

GIVENS MEDIA



**TELLING STORIES
ELEVATING BRANDS
PROVIDING RESULTS**

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 **Forest Hill, Maryland**

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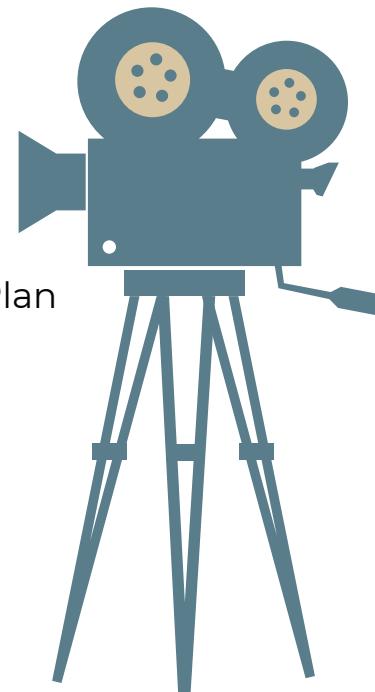
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Introduction

Givens Media Group specializes in creating compelling content tailored to businesses and brands. With a focus on storytelling and innovation, we deliver high-quality media solutions that captivate audiences and elevate your brand. For the introduction section, it is customary to include a quick history or overview of how the brand came to be and how it has changed over time to become what it is today.



Company History

Givens Media Group was founded in 2017 with a passion for storytelling and a deep connection to the outdoor industry. Over the years, we've expanded to support local businesses across a variety of industries while staying true to our roots. From capturing hunting and fishing adventures across the country to creating impactful brand content for local companies, we've built a reputation for delivering high-quality, authentic media solutions.

Our journey has included collaborations with notable organizations like Major League Fishing, producing media for the Bass Pro Tour, traveling to all 50 states, and working alongside athletes such as Travis Hunter. We've climbed mountains in Alaska, laid in fields in Saskatchewan, and embraced every challenge with dedication and creativity. Now, as the owner embraces the joys of fatherhood, we are focusing on supporting local businesses, strengthening community connections, and continuing to deliver exceptional media services with the same passion that has driven us from the start.

Core values



Creativity

We craft unique and compelling content tailored to each client's needs.



Authenticity

Staying true to your brand's voice and mission is at the heart of everything we do.



Community Impact

By focusing locally, we help businesses thrive and contribute to the success of our community.



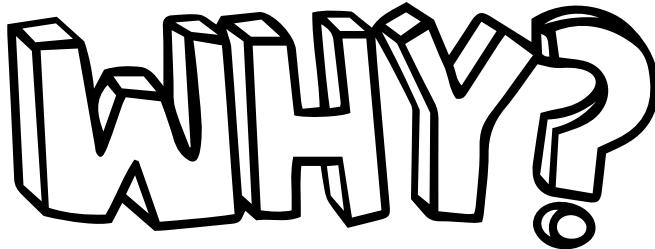
Excellence

From concept to delivery, we deliver top-tier quality and attention to detail.



Collaboration

We work seamlessly with your team to bring ideas to life and create content that resonates.



Givens Media Group

At Givens Media Group, we bring a unique blend of expertise, creativity, and innovation to every project. Here's what sets us apart

Industry Expertise

With deep roots in the outdoor and lifestyle industries, we understand how to create content that resonates with diverse audiences. From local businesses to national brands like Major League Fishing, we deliver results-driven media tailored to your needs.

Proven Results

We measure success by the impact we create. From boosting engagement rates to driving conversions, our past campaigns showcase tangible results that help our clients grow and thrive.



Cutting-Edge Technology

From aerial drone footage to green screen setups, we use the latest tools to ensure your content stands out. Whether it's short social media reels or in-depth promotional videos, we leverage technology to elevate your brand.



Authentic Storytelling

We go beyond visuals to capture the heart of your brand. By emphasizing the human side of your business, we craft narratives that foster trust and inspire loyalty. Our goal is to connect your audience to your mission through compelling and relatable content.

Collaborative Approach

Your vision is our priority. We work closely with your team to create content that aligns with your goals and integrates seamlessly into your overall marketing strategy. Clear communication and a shared commitment to excellence define our process.

The Givens Media Advantage

When you partner with us, you're not just getting a media service—you're gaining a trusted ally dedicated to telling your story, elevating your brand, and delivering measurable success.



Services Overview

At Givens Media Group, we focus on delivering content that empowers your marketing team or agency to drive impactful campaigns. From eye-catching social media reels to high-quality YouTube videos and testimonial footage, our goal is to provide the assets you need to build effective strategies.

Video Production



Drone Services

High-quality videos tailored to your brand's needs. From commercials to testimonials and product demonstrations, we bring your vision to life with cinematic precision.

Content Creation

Platform-ready reels, YouTube videos, and website content designed to engage and convert audiences. Let us handle the creative, so you can focus on results.



Photography

Professional-grade images for marketing, websites, and social media. Capture your brand in its best light with stunning visuals.

