

⚠ OPERATIONAL SCOPE CLAUSE: The rates detailed in this document correspond exclusively to **CONTENT CREATION AND PRODUCTION** (Artistic direction, advanced shooting, and technical editing). These rates **DO NOT include** social media management, publishing posts, copywriting, or digital ad management. Distribution and posting of the material on digital platforms is strictly the client's responsibility.

PRODUCTION PLANS & VALUE BREAKDOWN

RED PLAN — ESSENTIAL / KICKSTART

\$450.00 USD

Deliverables: 5 High-Res Photos + 2 Short Videos (Vertical)

Justification: Designed for businesses looking to start a consistent digital presence or quickly refresh key menu items. Includes the on-site session necessary to capture the content and a basic tabletop lighting setup. Post-production focuses on commercial color correction and editing high-retention hooks in vertical format.

BLUE PLAN — GROWTH / MONTHLY STRATEGY

\$850.00 USD

Deliverables: 8 High-Res Photos + 6 Short Videos (Vertical)

Justification: Developed to sustain an active organic growth strategy on social media (covering 1.5 weekly posts). Allows the team to capture a wider variety of dishes and dynamic kitchen prep processes during the session. The cost includes a volume discount applied directly to the post-production and sound design hours.

GOLD PLAN — ELITE / CONTENT MASTERY

\$1,450.00 USD

Deliverables: 10 High-Res Photos + 8 Short Videos (Vertical)

Justification: A high-performance plan optimized to fully cover 2 fixed weekly posts throughout the month. Features an advanced multi-point lighting setup to cover different areas of the venue. The price is based on the required hours of technical video editing, trend-based rhythmic pacing, and advanced sound design.

PURPLE PLAN — DELUXE SIGNATURE

\$1,975.00 USD

Deliverables: 20 High-Res Photos + 12 Short Videos + 1 Brand Story (Main Video)

Justification: The highest standard offered by the agency. This plan focuses on delivering a robust, high-end content package comprising 20 professional photographs and 12 short videos tailored for social platforms. Additionally, it includes a Brand Story to serve as the business's main presentation video. The entire production concentrates on achieving an immaculate aesthetic finish, guaranteeing a full library of assets ready for the brand's commercial positioning.

CORE PILLARS OF THE AGENCY'S OPERATIONAL VALUE

Reymar Media's pricing is not based on a simple asset count, but on professional methodologies that directly elevate the client's perceived brand value:

- **Commercial Art Direction:** Strategic lighting that highlights the freshness, shine, and texture of every dish.
- **Elite Post-Production:** Precision color grading and calibration to ensure the brand is perceived as a Premium option.
- **Audio Engineering (SFX):** Advanced sound design that adds realism and triggers immediate sensory responses from the audience.

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