

# MARKET 2 MARKET

Multimedia Services Information Pack

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Multimedia Services  
**APPROVED SUPPLIER SOA: DETSOA-90720**



6 March 2020

Dear Customer,

## DETSOA-90720 for the Provision of Multimedia Materials including Video Production, Motion Graphics, Photography and Graphic Design

Market to Market Communications Pty Ltd are an approved supplier to the Department of Education (DoE) for the provision of Multimedia Materials on Standing Offer Arrangement (SOA) DETSOA-90720 which began in March 2020.

What is Available?	Supplier is Approved to Supply
<p><b>Instructional Video:</b> For the provision of short videos, including:</p> <ul style="list-style-type: none"> <li>• Short educational videos and case study vignettes, adaptable to online eLearning environments</li> <li>• Video editing and post production</li> </ul>	✓
<p><b>Promotional Video:</b> For the provision of short corporate promotional videos, including:</p> <ul style="list-style-type: none"> <li>• Short videos for social media</li> <li>• Case study vignettes and corporate promotional videos</li> <li>• Video editing and post production</li> </ul>	✓
<p><b>Motion Graphics:</b> For the provision of all animated video and motion graphics that can be used for projects such as:</p> <ul style="list-style-type: none"> <li>• Promotional motion graphics for department strategies and initiatives</li> <li>• Instructional motion graphics for department procedures, processes or guidelines</li> <li>• Short motion graphics for social media</li> </ul>	✓
<p><b>Photography:</b> For all professional photographic services, including post production, often on location in state schools</p> <ul style="list-style-type: none"> <li>• Templated desktop publishing for a wide range of publishing collateral</li> <li>• Creative design, following a corporate brand, for a wide range of publishing collateral</li> <li>• Print and display services through third party suppliers</li> </ul>	✓

### What is an SOA?

A Standing Offer Arrangement (SOA) is a result of a tender process, conducted through the Procurement Services Branch, Department of Education. Products and/or services available on an SOA have been evaluated as value for money and the suppliers have been awarded **approved supplier status**.

This logo will help you identify suppliers who are approved to supply goods/services under our arrangements.



**Market to Market** offers a range of digital and traditional creative and production services including graphic design support, video editing, illustration development, photography and video filming services, animation, and motion graphics.

# APPROVED SOA SERVICE PROVIDER

## DETSOA 90720

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**Market to Market was recently successful in its bid for approval to assist the DoE and other government departments and agencies across Queensland.**

Our DETSOA 90720 approvals include:

- Promotional videos (ideal for social media), corporate videos, video editing and post-production across the state of Queensland;
- Motion graphics, ideal for promotional and instructional procedures, including social media content;
- Photography for professional services, including post-production and image development across the state of Queensland.

We offer filming and photography services across the State, and we work collaboratively with local, reliable crews with the aim of capturing quality content in short timeframes.

On the following pages you'll find examples of our work. We also welcome you to visit our website [www.market2market.com.au](http://www.market2market.com.au) and click on 'the screen collective'.

This area of our site is password protected, and the password to access this is **m2m**.

Please contact me if there's anything we can provide assistance with.



Damien Lugg

**phone:** 07 3220 3061 or 0421 786 302

**email:** [sales@market2market.com.au](mailto:sales@market2market.com.au)



A Market to Market initiative, the **Screen Collective** has been designed to assist with the delivery of high quality content at an affordable price across Queensland. It contains a number of different filming and photography crews at different price points.

