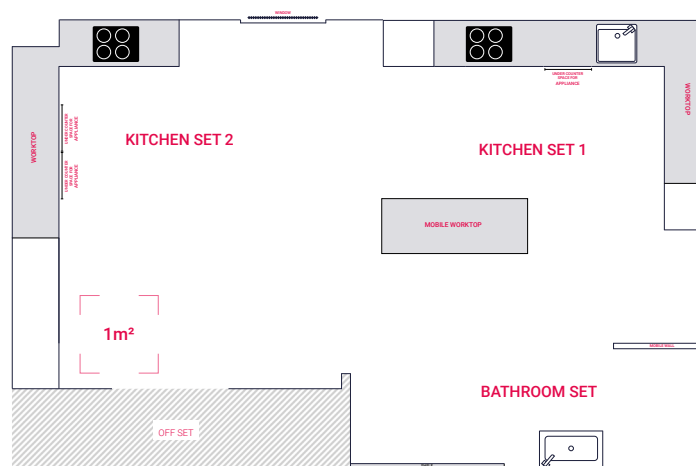
OUR SETS

In our studios we have a number of prebuilt modern sets, which we regularly use when shooting lifestyle photography and videos. They consist of two kitchens, a lounge, and a bathroom and can be adapted or rebuilt to suit your visual needs.

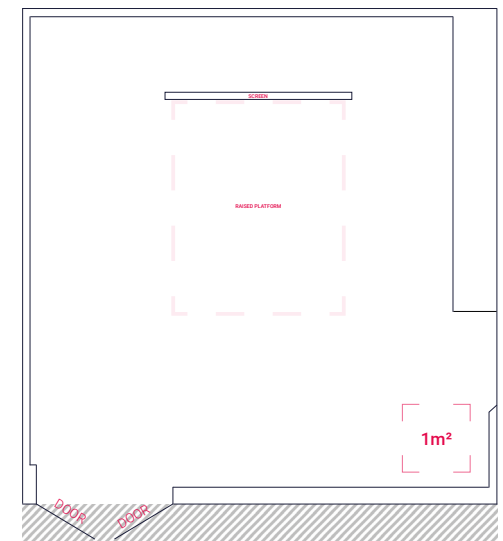
LOUNGE/BEDROOM STUDIO



VERSATILE KITCHEN/BATHROOM STUDIO

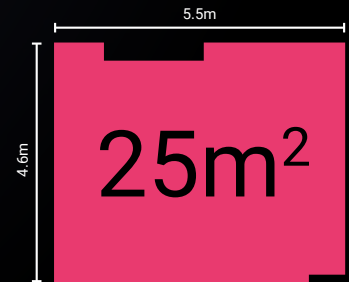
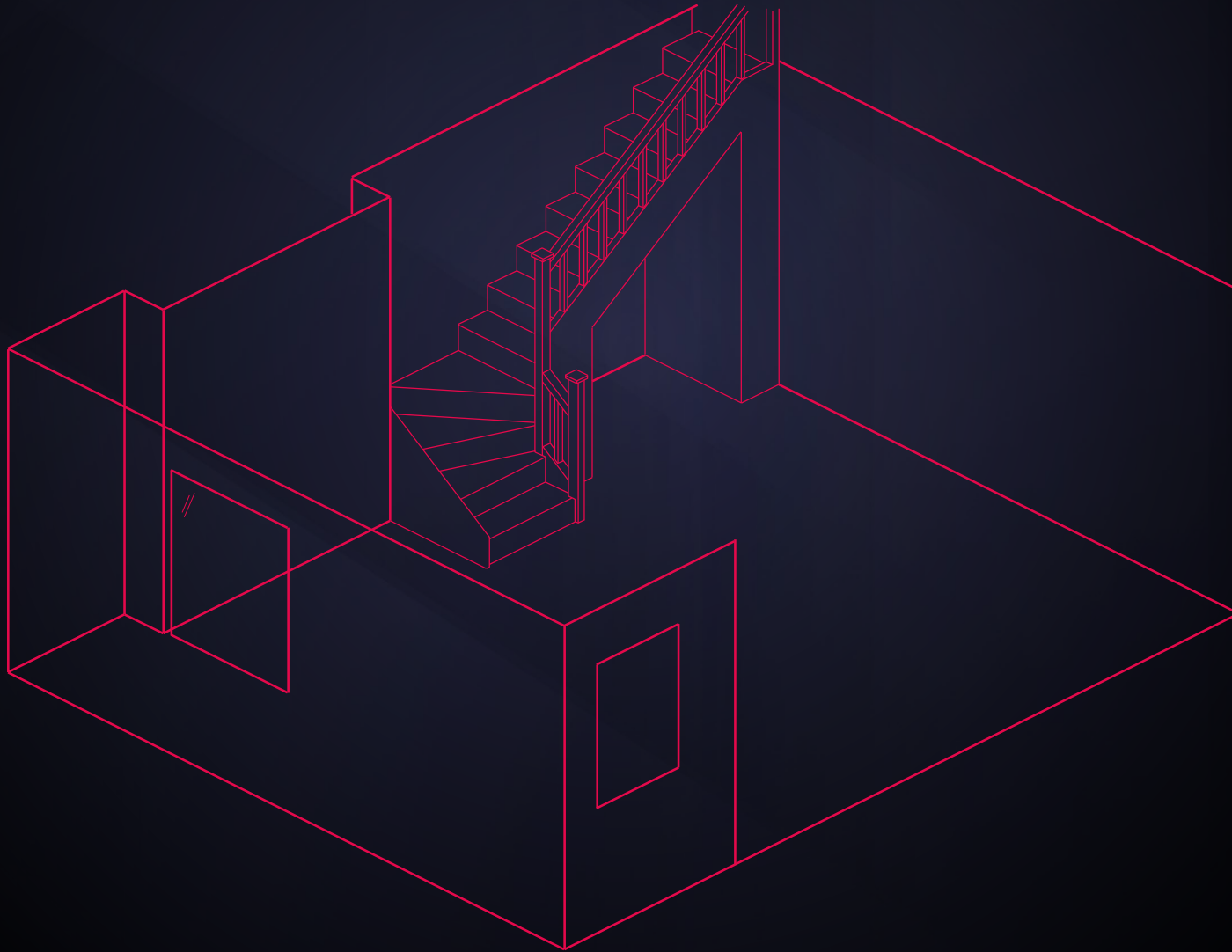