Green Screen Filming Customized backdrops for immersive storytelling and branded content. Bring creativity and flexibility to your next project.

Fair and Transparent Pricing

Unlike many media companies that price per project or adjust rates based on the client, we believe in fairness and consistency. Our thoughtfully structured rates reflect the value we provide, ensuring you receive exceptional service without hidden costs or inflated fees. No surprises—just measurable results.

Projects That Inspire

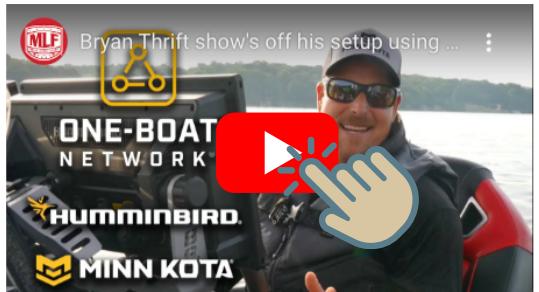
CLIENT TESTIMONIAL



Click the photo to view video

This client testimonial from MedStar Harbor Hospital captures their experience working with Comm-tronics. Showcasing real stories and insights, this video highlights exceptional service, innovative solutions, and a trusted partnership. A powerful example of how Givens Media Group connects brands with their audience through authentic storytelling.

Product Demonstration



Click the photo to view video

This video dives deep into the advanced features of Hummingbird and MinnKota products, showcasing their innovation and reliability for outdoor enthusiasts. Through on-water demonstrations and expert insights, viewers see how these tools elevate fishing experiences. Givens Media Group highlights cutting-edge technology with visuals that captivate and educate.

Project or Service Video



Click the photo to view video

This video showcases Mr. Clean Power Washing's expertise in transforming commercial properties. Featuring detailed before-and-after visuals and professional narration, it highlights the impact of their top-tier cleaning services. A perfect example of how Givens Media Group captures the value and professionalism of essential business services.

Event Coverage



Click the photo to view video

This highlight video from Comm-Tronics Inc.'s annual holiday party captures the excitement, camaraderie, and memorable moments of the evening. Whether it's a corporate gathering, product launch, or special occasion, our professional event coverage helps you document and share the impact of your events, ensuring your brand's story stands out.



Real Results, Real Impact



Brand Revitalization

- **Challenge:** Modernize their branding with engaging website content.
- **Solution:** Filmed nine client testimonials, core belief videos, and staff interviews to showcase their values and expertise.
- **Result:** Enhanced customer trust and played a central role in their website redesign and branding refresh.

Holiday Campaign Success



- **Challenge:** Limited visibility for their Christmas light services.
- **Solution:** Created a series of promotional videos showcasing their offerings.
- **Result:** Increased inquiries and bookings during the holiday season, driving significant ROI.

Luxury Brand Elevation



- **Challenge:** Establish their brand as a leader in luxury outdoor design.
- **Solution:** Captured high-resolution visuals of their outdoor spaces for social media and website use.
- **Result:** Increased leads from digital platforms and elevated their brand reputation.

Engagement Amplification



- **Challenge:** Capture the energy of live events to engage fans and sponsors.
- **Solution:** Produced cinematic highlight reels and live event coverage.
- **Result:** Enhanced fan engagement and strengthened sponsor partnerships.

Member Engagement



- **Challenge:** Showcase Valley Brook Country Club's updated layout and amenities to attract and engage members.
- **Solution:** Produced an immersive FPV drone fly-through with overlaid graphics highlighting key features.
- **Result:** Boosted membership inquiries and provided a dynamic tool for member communications and summer camp promotions.

Explore more case studies at GivensMediaGroup.com
and discover how we can do the same for you!

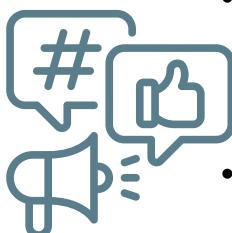
Crafting Stories Building Engagement

At Givens Media Group, we specialize in creating content that connects. Our storytelling approach ensures your brand's message resonates across all platforms, driving engagement and fostering loyalty.



Authentic Narratives

- Highlight your brand's voice with genuine, relatable stories.
- Showcase the human side of your business to build trust and emotional connections.



Platform-Specific Content

- Videos, photos, and stories optimized for Instagram, Facebook, LinkedIn, YouTube, and more.
- Tailored to fit the unique needs of each platform for maximum impact.

Seamless Collaboration

- We work closely with your marketing team or agency to ensure content fits seamlessly into your strategy.
- From concept to execution, we align every piece with your business goals.



Engaging Visuals

- Eye-catching, high-quality media designed to grab attention and stop the scroll.
- Professional visuals that align with your brand and captivate your audience.



Ready to elevate your social media presence? Let us create the stories that power your digital success.

Marketing Strategy

Delivering Impactful Results

At Givens Media Group, we believe that great content is only part of the equation. Our strategic approach ensures your media assets work seamlessly within your marketing plan to achieve measurable results.

What We Deliver

High-Quality Media Assets

- Engaging video, photo, and social media content tailored to your brand.