# THE SCREEN COLLECTIVE

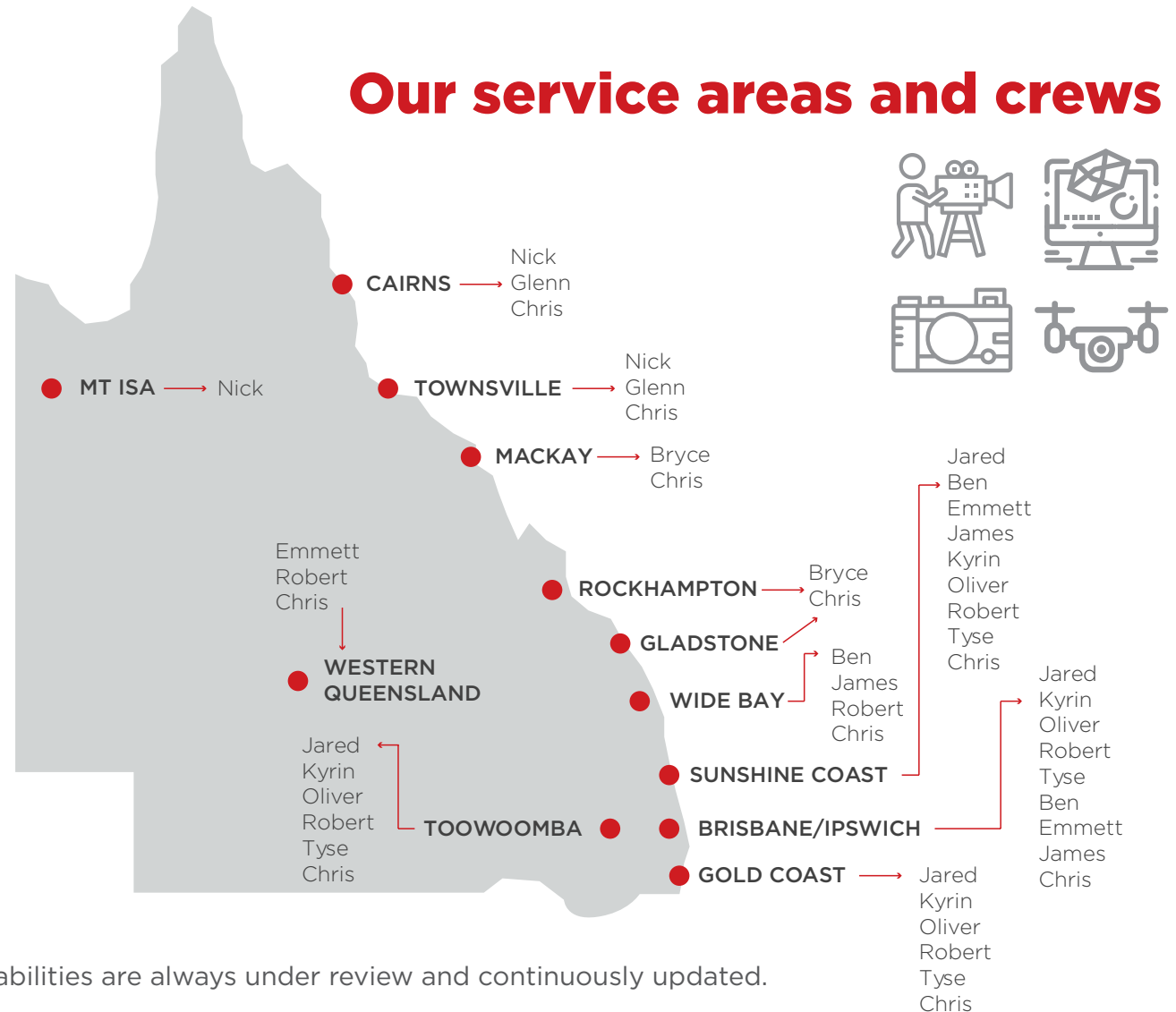
## Servicing Queensland

Market to Market believes in the economic benefits of working with local film and photography crews to assist and support the local economies and reduce travel and production costs. Our team is here to assist across Queensland.

Video editing, grading and production is often done in Brisbane to ensure the production values and outcomes are of the highest standard.

All RAW files are available upon request.

## Our service areas and crews



Our crews and production capacity and capabilities are always under review and continuously updated.