UNIT 2 PHOTOGRAPHY STUDIO



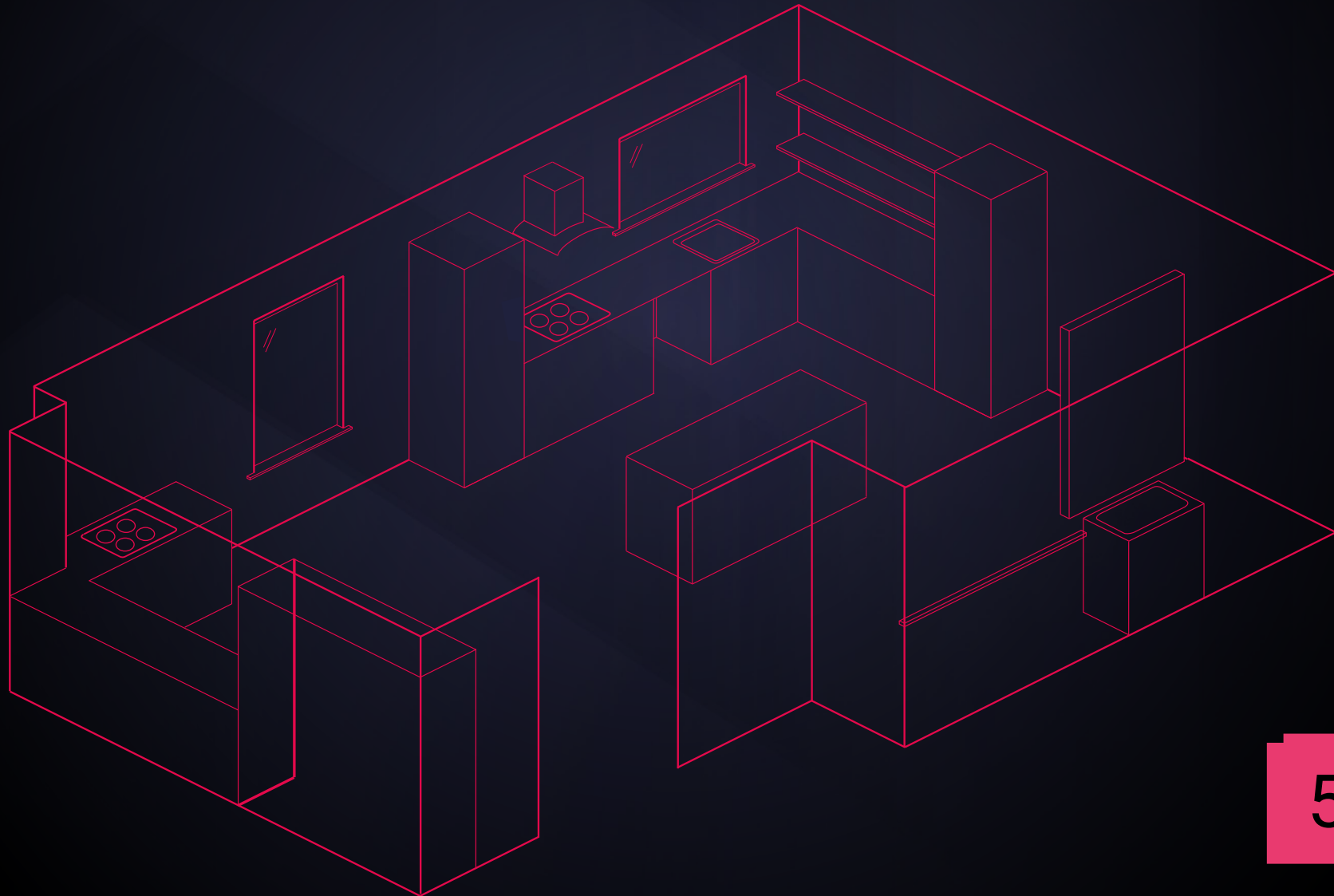
WE BELIEVE MEDIA

LOUNGE/BEDROOM STUDIO



WE BELIEVE MEDIA

