



PAPA PRODUCTIONS

MEDIA PRODUCTION AT ITS FINEST.

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About Us

Papa Productions was founded in 2004 by Eric Papa, and has since been reinventing how corporations and business's reach their targeted audiences. Whether to advertise, inform, or brand their company, Papa Productions is the best choice for companies seeking a fresh, new, comprehensive marketing strategy.

By combining professional High Definition video and 3D Animation, Papa Productions is able to offer a professional level of production no other studio can.

Our goal is to achieve a level of consistency over time in appearance and messaging to clearly establish your brand, and most importantly, the positive perception in the mind of your audience.

At Papa Productions, we believe years of experience, innovative strategies, and industry connections are priceless. Every one of our employees is distinguished by world-class success in his or her own discipline, and each has had the opportunity to learn and understand the core values of Papa Productions.

As a result, you get extraordinary dedication from a team of extremely talented, deeply experienced, and highly sought-after group of individuals. Papa Productions combines high-end technology, talented people, and innovative processes to offer our clients effective ways to market their business, products, or services. Quality and experience isn't expensive, it's priceless!



Production at its finest.



Video Production



Unprecedented Video Production Services

In an industry that is notoriously disjointed, frustrating, time-consuming, and expensive, Papa Productions stands alone in our ability to offer multiple forms of video production and video marketing both efficiently and cost-effectively. Our professional and informative videos will communicate directly to your audience with a stunning and dynamic presentation. Papa Productions can further excel the quality and productivity of your video production by combining it with 3D animation.

A production of this quality can benefit your company in a wide variety of ways. It can increase revenue, bolster sales, enhance your image, improve customer relations, as well as increase awareness. The high resolution, crystal-clear quality of a Papa Production will impress and serve your campaign for years to come.

General Technical Information

All productions are filmed, edited, and mastered in High Resolution. 4K Ultra High Definition achieves a level of image quality and superior postproduction workflow that conventional video simply cannot match. Our extensive range of 35mm lenses allows us to achieve a shallow depth of field and mimic the look of 35mm film. We also utilize an extensive range of lighting and grip equipment to further excel the quality of your video production, including: jibs, dolly track, and green screen technology.

Our studios are equipped with multiple high-end Avid workstations. These same systems are used to create nearly 90% of the content seen on TV. Powerful systems open doors to endless creative possibilities and allow Papa Productions to professionally edit and deliver your project in an efficient, timely manner.

Production Styles



Promotional Video Production

A promotional video is an incredibly valuable tool for attracting new clients at presentations, seminars, trade shows, and exhibitions. Streaming promotional videos on your website and social media platforms is also a great way to generate more exposure.

Papa Productions creates promotional videos that are designed to introduce or educate people about a particular product, cause, or organization. Our videos are structured to be precise, direct, and to only last from 30 seconds to five minutes in length. Our style of promotional videos will grab the attention of viewers and clearly and forcefully deliver your message in a dynamic and creative way.

Papa Productions offers a full service turn-key video production solution. Our capabilities range from concept and story boarding to location shooting and editing, 3D animation, graphics, stock footage, professional voice-overs and musical scoring.

- **Presents a professional image of your company**
- **Increases brand recognition**
- **Increases confidence and trust in your business**
- **Grabs people's attention**
- **Explains who you are and what you do**
- **Increases sales**

Training Video Production

Papa Productions offers several training video solutions that are cost-effective and can save you money. Our video productions take the benefit of face-to-face training and combine it with affordability, convenience and anytime, anywhere access. The videos can be re-visited and re-watched as often as the user wants and needs. This ensures that they are able to grasp onto any element of the content they are not confident with, before moving on.

Video appeals to the largest volume of people, and people are immediately drawn to watching a video in a way that is lacking in standard print training. They will also ensure a consistent central message is delivered. Online hosting services allow our clients to keep track of which employees have reviewed the material.

Whether you need a 15 minute instructional step-by-step how to video scripted and produced, or a week of training conferences filmed, edited and archived, Papa Productions has the tools and knowledge to guide you through the entire process from start to finish.