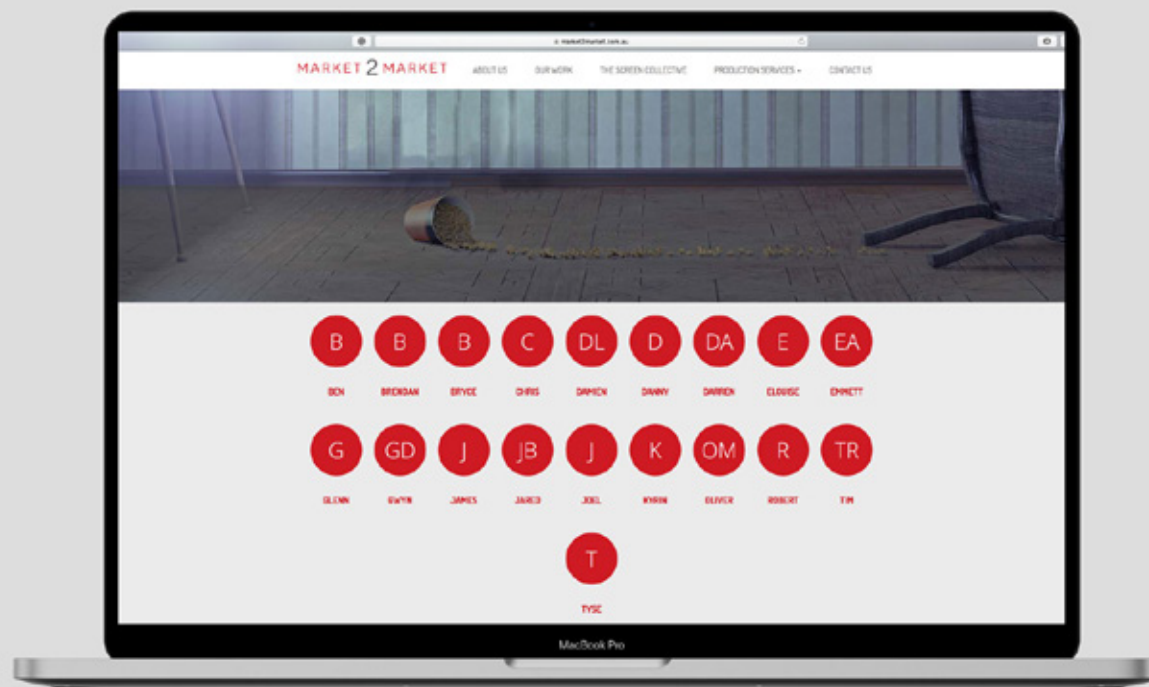
# THE SCREEN COLLECTIVE

## Crew Capabilities and Price Points

Market to Market provides regional support services with different pricing options dependant on the project.

The various price points are based on the equipment to be utilised, crew size, locations and client expectations. When quoting we can always provide you with two or three price options for consideration.

Our crews and samples of their work can be found on our website under 'The Screen Collective'.



**On the following pages you'll find examples of our work.** You will also notice the arrow icon.

Whenever you see this icon, it means that the work is accessible to view on our website at:

