

# ClientDeck2022.pdf

LAST UPDATED MAY 2022

nifty

Something is  
out of



**We help you stay sharp.**

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Videos

Photos

Motion Graphics

# Videos

## Promotional Branding

If you are looking to increase brand awareness, sales, and increase leads.



# Videos

## Human Interest

If you are looking to increase brand awareness, establish personal connections with clients, and promote your personal brand.



## Content Creation

If you are looking to engage your audience with modern and unique content.





# Service Deliverables

So you know that we are legit.

## CONSULTATION

- Brand Audit
- Understanding Video Purpose, Content and Concept
- Understanding Marketing Direction
- Understanding Creative Direction
- Budget and Costing

## STORYBOARDING

- Concept Development
- Audio-Visual Storyboarding
- Scriptwriting
- Camerawork
- Post Production Direction (VFX & SFX)
- Art Direction (Style Frames) - For Animations

## RESOURCE PLANNING

- Location Booking
- Talent Casting and Management
- Equipment
- Shooting Call Sheet, Shot List and Schedule
- Production Planning and Logistics
- Location Recce (if needed)

## ACTUAL FILMING

- Production Crew (minimum)
  - 1 x Director / Producer
  - 1 x Camera Operator
  - 1 x Gaffer

Additional crew (if required)

- Director of Photography
- Camera Assistant
- Sound Man
- Hair and Make Up Artist
- Art Director
- Art Assistant

Production Gear and Equipment

## POST PRODUCTION

- Video Editing
- 3 Rounds of Revisions
- Colour Grading and Correction
- Audio Mixing and Levelling
- Royalty Free Music
- Motion Graphics

# Photos

## Portraits

Capture the personality of a person or group of people through our choice of effective lighting, backdrops, and poses.



# Photos

## Products

If you intend to drive sales of your product or service. Mmm.



# Photos

## Brand Collaterals

Showcase professional pictures of your product/service to be used as your marketing collaterals.







# Service Deliverables

So you know that we are legit.

## CONSULTATION

Brand Audit  
Understanding Photography Purpose,  
Content and Concept  
Understanding Marketing Direction  
Budget and Costing

## CREATIVE AND ART DIRECTION

Moodboard  
Reference Shoots  
Sketch (if needed)

## RESOURCE PLANNING

Equipment  
Props Planning and Logistics  
Location Recce and Booking (if needed)

## ACTUAL FILMING

Production Crew (minimum)  
1 x Art Director  
1 x Camera Assistant

## POST PRODUCTION

3 Rounds of Revisions  
Colour Grading and Correction  
Photo Files Backup

Photography Gear and Equipment

# Motion Graphics

## Stylised Videos

Dynamic elements in our videos synergise with music to engage your intended audience, free of charge.



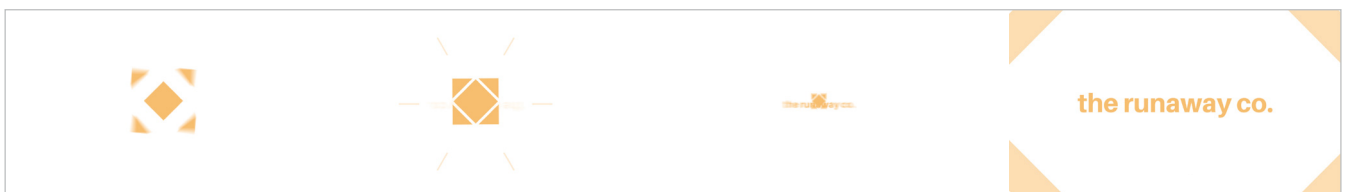
## Animated Graphics

If you are looking for beautifully animated logos or graphics that can be used across all your media platforms.

[VIEW VIDEO](#)



[VIEW VIDEO](#)



**This isn't  
placed right.**

**Align our vision to yours.**

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Brand Identity  
Brand Guidelines  
Illustrations  
Logo Design  
Graphic Design

# Branding

## Brand Identity

Creative and beautiful elements that identify and distinguish your brand in consumers' minds.



