yellow.

CONTENT PACKAGES

Short form.
Long game.

A clearer creative rhythm for your business.



CAYMAN BUILT. EVERYWHERE MINDED.

01 / CONTENT PACKAGES

Content with a point of view.

A clearer story. A recognisable look. A reason to act.

Yellow connects short form content, advertising creative and ongoing brand direction for businesses with something to say. We help turn approved ideas and assets into a consistent creative presence, with a clear scope and a practical monthly rhythm.

The work begins with your business

We agree who the content is for, what they should remember and what they should do next. That direction informs the hooks, visual language, scripts and editing. Different pieces can serve different purposes while still feeling like the same brand.

Three connected disciplines

Content: organic videos that explain, demonstrate, entertain or introduce the people behind the business.
Advertising: original campaign concepts and deliberate variations, developed with a testing question.
Brand: positioning, messaging and visual direction that make those pieces recognisable.

A production model with clear inputs

All core packages use client supplied footage, approved assets and agreed original or AI assisted visual production. Filming, travel, talent, voice talent and specialist production are quoted separately.

The campaign visuals in this guide are original studio concepts. They are examples of a creative direction, not claims of customer work or results.

02 / CONTENT PACKAGES

Choose your rhythm.

Three programmes. One standard of care.

Monthly scope	Momentum	Campaign	Brand Partner
Fee	US$1,250	US$2,250	US$3,500
Original videos	8 organic	8 organic + 4 ads	10 organic + 6 ads
Extra hook variants	0	8	12
Total video edits	8	20	28
Static ad designs	0	6	8
Channels, up to	2	2	3
Revisions per batch	1 round	2 rounds	2 rounds

All prices are in US dollars and cover one brand. Monthly programmes use a recommended initial 90 day working period, with fees invoiced monthly in advance under an agreed written scope.

US$350 one time onboarding for monthly packages. Waived when a Brand Foundation is commissioned alongside the first programme.

What the counts mean

An original has its own script or substantive edit. A hook variant changes the opening or call to action of an existing video. A crop, clean version or captioned export is not another original video.

A content package is not a media budget. Advertising spend, filming, talent and specialist production are separate. No views, leads, sales or advertising return is guaranteed.

03 / CONTENT PACKAGES

Momentum.

Show up with purpose. US$1,250 per month.

For a business that needs a more consistent brand presence and a manageable monthly content rhythm.

Included every month

8 original organic videos, normally 15 to 45 seconds, with a distinct idea or substantive edit for each.
8 cover frames and captions, with hooks and calls to action where appropriate.
One monthly plan across three agreed content pillars, supported by a 30 minute planning call.
Scheduling on up to two agreed channels, subject to account permissions and final approval.
One consolidated revision round per batch and a monthly organic content summary.

Inputs and delivery

Up to 60 minutes of supplied raw footage per month, plus approved photographs, brand materials and offer information. A typical cadence is two completed videos a week after the monthly plan is approved. Production timing begins when the required inputs are complete.

Best suited to

A founder, hospitality business, local service or product business that can provide useful source material and wants a consistent content foundation.

Dedicated ad concepts, static ad designs and media buying are not included. A separate creative or advertising scope can be agreed if needed.

04 / CONTENT PACKAGES

Campaign.

Turn attention into action. US$2,250 per month.

For a business ready to connect an organic presence with a regular supply of advertising creative.

Included every month

12 original videos: eight organic videos and four substantive ad concepts.
8 additional hook variants for the ad concepts, giving 20 video edits in total across organic and paid creative.
6 static ad designs, plus captions, covers, scripts and calls to action for the agreed video scope.
Scheduling on up to two channels, two consolidated revision rounds per batch and a 45 minute planning call.
Monthly creative review covering what to keep, change or test next.

Inputs and test structure

Up to 90 minutes of supplied raw footage per month. Four ad concepts can explore different reasons to buy, formats or use cases. Two opening variants per concept create a more deliberate testing set. We distinguish new ideas from small variations rather than treating every export as a fresh concept.

Performance review

Paid performance analysis requires access to the relevant account data and a clear campaign objective. Where that access is unavailable, the review covers creative quality, production and organic indicators. Meta Ads Management and media spend are separate.

This is Yellow’s proposed flagship package. It combines a useful recurring scope with clear production boundaries.

05 / CONTENT PACKAGES

Brand Partner.

Build a brand that lasts. US$3,500 per month.

For an ambitious business that wants an ongoing creative partner across brand direction, organic content and advertising creative.

Included every month

16 original videos: ten organic videos and six substantive ad concepts.
12 additional hook variants, giving 28 video edits across organic and paid creative.
8 static ad designs, with agreed video scripts, captions and covers.
Monthly brand and campaign direction, two 30 minute planning calls and a review against agreed measures.
Scheduling on up to three agreed channels and two consolidated revision rounds per batch.