**www.market2market.com.au** and click on 'the screen collective'. The password to access this area is **m2m**.



# SAMPLES OF OUR WORK

## TVC Campaigns



**SEARLES**

Producer: Damien



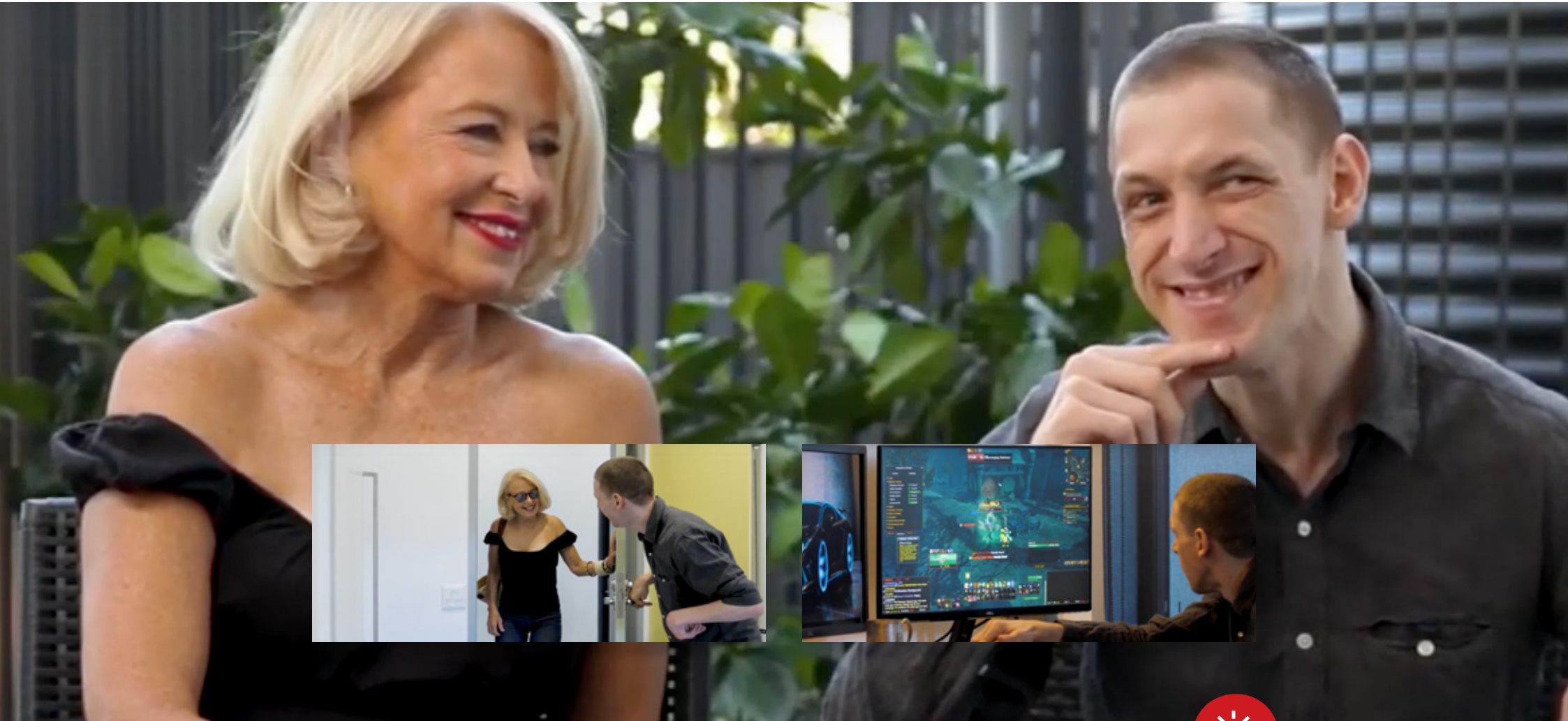
**WEBER**

Producer: Damien



# SAMPLES OF OUR WORK

## Community Stories



### JOE'S STORY - COMMUNITY STORIES

Videographer: Emmett - Level 2





# SAMPLES OF OUR WORK

## Filming at Schools



**PRINCE OF PEACE**

Videographer: Emmett - Level 2

# SAMPLES OF OUR WORK

## Government Promotional Videos



**DEPARTMENT OF AGRICULTURE AND FISHERIES**

Producer: Damien    Director of Photography: Brendan



**DEPARTMENT OF AGRICULTURE AND FISHERIES** - Biosecurity Queensland animal registration

Director/Cinematographer: Jared



# SAMPLES OF OUR WORK

## Drone Footage

CASA REGULATIONS  
Drone's under 2kg



**BOAT SAMPLE DRONE FOOTAGE**

Drone Operator/Director: Jared



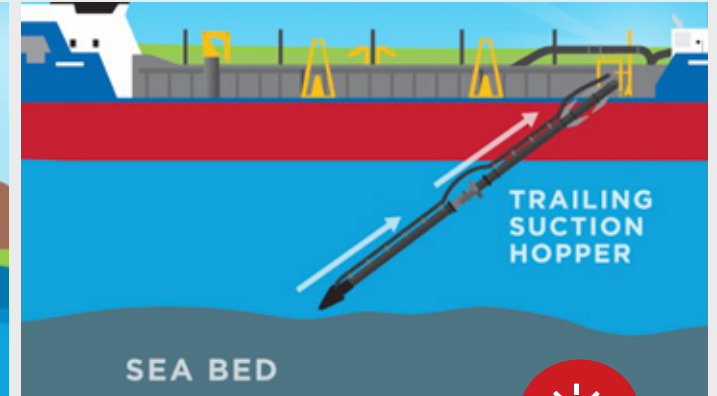