- **Cost effective**
- **Quick deployment**
- **Empowers employees**
- **Consistent training experience**
- **Improves learning**
- **Improves productivity**



Testimonial Video Production

Testimonials are extremely attention-getting and engaging because people are curious about other people, especially when the other people talk about their personal experiences. When your customers say nice things about you and your product or service, they have tremendous believability. When YOU say them, they can at times seem dry and hollow.

Sales are lost when a customer hesitates. Nothing is more reassuring to a would-be customer than witnessing an existing customer's satisfied endorsement of a product or service. The best testimonials address and reinforce your product or service's unique selling points and knock down the viewer's buying objections one by one. Testimonials are subtly persuasive, which is what makes them one of any advertiser's strongest sales tools. Our cinematic video production documents your very best, most satisfied customers giving their heart-felt endorsement.

- Testimonials are interesting
- Highly credible
- Overcome buying hesitation

- Reinforce sale points
- Don't look, sound, or feel like advertising
- Show your business at its finest

- 30 SECOND COMMERCIAL
- 60 SECOND COMMERCIAL
- BRAND STANDARDS
- CAPABILITIES VIDEO
- CEO PROFILE
- COMPANY OVERVIEW
- CUSTOMER APPRECIATION
- DOCUMENTARY
- HISTORY VIDEO
- HOW TO VIDEO
- ICEBREAKERS
- INFOGRAPHIC
- INSTRUCTIONAL VIDEO

- INTERACTIVE VIDEO
- INTER-DEPARTMENT MEMO
- LEGAL VIDEO
- LOBBY VIDEO
- MARKETING VIDEO
- NEW HIRE VIDEO
- PROMO VIDEO
- SALES VIDEO
- TRAINING VIDEO
- VIDEO NEWSLETTER
- WEBCAST VIDEO
- WEBSITE VIDEO
- YOUTUBE VIDEO