A longer view of the brand

The programme maintains the content pillars, visual rules, tone and recurring formats that help the brand become familiar. We use the monthly review to connect new campaigns with that longer view rather than restarting the identity for each post.

Inputs and fit

Up to 120 minutes of supplied raw footage per month. This scope suits a business with regular activity, an available decision maker and enough source material to support the production volume.

A complete corporate identity redesign, website development, daily community management, filming and unlimited account support are not included. These require a separate scope.

06 / CONTENT PACKAGES

Start with something focused.

A smaller commitment. A useful first step.

Brand Foundation / US$1,500 one time

A positioning workshop, audience and message map, visual direction, tone of voice, content pillars and six reusable social templates. Includes two revision rounds. Target delivery is ten business days after complete inputs and the initial workshop.

This establishes a focused content brand system. It does not include a full logo redesign, trademark work, corporate identity manual or website build.

Creative Pilot / US$650 one time

Three original short videos made from approved supplied footage, three covers and captions, one creative direction and one consolidated revision round. Target delivery is seven business days after complete inputs.

Use the pilot to assess the working relationship, source quality, editing approach and feedback process. The pilot does not prove that a future advertising campaign will deliver a particular result.

A practical route into monthly work

Start with the foundation if the message and visual direction are unclear. Start with the pilot if the brand is established and the question is how the creative work will feel. Move into a monthly programme once the scope and production inputs are understood.

07 / CONTENT PACKAGES

Add the right support.

Separate services, clearly scoped.

Meta Ads Management / US$750 per month

One Meta ad account, up to two active campaigns and up to US$5,000 in monthly media spend. Includes campaign setup, weekly checks and a monthly performance review. Requires suitable account access, tracking and a confirmed objective.

The fee excludes the creative package, advertising spend, landing page production, community management and complex tracking work. Media spend is paid by the client directly to the platform. Larger spend or additional accounts require a separate quote.

Tracking Setup / from US$450 one time

One website and one agreed conversion event, access and consent review, installation and event testing. Complex commerce, server integrations, consent platforms and website remediation are quoted separately.

Example budgets

Example	First month studio fees	Following monthly fee
Campaign + onboarding	US$2,600	US$2,250
Campaign + Ads Management + onboarding	US$3,350	US$3,000
Campaign + Brand Foundation, onboarding waived	US$3,750	US$2,250

Illustrations assume no additional production or tracking work. All media spend is separate. Each project requires a written scope before work begins.

08 / CONTENT PACKAGES

A clear way of working.

Discover. Make. Learn.

1. Get the story straight

We confirm the business objective, audience, priority offers, brand direction, content pillars, production inputs and approval contact. A written scope records deliverables, timing and exclusions.

2. Build with intention

You supply approved assets and accurate product or service information. We plan the batch, develop scripts and creative directions, then produce the agreed work. Feedback is consolidated through one client contact.

3. Review, approve and publish

Revisions refine the approved direction. A new concept, reshoot or material change in the offer is additional scope. Content is published only after written approval. Scheduling depends on agreed access to the selected channels.

4. Learn and refine

The monthly review looks at the agreed objective and the evidence available. We identify useful themes and the next question to test. Where commercial measurement is limited, we record that limitation rather than imply an advertising return.

Late inputs or approvals move the production calendar. Publishing across multiple channels is not an additional original video. Community moderation and responding to sales enquiries remain with the client unless separately agreed.

09 / CONTENT PACKAGES

The details that matter.

Good work starts with clear expectations.

Delivery and quality

Videos are normally 15 to 45 seconds. Primary delivery is vertical 9:16, H.264 MP4 at 1080 x 1920, with captioned and clean versions as agreed. 4K masters are included where approved source assets and the production workflow support them; 4K does not restore missing source detail.

Use and licensing

Agreed final assets may be used on the client's owned channels and agreed paid campaigns after full payment, subject to stated third party licences. Raw project files, source prompts, actor likeness, stock resale, creator whitelisting and unlimited third party rights are excluded unless quoted.

Your approval matters

We check brand consistency, spelling, captions, sound, safe areas, supplied claims and technical playback. You confirm the factual accuracy of products, services, prices, people and property before publication. Generated imagery is used only within the agreed creative approach.

A scope you can rely on

One brand per package. Media spend is paid directly by the client to the advertising platform. Lead handling, comment moderation, influencer partnerships, live coverage, full rebrands and website builds are not included.

The next step

Choose a starting point and share your objective, audience, current channels, source material and intended timing. Yellow will review the enquiry and confirm a scope. Sending an enquiry or selecting a package does not create a project agreement.

Proposed launch package guide. Rates and terms are confirmed in the written proposal. Yellow is a brand project of Infinity Worldwide Solutions.