# SAMPLES OF OUR WORK

## Illustrations and Animations



### GLADSTONE PORTS CORPORATION

Designer: Jay Animator: Gwyn



### THE ROCK BUILDING SOCIETY

Animator: Gwyn



# SAMPLES OF OUR WORK

## Illustrations



# SAMPLES OF OUR WORK

## Video Editing



**ICEHOUSE** - Client required a promotional video to be edited from multiple rough video sources.  
Editor: Gwyn



# SAMPLES OF OUR WORK

## Video Editing



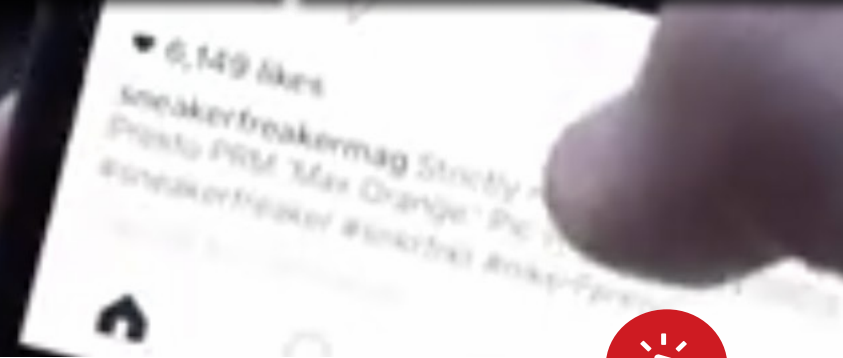
**BRISBANE MARKETING** - Client supplied 40 videos to be edited and collated into a short promotional video.

Editor: Gwyn



# SAMPLES OF OUR WORK

## Video Editing



**FOOT LOCKER** - Client supplied a number of videos to be cut down and edited into one video for social media.

Editor: Gwyn



# SAMPLES OF OUR WORK

## Video Editing



**QUEENSLAND**  
GLADSTONE

- 100YRS +**  
CUSTODIANS OF THE GPC
- 1800 VESSELS**  
APPROX. EACH YEAR
- VARIOUS**  
VESSEL TYPES
- PREMIERE**  
MULTI-COMMODITY PORT