## Brand Guidelines

Clearly defined rules and standards that communicate how your brand should be represented to the world.

### LOGOTYPE

#### PROTECTION ZONES

- Use the full exclusion zone whenever possible.
- For smaller applications such as digital communications, the half exclusion zone may be used.
- Use the quarter exclusion zone only in cases of extremely limited space. In this case, type and graphics should still not appear in the half exclusion zone.

### LOGOTYPE

#### DO'S AND DON'TS

DO'S		DON'TS	
Full color on a dark background	Full color on a light background	Recolor	Recolor
On a light background	Monochrome on a dark background	Outline	Distort
On a complex background	On a ROBO INU blue background	Manipulate element sizes	Add gradient effects

### LOGO MARQUE

#### PILLARS OF ASCENT

The pillars in the marque symbolise the successful lift-off of a spacecraft, a monumental milestone celebrated by many. The two pillars in the logo aim to illustrate a "twilight phenomenon", which appears as a result of a rocket exhaust trail.

The freedom pillar represents the financial freedom that anyone can enjoy in ROBO INU's open ecosystem. The community pillar demonstrates the importance of the community when making any big decision.

#### DESIGN CHOICES

The lift-off and "tapering" design shows how ROBO INU aspires to soar to higher ambitions. Blue symbolises trust and authenticity, a cornerstone apropos to finance matters.

In design, straight lines and angles often symbolise structure and order, while curves represent connection and community. In the logo, both are combined together while incorporating symmetry to emphasise the resilience and professionalism of the ROBO INU brand.

### TYPOGRAPHY

#### PRIMARY TYPEFACE

**Gotham**  
Light|Book|Medium|Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

#### SECONDARY TYPEFACE

Neue Haas Unica Pro  
Light|Regular|Medium|Bold|Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

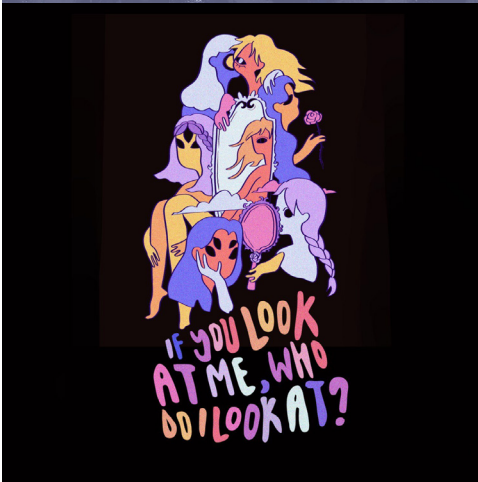
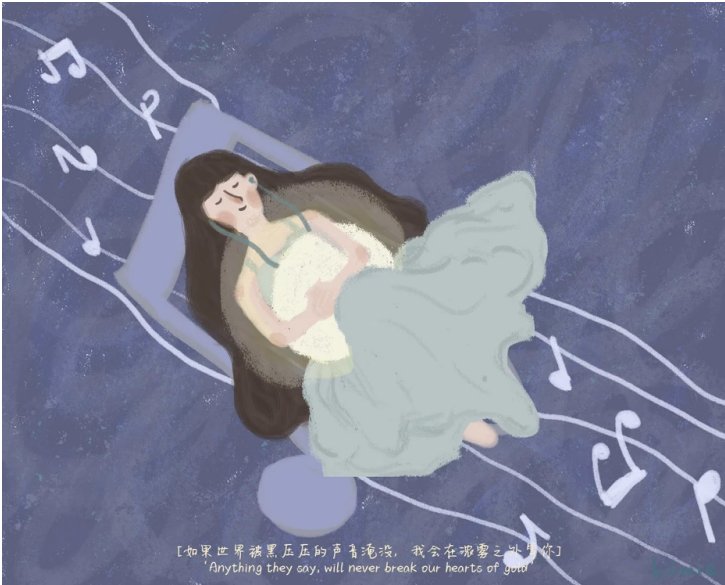
#### TYPOGRAPHY ARTICULATES OUR MESSAGE.