VERSATILE KITCHEN/BATHROOM STUDIO



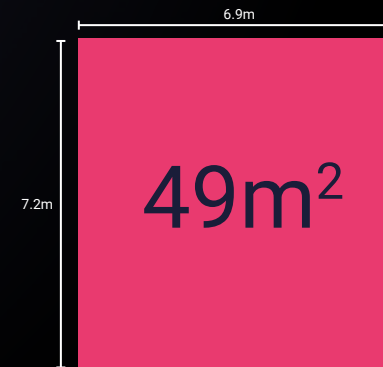
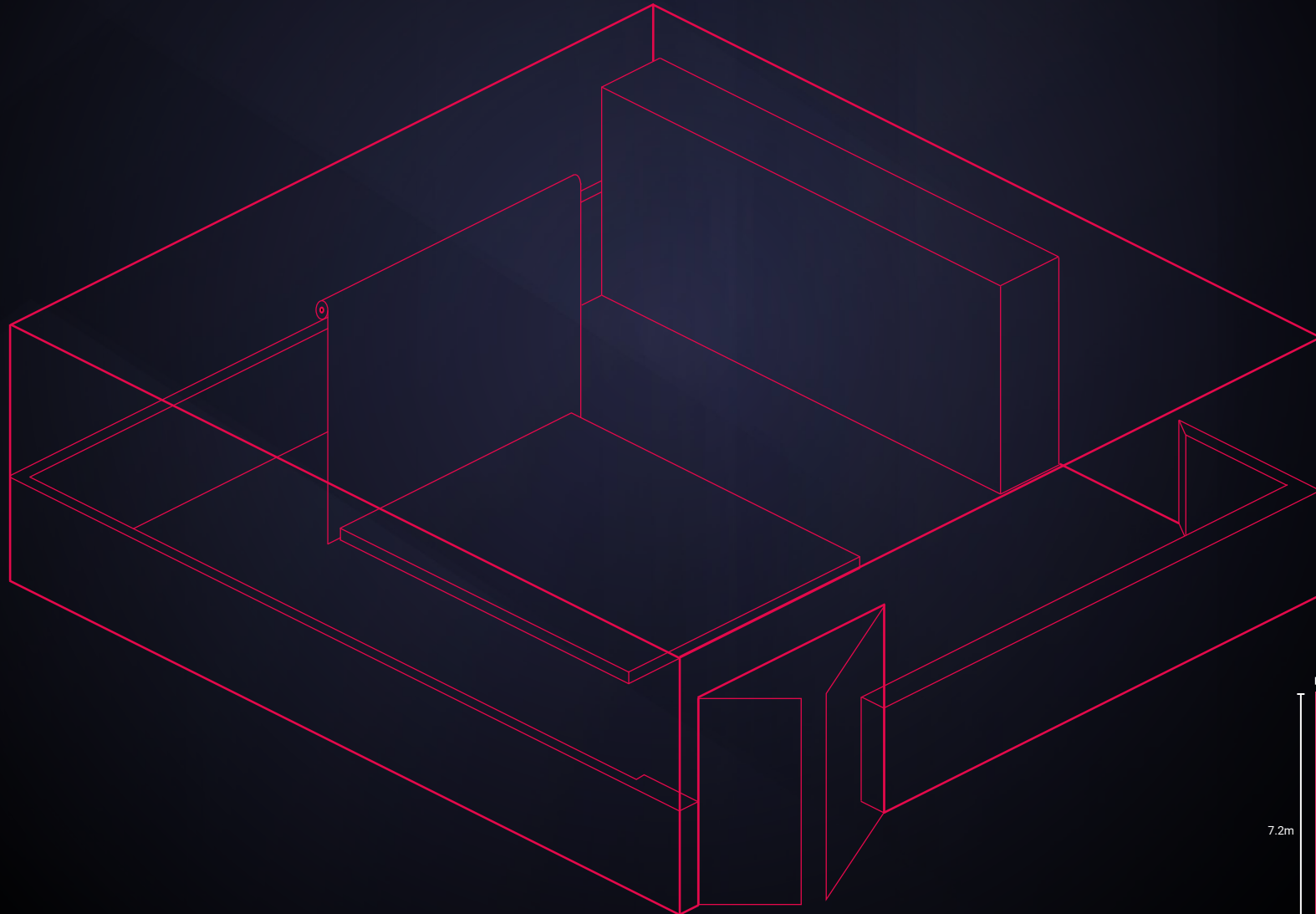
52m²