2D & 3D Animation

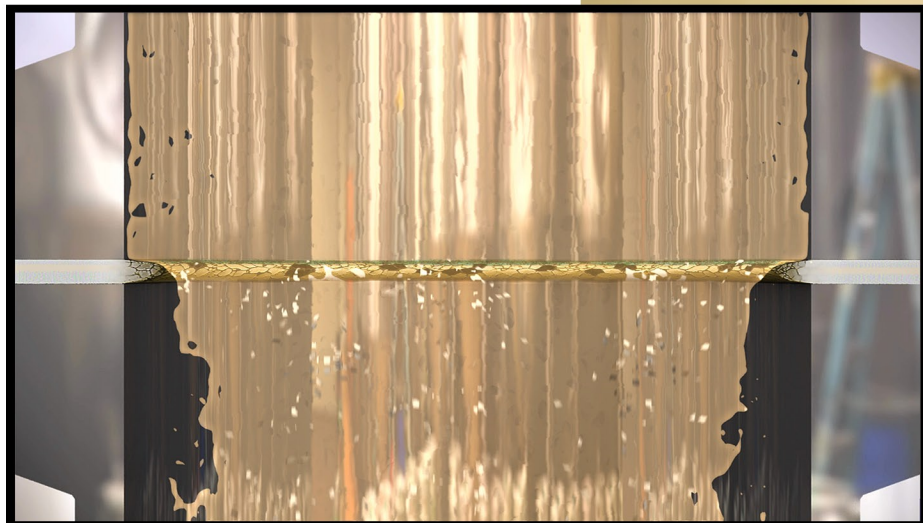


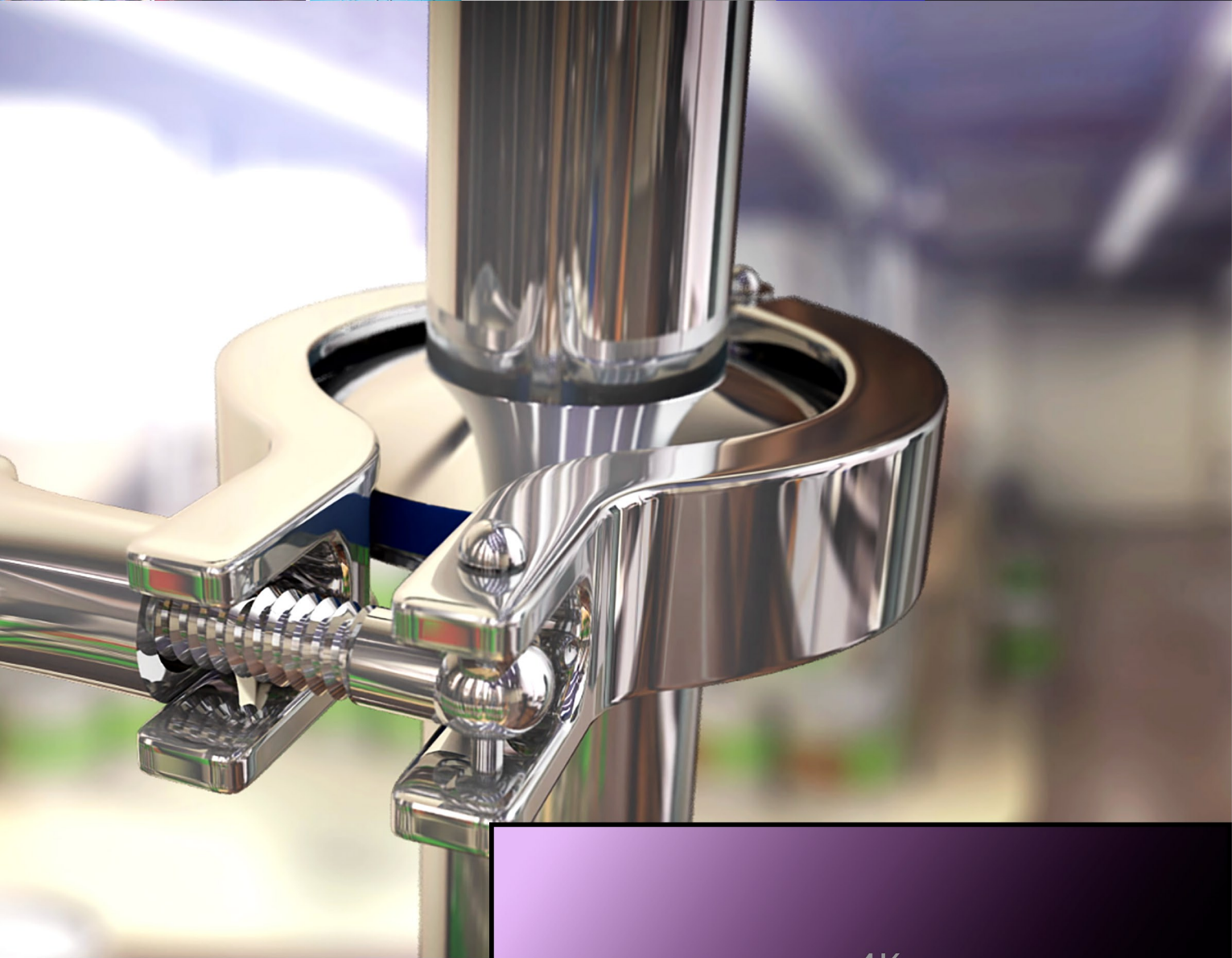
Higher Definition

In today's world of business, we often find that achieving success and competitive advantage requires the creative use of advanced business media solutions. Photo-realistic 3D animation is a powerful tool used by Papa Productions to bring drama to an existing video or take the camera to places not possible in the real world. 3D animation propels ideas past mere explanation and offers a realistic environment to visualize and understand these ideas. With years of experience in TV and video production, we can help you better understand when video or animation should be used to most effectively tell your story. Animation and visual graphics will set your video apart from others and escalate it to the highest level of production quality.