**GLADSTONE PORTS CORPORATION** - Filmed by local crews, edited and animated in Brisbane.

Editor: Gwyn



# TRANSLATIONS

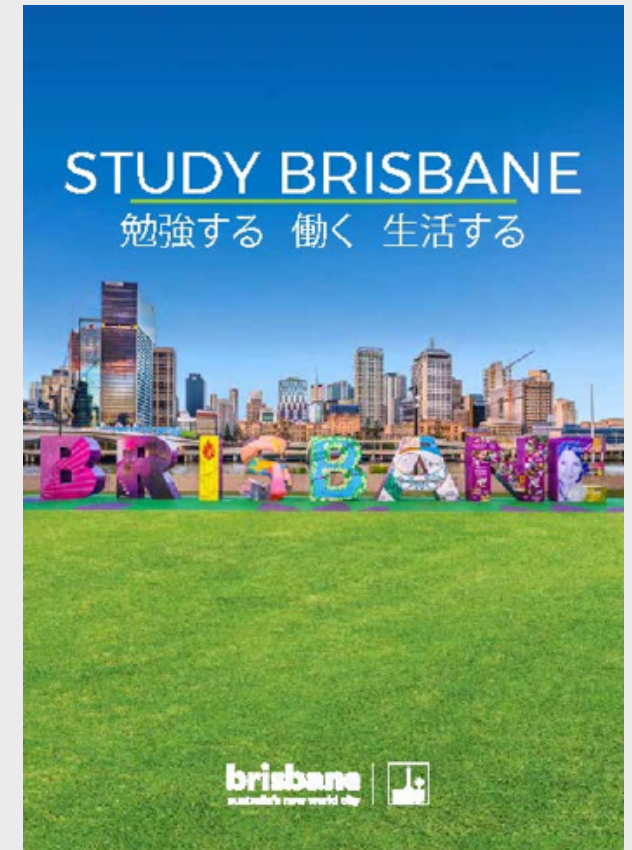
## Copy and Voice-Over

Several of our clients require copy to be translated into other languages and as such, we work closely with accredited NAATI qualified translators. Our team of translators considers the nuances in the language and other important factors such as its application, formal or informal contexts, the intended audience and any other requested specifications.

The foreign language text is then reviewed by a second NAATI qualified translator who compares it to the original English text to ensure accuracy of the intended message. They also proofread the translation for errors, contextual variations, local styles and general accuracy. Once these specifications have been satisfied, your translated text is then delivered to you.

### Voice-over Translations

All voice-over work is proofed by a third-party translator to ensure the message is communicated accurately and in the intended style.



# SAMPLES OF OUR WORK

## Parallax Animations



**FOOR LOCKER** - Parallax moving of still image.

Animator: Gwyn



**RESILIENT AUSTRALIA AWARDS INTRO**

Animator: Gwyn



# The Creative Process

## Mood and Storyboards

Our aim when producing content is to ensure we develop and deliver high quality outcomes on time and in line with our client's expectations. To do this we carefully collaborate and work with our clients to ensure their requirements are fully understood and their expectations exceeded.

When approaching a large scale corporate video or TVC, Market to Market will:

- Develop mood and storyboards
- Review, refine and develop scripts
- Discuss and source locations
- Cast talent

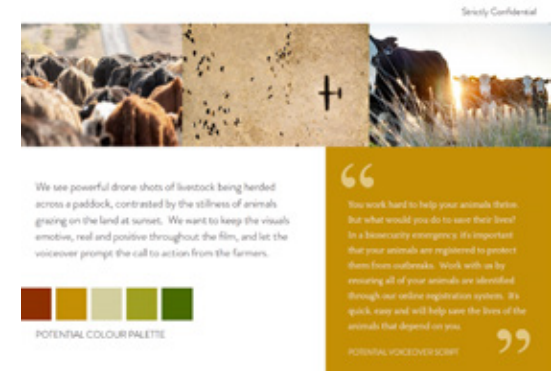
Once the creative direction and budget is approved, Market to Market will suggest Screen Collective team members who are the right fit for the project.

The Screen Collective is a talented group of people who we have a close working relationship with. We trust our team and know that they will deliver the right result for your business.

**BIOSECURITY QUEENSLAND** - 90, 30 and 15-second films.



PRESENTATION OF CREATIVE CONCEPTS  
Strictly Confidential



POTENTIAL COLOUR PALETTE



POTENTIAL OPENING FRAME TEXT TREATMENT



POTENTIAL TEXT OVERLAY TREATMENT WITH SYMBOLS



# SAMPLES OF OUR WORK

Photography - Marketing



# SAMPLES OF OUR WORK

Photography - Events and Headshots



Photographers: Eloise & Robert

# Quality Assurance Procedures

Our aim is to ensure we develop and deliver high quality content and material on time and in line with our client's expectations. To do this we carefully collaborate and work with our clients to ensure their requirements are fully understood and their expectations exceeded.



# Contact us

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## Market to Market Communications Pty Ltd

Level 5, 208 Adelaide Street  
BRISBANE QLD 4000

GPO Box 1913  
BRISBANE QLD 4001

**T** +61 (07) 3220 3061

**M** 0421 786 302

**E** [sales@market2market.com.au](mailto:sales@market2market.com.au)

**W** [market2market.com.au](http://market2market.com.au)

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