We have chosen sans serif fonts to convey the modern and professional attitude of the ROBO INU brand. With many alternative styles, these fonts can be used for a multitude of purposes to emphasise the text that matters.

# Illustrations

## Digital, Traditional

Our original artworks help sell your products, or convey your message.



# Graphic Design

## Customised Posters

We pride ourselves in our posters. Eye catching, creative, and effectively delivers your message.

### DON'T FALL PREY TO PHISHING!

Phishing is a type of fraud in which emails, SMSes, or phone calls pretending to be reputable companies **trick victims into providing personal information**, such as passwords or credit card numbers.

**DO NOT'S**

- ✗ Click on links from any unsolicited SMS.
- ✗ Reply to messages from unknown numbers.
- ✗ Perform any funds transfer even when pressured to do so.

**DO'S**

- ✓ Verify the SMS sender with numbers listed on official websites.
- ✓ SMS sender information can be spoofed. Do not trust the sender's name, even if it appears in a previous message thread from an official source.
- ✓ Report to IT Care by emailing [itcare@nus.edu.sg](mailto:itcare@nus.edu.sg) or call the hotline at +65 6516 2080 if you receive any suspicious SMS and/or disclosed any information.

**NUS** National University of Singapore

Let us all do our part and secure NUS bit by bit.

Our Award-Winning Designs for NUS Information Technology

### BEWARE OF RANSOMWARE!

Ransomware is a type of malware that **encrypts files and folders on a computer, rendering them inaccessible**. It is often circulated by means of a malicious link or attachment within a phishing email. A ransom payment, usually in the form of cryptocurrency such as Bitcoin, is demanded by the attackers in exchange for the key to decrypt the files to render them accessible again.

**WHAT SHOULD I DO?**

- If you find any email suspicious, **DO NOT** reply, **DO NOT** click on any links within the email, and **DO NOT** open any attachments.
- Always keep a recent backup of your files. nBox is recommended.
- Ensure that your operating system and software is updated with the latest patches.
- Ensure that you have anti-virus software installed with the latest signatures updated.

**I OPENED IT! HELP!**

If you accidentally clicked on a suspicious attachment, do the following immediately:

- Disconnect your machine from the network (WiFi or Ethernet)
- Disconnect all USB drives/storage
- Report to IT Care via email [itcare@nus.edu.sg](mailto:itcare@nus.edu.sg) or call the hotline at +65 6516 2080

**NUS** National University of Singapore

Let us all do our part and secure NUS bit by bit.

Fancy a different style?

**EUSOFF DANCE CREW**

**CHOIR**

**BAND**

**ACAPPELLA**

**DRAMA ABCDE RECAP**

Mindfulness-Based Stress Reduction (MBSR) — Did you know?

Nearly all adults will experience **at least one** stress-related pain episode in their lifetime.

MBSR



# Get that double-tap.

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Instagram Feed Management  
Facebook Posts  
Content Calendar  
Discord Channel Management

# Social Media

## Instagram and Facebook

If you are looking to increase brand awareness, sales, and increase leads.

### PRE CAMPAIGN

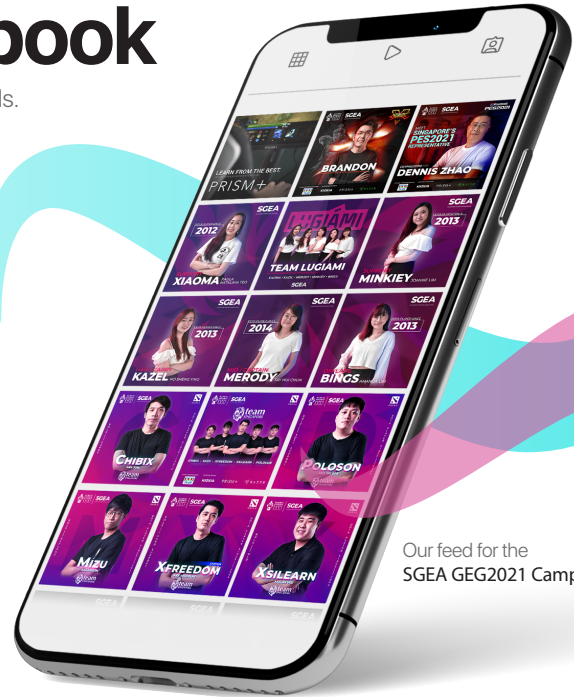
- Initial Consultation
- Competitor Analysis
- Social Calendar Planning