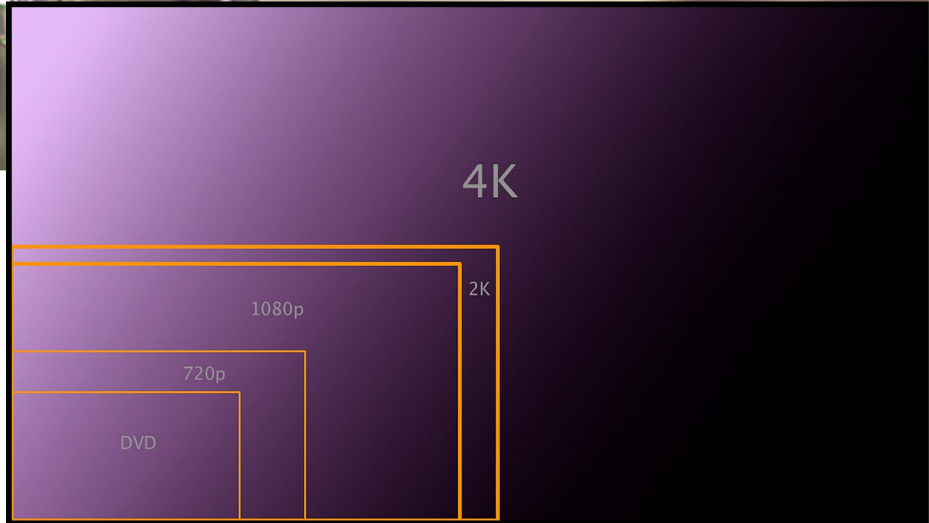
Animation is no longer strictly for big budget, national commercials. Papa Productions can provide the popularity of 3D animation on any size budget. Our animation and special effects are comparable to those found in LA or NY, but at a fraction of the cost. We produce high quality visuals for film, broadcast, architecture, design, aerospace, corporate, and industrial industries. Please view our 3D Animation demo video under the portfolio tab. We can digitally create almost anything; Just ask!

3D Animation allows Papa Productions to visualize scenerios not possible with standard video production. The image to the right illustrates fluid moving through a gasket.





Ultra HD (4K), or Ultra High Definition, is the next big step in HDTV resolution. 4K generally offers four times the resolution of standard 1080p.



FAQ's



Frequently Asked Questions

Q? WHAT TYPE OF CLIENTS DO YOU WORK WITH?

A. We work with ad agencies, large corporations and other entities to produce external marketing work, broadcast, and internal marketing or training material. Our productions are typically promotional or educational peices.

Q? DO YOU FILM IN 4K?

A. Yes as a standard we film in 4K High Definition.

Q? WHY IS VIDEO MORE EXPENSIVE WHEN COMPARED TO TRADITIONAL PRINT MARKETING, ETC?

A. Video is more expensive than traditional forms of media due to its complexity. There are a lot of things to over see and there is no room for error. Hi Quality camera equipment and lenses are expensive. Video production is not just about the camera either. Audio, lighting, stands, tripods, dollies, frames, and other grip equipment is just as important. Video File sizes are huge. A project can easily take up between 500GB -1,000GB of hard drive space in post production. Different outlets require different video formats and file specifications.

Q? DO YOU WRITE THE SCRIPT OR DO WE?

A. We are very experienced in script writing and have written hundreds of short scripts for voice over narration of commercial and promotional video productions.

Q? DO YOU PROVIDE STORYBOARDS?

A. For short length projects such as commercials we recommend storyboards.

Q? WHAT KIND OF CAMERA DO YOU USE?

A. We use a variety of different cameras based on the needs of the production and the budget.

Q? WHAT IS AVID?

A. Avid Media Composer is the industry's most proven and trusted video editing software for movie making, television, broadcast, and streaming media. It features precision editing, seamless interoperability, and robust media management.

Q? DO YOU USE PC COMPUTERS OR APPLE COMPUTERS?

A. We use both PC and Apple computers for video production.

Q? DO YOU HAVE A VOICE OVER PERSON THAT YOU CAN RECOMMEND?

A. We have a large pool of voice over talents both male and female. We can also hold a custom casting call and provide you with up to 25 custom samples.

Q? DO WE OWN THE RAW FOOTAGE OR DO YOU?

A. In most scenarios, we are hired to produce a specific final project, which is owned by the client. Unless specified ahead of time, the RAW camera files and project files are retained by Papa Productions.