9.7m

5.5m

WE BELIEVE MEDIA

UNIT 2 PHOTOGRAPHY STUDIO



OUR PROCESS

1

BRIEF INTERPRETATION

At this stage we will receive a brief overview of what you are looking to achieve from your project and offer you the best solution.

2

CREATIVE DEVELOPMENT

This is then passed to our creatives to discuss how they are going to execute your project and draw up a timeline. A creative pack will be drawn up and sent to you for sign off to make sure we are working towards your vision.

3

PRE PRODUCTION

At this stage the grafting happens, all the areas of the creative pack are put into action ready to go!

4

PRODUCTION

Our creative teams get stuck into the project, making that vision a reality.

5

POST PRODUCTION

This is where the finishing touches take place. Editing and placing together raw footage, grading the colours, creating those final deliverables that we are truly happy with.

6

QUALITY CONTROL

After this it is then sent for in-house approval, making sure it is to the highest standard before it reaches you.

7

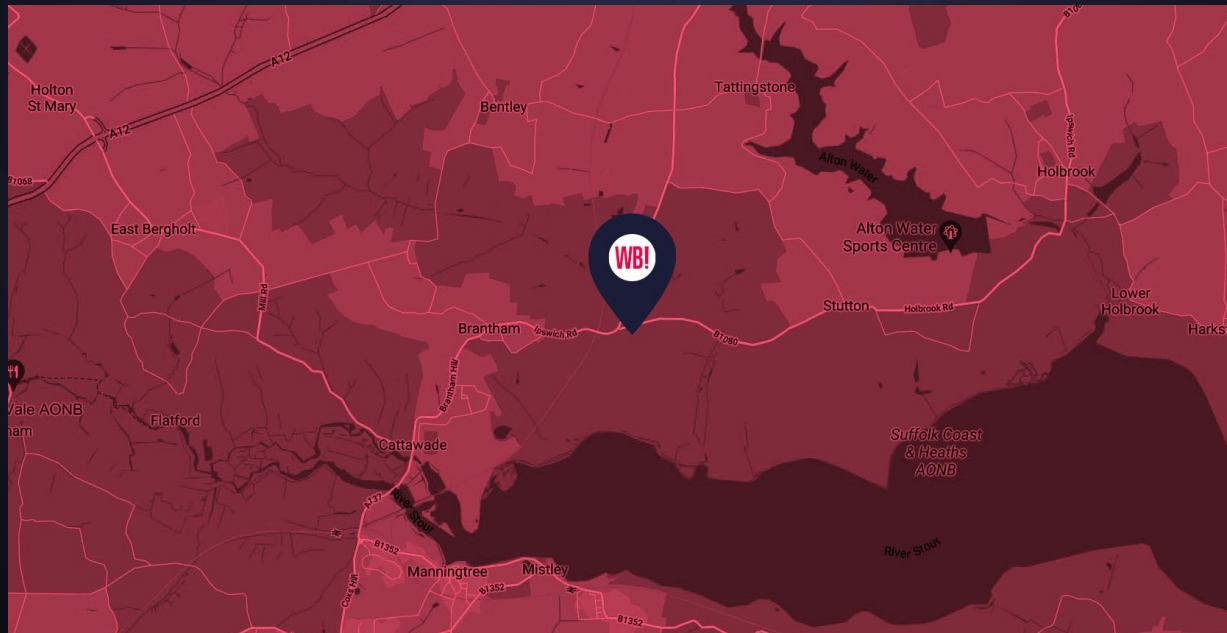
DELIVERY

Receiving your product media.

WE BELIEVE MEDIA

OUR LOCATION

The majority of our content is created from our in-house studio based on the Essex/Suffolk border
(Although we are adaptable, we can head out to a location if that is what is required).



WE BELIEVE MEDIA

OUR CLIENTS



AKAI



RKW

TOWER

RIBBLE



BENCHMARK

CARMEN



EPSON
EXCEED YOUR VISION



FISHER & PAYKEL

Haier



WE BELIEVE MEDIA

CONTACT US

UNIT 14 COURT FARM,
STUTTON ROAD,
BRANTHAM
CO11 1PW



hello@webelievemedia.co.uk



01473 327747



www.webelievemedia.co.uk

Find us on our socials