### ACTUAL CAMPAIGN

- Social Calendar
- Caption Writing + Hashtags
- Media Collaterals for Branding and Posts
- Community Management
- Client Revisions & Performance Monitoring

### POST CAMPAIGN

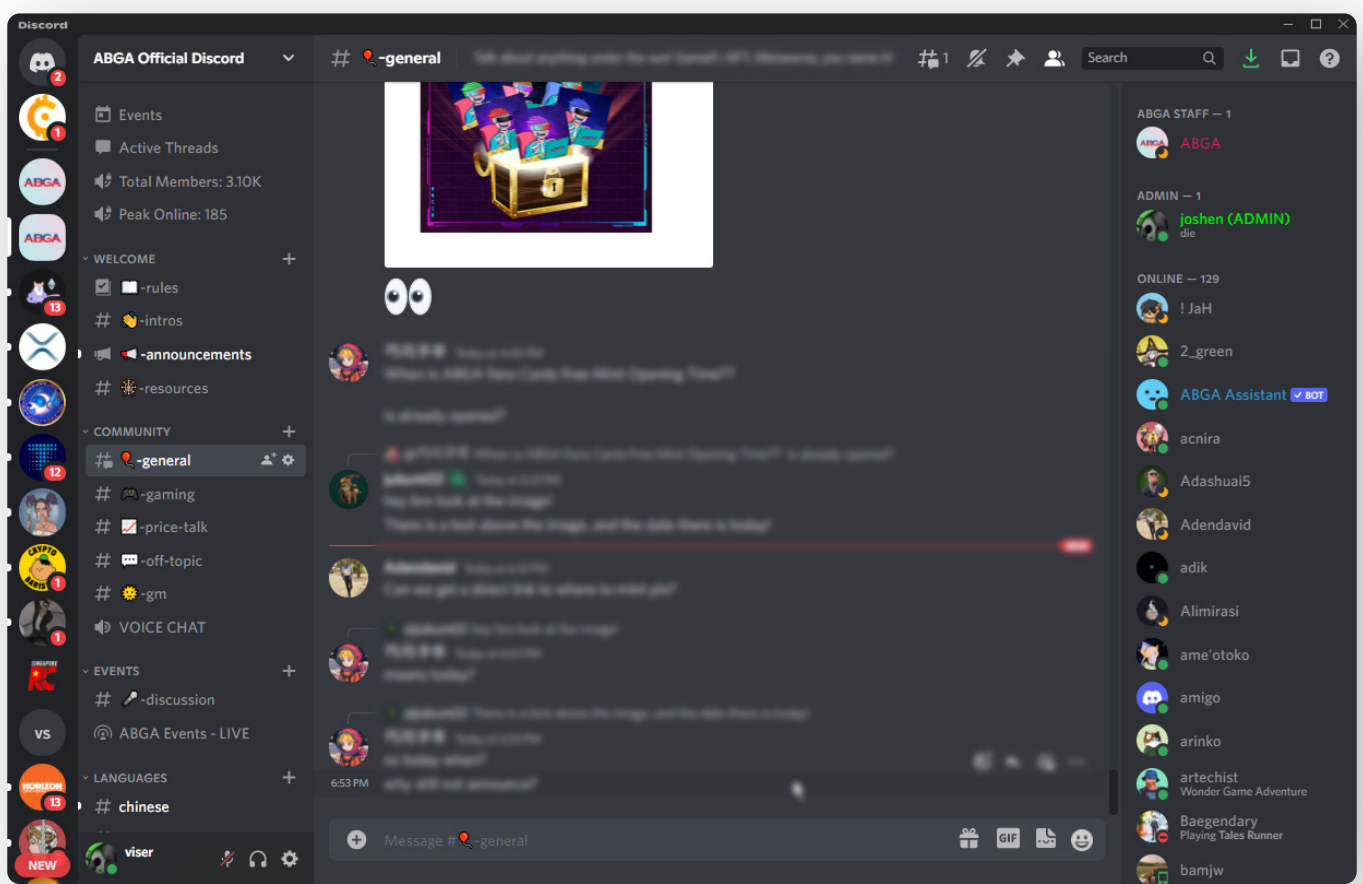
- Data Analytics
- Process Review



Our feed for the  
SGEA GEG2021 Campaign

## Discord Channels

We can help you set up a platform to engage larger communities. Use it for AMAs, video conferences, or just for chatting!





## Smooth website launches only.

Hey! You weren't supposed to zoom in this much. But since you're here, feel free to read this placeholder text that makes our mockup look like an actual website. Also, niftySPACE is not an actual space exploration company, although we wish it was!

