

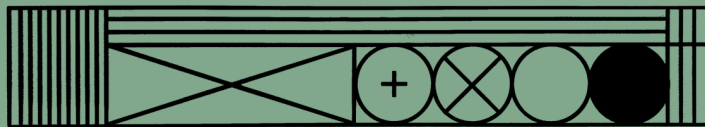
PIO MIO STUDIO

Capabilities Deck

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ciao!

Get to know us a bit more. We promise not to bore you.



Who we are



Is a Creative Production Agency crafting content optimized for the ever-changing media landscape of today.

We believe in creating with innovative resourcefulness, attention to detail, and a spirit of responsibility for what we put into the world.



Who we are

**We are storytellers, producers,
directors, planners, designers,
problem solvers, writers, thinkers,
dreamers, innovators, makers,
cinematographers, researchers,
photographers, editors, doers.**



Clientele

To name a few...


CRESCO™

MAKE  WISH®

 **Whirlpool**
HOME APPLIANCES


LETTUCE
ENTERTAIN YOU®
RESTAURANTS

Just★Don®

H U S H
A Q U A




Red Bull

 **FINE PRINT**

AZEETA

CROOK®
& MARKER

 **LANA**
JEWELRY



Want more? [Click here to watch our Reel](#)

Our Team



Based in Chicago, but using the world as our studio, we pride ourselves on having a large and diverse network of creators to accompany any need for any industry.

When it comes time to shoot we work in small teams to deliver big results.

Small teams of two to four,

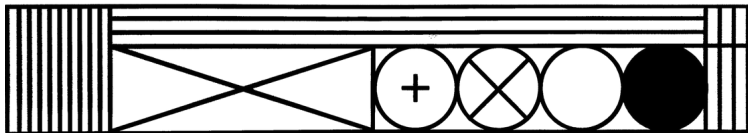
Consistent communication,

Flexibility and innovation,

Delivering high-quality product on an efficient timeline.



Why video works



87%

Online Marketers

use video content when
marketing

(Outbrain 2020)

85%

US Internet Users

watch videos online.

(Chip Thompson)

92%

Mobile Video Viewers

share videos with others.

(Virtuets)

51%

Marketing
Professionals

worldwide name video as
the type of content with the
best ROI

(Insivia)

64%

Consumers

make a purchase after
watching branded social
videos.

(tubularinsights)

95%

Messages

are retained by viewers
when they watch it in a
video compared to 10%
when reading it in text.

(Insivia)

81%

Businesses

use video as a marketing
tool - up from 63% over the
last year.

(Hubspot)

72%

Customers

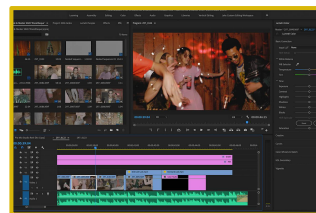
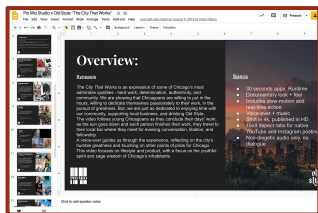
would rather learn about a
product or service by way
of video.

(Hubspot)

Our Process

We are here to help every step of the way

In today's creative climate you need a swiss-army knife production company.



Creative

- Research
- Consultation
- Script/storyboards
- Concept development
- Treatment

Pre-Production

- Budgeting
- Scheduling
- Casting/Crew
- Pre-pro package
- Props & Wardrobe

Production

- Direction
- Production Design
- Lighting
- Video + Audio
- Photography

Post-Production

- Photo + Video Editing
- Motion Graphics
- Graphic Design
- Music + Sound
- Copywriting

Distribution

- Digital campaign support
- Data-Driven Insights
- Customization of assets to ensure versatility across all mediums and platforms.

Things we do

Methods

Project to project basis
Partnership Packages
Monthly/Quarterly/Annually

Formats

Digital + Print	Film
Social + Mobile	VR



Content Creation

Branded videos
Commercial ads
Editorial Content
Social Media Snacks
3D Virtual Tours
Campaigns
Photo Stills
Graphics
GIFs



Creative Services

Art Direction
Copywriting
Lighting + Audio
Production Design
Video + Photo Editing
Concept Development
Graphic Design + VFX
Prop Styling + Set Decor
Ecommerce + Web Design

Areas we love

Fashion
Technology
Automotive
CPG + Retail
Philanthropy
Food + Beverage
Health + Wellness
Media + Publishing
Beauty + Cosmetics
Luxury Good + Jewelry
Museums + Institutions



Thank You!

