

# BIA GROUP MEDIA CORP

## Creative Production & Strategic Proposal

A comprehensive proposal for Infuse Therapy, outlining our full video-photography production and strategic media deliverables. This presentation details our approach to elevating your brand through professional media services, with an effective date of May 20, 2025.

Prepared exclusively for Mike at Infuse Therapy, this proposal demonstrates how BIA Group Media Corp can transform your brand presence at the Miami International Fitness Expo through strategic visual storytelling and premium content creation.

[www.biagroupmedia.com](http://www.biagroupmedia.com)





# Our Shared Vision

You're truly building more than just a brand; you're creating a lifestyle and emotional connection around your product. We believe in that vision, and our job at BIA Group Media Corp is to elevate it into a powerful, scalable presence that resonates across platforms that reflects on your Return of Investment.

## Brand Elevation

Transforming your brand into a powerful visual experience that connects emotionally with your audience.

## Cross-Platform Presence

Creating content that resonates consistently across all digital touchpoints for maximum impact.

## ROI-Focused Strategy

Ensuring every creative decision supports measurable business growth and brand value.

# Executive Summary

Thank you for taking the time to speak with the Team, share with honesty your goals, and your company's vision. We're excited about the opportunity to support you across multiple creative areas with our highly competitive Production Team.



## Streamlined Production

Comprehensive photo & video production services to capture your brand essence.



## Visual Narrative

Building out your brand story through compelling visual assets.



## Brand Identity Growth

Supporting your social presence with smart, styled creative media assets.



## Strategic Alignment

Ensuring all content aligns with strategies that grow your business and brand.

# Understanding Your Needs

Based on our conversation, we've identified your key requirements for successful brand representation at the Miami International Fitness Expo.

## FullService Production

Comprehensive video & photo support for the event, interviews, client work, and personal brand storytelling.

## Creative Direction

Elevated visual and narrative direction to cover all content creation for the Event.

## Post-Production Excellence

Consistent, clean, on-brand editing without inconsistencies or low-quality results.

## Reliability & Clarity

Sharp, efficient service that meets deadlines and communicates clearly, matching your own professional standards.





# Our Approach



## PHASE 1: Discovery & Brand Alignment

A 30-minute kickoff call with our chief executive office and team to align on tone, target audience, preferred styles, and goals.



## PHASE 2: Ongoing Video Shoot & Photo Production

Dedicated videographer & photographer team (3 production crew) with fast turnaround delivery (4-6 business days) and high-resolution edits optimized for all social platforms.



## PHASE 3: Strategy & Scaling Support

Guidance on what to film, how to shoot, and how to repurpose content for reach, with optional add-ons for caption writing, publishing calendar, and platform optimization.

# Deliverables

Our comprehensive package includes everything you need to make a powerful impact at the Miami International Fitness Expo and beyond.



**Strength**  
**Endurance**  
**Power**



**4-6**

Hours of Footage

Raw fully filmed footage

**7-11**

Edited Reels

Optimized for social platforms

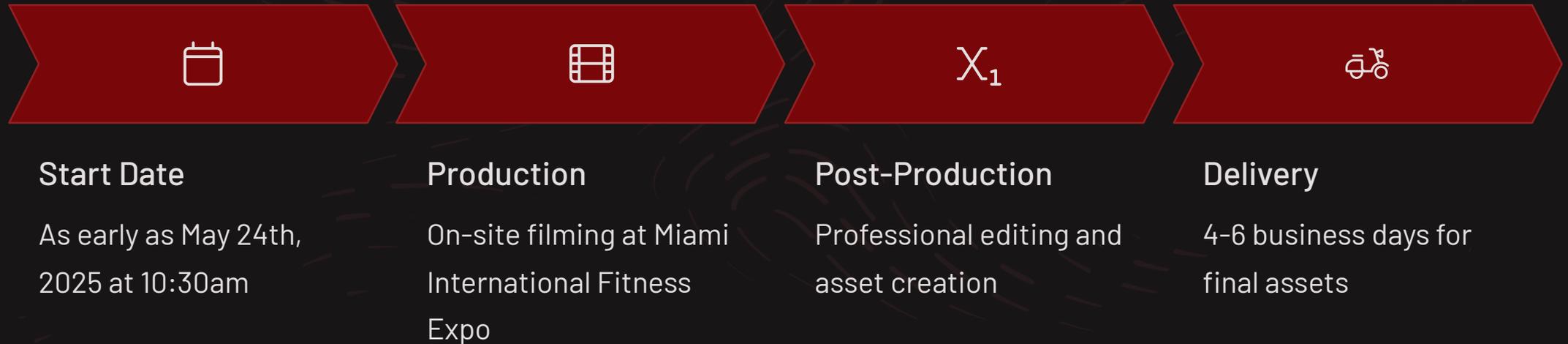
**20+**

Visual Assets

Photos & behind-the-scenes content

# Timeline & Process

We've designed a streamlined process to ensure efficient delivery while maintaining the highest quality standards for your project.



Communication channels include WhatsApp Business, Google Drive, Google Meet Call, and Email to ensure clear and consistent project management throughout the process.

# Investment & Equipment

## One-Time Discount Pricing

Pre-Production Retainer: \$1,500.00 (Due by May 21, 2025)

Day of Shooting Balance: \$2,750.59 USD (Production + Deliverables)

Additional hours: \$150 USD per extra hour (Tax not included)

Up to two rounds of revisions included; additional revisions at \$110 USD per round

## Professional Equipment

Our production package includes top-tier equipment:

- 3 Professional Cameras (Sony A7SIII x2, Sony A6700)
- Premium Lenses (24-70mm f2.8 GM, 70-200mm f2.8 GM)
- Professional Lighting Kit (Nanlite Forza series, Aputure MC)
- High-Quality Audio (Sennheiser MKE 600, DJI mic 2)
- Stabilization (DJI RS2 & RS4 gimbals, carbon fiber tripod)

# Why BIA Group Media Corp?

We bring a unique combination of strategic thinking and creative excellence to every project we undertake.



We don't just shoot content – we craft strategy-driven visuals that elevate your brand. Every project is treated like a flagship brand, with our team working in perfect synchronization to deliver excellence across all dimensions.



# Next Steps

## Secure Production Date

Move forward with pre-production retainer to lock in your preferred production date and time.

## Share Brand Assets

Provide Infuse Therapy logos and any additional brand assets to ensure consistent branding.

## Contract Finalization

We'll send an immediate contract to avoid delays in the timeline.

## Optional Strategy Add-on

Consider adding a strategy media manager to your team for enhanced results.

Looking forward to collaborating with you and making something world-class. Contact us at [www.biagroupmedia.com](http://www.biagroupmedia.com), [info@biagroupmedia.com](mailto:info@biagroupmedia.com), or via WhatsApp Business at **+1 954 288 8300**.