Testimonial Videos

- Build trust and credibility with authentic client stories.

Customizable Assets

- Content ready for immediate use across your platforms.

Drone Footage & Event Coverage

- Drone Footage & Event Coverage: Unique perspectives that captivate and inform.

How We Help Your Business Grow

Increase Engagement

- Eye-catching visuals and storytelling that resonate with your target audience.



Enhance Brand Reputation

- Position your business as a leader in your industry with professional, polished media.

Drive Conversions:

- Content ready for immediate use across your platforms.

Drone Footage & Event Coverage

- Content crafted to inspire action, from clicking a link to booking a service.



Collaboration at the Core

- We partner with your marketing agency or internal team to ensure every piece of content aligns with your overall branding and strategy.
- Whether it's a product launch, social campaign, or website refresh, our work is designed to integrate seamlessly into your plans.

Ready to elevate your social media presence? Let us create the stories that power your digital success.

Packages & Pricing

At Givens Media Group, we offer straightforward, value-packed pricing tailored to meet your needs. Whether you're a small business or a national brand, our packages ensure you get the most out of your investment.



PREMIUM

Hours Allocated:
43/month (516/year)

- 2 filming days/month (16 hours total)
- Drone use if necessary
- 6 custom reels/month with advanced animations and branded graphics
- 1 long-form video (3-5 minutes) quarterly
- High-resolution photos for website updates and promotional use
- Monthly 1-hour content strategy meetings
- Turnaround time: 5 business days (priority service)
- 10% off add on services

\$3334 MONTH



STANDARD

Hours Allocated:
23.5/month (282/year)

- 1 filming day per month (8 hours total)
- 4 custom reels per month optimized for engagement
- Drone use if necessary
- Up to 10 custom photos per month
- 7-business-day turnaround

\$1786 MONTH



BASIC

Hours Allocated:
15.5/month (186/year)

- 1 filming day every other month (8 hours total)
- 2 custom reels per month optimized for social media
- 10-business-day turnaround

\$1224 MONTH



Flexible Solutions

Tailored Services, No Package Required



Not ready for a full package? No problem! Givens Media Group offers à la carte services designed to meet your needs without the commitment of a monthly plan. Whether you need a quick reel or a full event production, our flexible solutions are here for you.

Available Services

Brand Story Starting at - \$1786

- In-depth storytelling with polished, cinematic production tailored to your needs.
- The starting rate covers:
 - Pre-Production: 4 hours
 - Filming: 6 hours total
 - Editing: 10 hours
- **Total Time: 20 hours.**

Additional Cameraman – \$700

- Enhance production with multi-angle coverage, ideal for large events or complex shoots.

Event Coverage

Starting at \$1,200

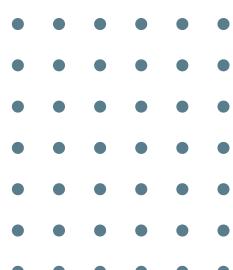


- Professional filming to document conferences, live performances, or corporate events.



Why Choose Flexible Solutions?

- No Commitments: Perfect for one-time needs or specific projects.
- Customizable Options: Pick and choose the services you need.
- Professional Quality: Receive the same high standards as our full-package clients.
- Discounts for Package Clients: Enjoy even more value with reduced rates for add-ons.



Frequently Asked Questions



1. What services does Givens Media Group provide?

We specialize in professional media creation, including video production, photography, social media reels, YouTube videos, and storytelling. While we don't manage social media accounts or run ads, we collaborate with your marketing or website team to deliver high-quality content tailored to your needs.

2. How long does a typical project take?

Project timelines vary based on complexity:

- Short reels (<60 seconds): 3–5 business days after filming.
- Full-length videos (3–5 minutes): 2–3 weeks for production and editing.
- We also offer expedited editing for time-sensitive projects (+30% surcharge).

3. Do you offer discounts for long-term clients?

Yes! Our Preferred Partners enjoy 10% off Flexible Solutions services and priority scheduling. Check out our monthly plans for more details.

4. Can I customize a package to better fit my needs?

Absolutely! We offer flexible solutions and add-on services to ensure our offerings meet your specific goals. Let's discuss your project during a consultation to create the perfect plan.

5. What is included in a Content Day?

A Content Day includes up to 8 hours of filming or photography with one professional, tailored to your project's needs. This is ideal for capturing multiple assets, such as social media reels, product showcases, or testimonials, in a single session.

6. What if I need content quickly?

We offer expedited editing for an additional 30% fee, ensuring delivery within 48 hours for time-sensitive projects.

7. Do you travel for projects?

Yes! We're happy to travel to meet your needs. Travel fees may apply for locations outside Harford County, Maryland. Contact us with your project details, and we'll provide a custom quote.

8. How does the approval process work?

After filming or photography, we'll provide drafts for your review. You'll have the opportunity to provide feedback within 2 business days, and we'll incorporate revisions to ensure the final product meets your expectations.

Let's Collaborate!

Still have questions? Contact us today, and we'll be happy to help.



Let's Create Together!



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