LEARN MORE

CONTACT



# Let us promote you 24/7.

Website Development  
Web + Mobile Prototypes  
UX Consultation

# Websites, UI/UX

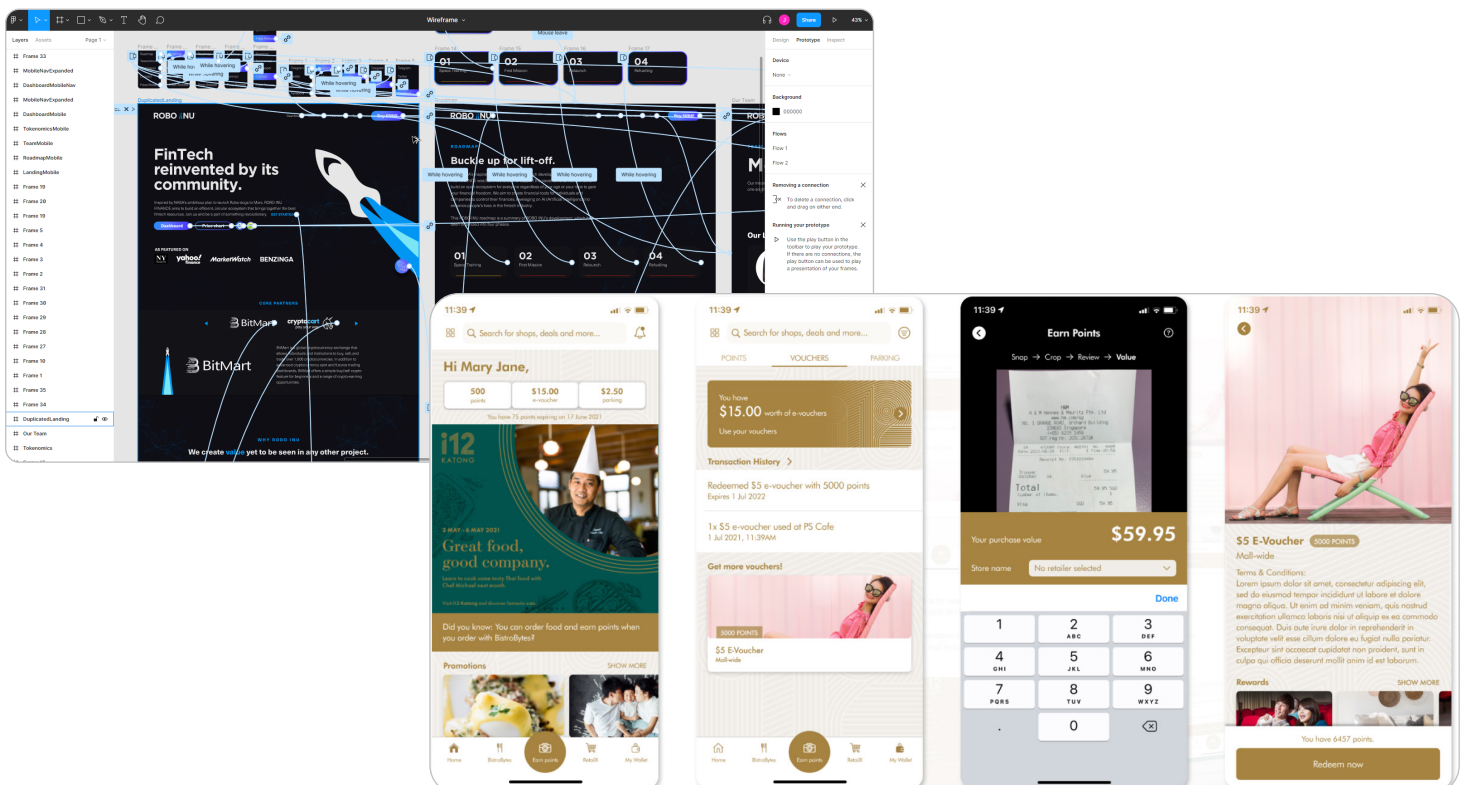
## Website Development

If you are looking to increase brand awareness, sales, and increase leads.



## Web + Mobile Prototypes

If you already have a web developer but desire a revamp of the look of your website. OR If you are looking to directly address user pain points and improve user experience (UX) through our systematic approach.



# Full Campaigns

Now, watch everything come together.

## Global Esports Games 2021

Instagram Feed for GEG 2021



### CAMPAIGN PURPOSE

Increase the brand awareness of the Singapore Team competing in Global Esports Games 2021.

### CAMPAIGN OBJECTIVES

Increase the social media presence of the Singapore Team via consistent content on Instagram and Facebook.

To encourage content sharing and reduce the entry barrier to becoming a competitive gamer in Singapore.

### DELIVERABLES

- Content Calendar
- 5 x Videos
- Male Team Gameshow
- Female Team Gameshow
- Girl Power Action Series
- Event Summary
- Individual Athlete Mini-Documentary
- Instagram Feed
- Brand Advertisement Posts

Content videos for GEG 2021



# Client Reviews

## "delivering beyond our expectations."

### Dr Sharon Lim, National University of Singapore

I got to work with Nifty Media by chance and found it an extremely pleasant experience. They patiently listened to the project's requirements, and offer constructive and creative inputs, enhancing and delivering beyond our expectations.

### Lance Lit, Lit Aircons

Nifty Media is an all round joy to work with. With their experience and passion in videography, they provide refreshing suggestions when executing upon video ideas. They are receptive towards feedback and constantly strive to ensure my message is presented in the best way. Definitely an agency I would recommend!

## "awesome work attitude."

### Melissa & Weiling, MYMCA

It was a pleasure to work with Nifty Media. Despite a tight deadline, they neatly condensed long interview footage into a bite sized, engaging 5 min video for MYMCA's Virtual Flag Day. Our feedback across drafts were speedily and well executed.

### Marcus Chow, Asestar Pte Ltd

Having worked with Nifty Media, I know I can count on them for expedited projects. After communicating what was needed over zoom, Nifty Media impressively conceptualised, produced, shot, and edited the video in less than a week. Overall, awesome work attitude! Will definitely work with them again.

## "professionalism and clarity."

### Yan Cong, Heart to Heart Stories

Nifty Media's attitude is positive regardless of the task. Their technical skills definitely hit the mark. Their willingness to learn and understand more puts me at ease on production sets and around clients. Nicholas' creative mind shows in their own content, setting him apart from other shooters/editors I've worked with.

### Shanice, Hewlett-Packard

We engaged Nifty because we were very impressed with their portfolio and what they was capable of. We were thoroughly impressed with Nifty's professionalism and clarity. We will definitely be working with Nifty again.

## Our Partners





Let's get crackin'.

INSTAGRAM

[@niftymediasg.com](https://www.instagram.com/niftymediasg.com)

WEBSITE