

SALLY HERSHBERGER  
SALLY HERSHBERGER PROFESSIONAL HAIR CARE, LLC.

NICOLOCK  
NICOLOCK PROFESSIONAL HAIR CARE, LLC.

LG Electronics

APPLE & EVE

BlueWaters

PREMIER CARE  
INDUSTRIES

INTRIGUE STUDIOS

intercoiffure

CHRISTIE & Co. Salon & Spa

# INTRIGUE STUDIOS

Videos That Just Work **Better**

INTRIGUE STUDIOS

Our Videos Just Work Better





1

*Part 1*

## **Introduction & Credentials**

- Company Overview
- Intrigue Framework
- Video Examples
- Production Process

2

*Part 2*

## **Budget & Timeline**

- Production Budget
- Timeline
- Next Steps



# 1 Introduction & Credentials



# NATHANIEL NUNZIANTE

*Director. Writer. Composer. Producer. CEO.*

- Earned the title of a **modern-day renaissance man**, excelling in disciplines including music production, video production, stage production, directing, and theatrical stage.
- Founded and led Intrigue Studios since 2006, turning it into a successful enterprise with high-profile clients such as **LG Electronics, Citibank, The NY Knicks, SalonTech, LifeVac, Nicolock, Apple & Eve, Lassonde Pappas, Basic Resources, and MetLife**, to name a few.
- Composed the theme song for the prestigious Burton Awards, performed at the **Library of Congress** for former *presidents, chief justices, senators, and celebrity guests* like **Idina Menzel, Jay Leno and Shin Lim**. His compositions have also been featured in mainstream media, earning radio and television airplay.
- Worked with renowned figures such as **Elton John, Oprah Winfrey, Stephen Baldwin, Richie Cannata, Melissa Joan Hart, John Stamos, and Chief Justice John Roberts**.
- Garnered accolades and testimonials from industry leaders, including **Richie Cannata** who called him an "*absolute genius*," and **LG Electronics CEO William Cho** who named him a "*Miracle Worker*."

Complete biography available at: <https://www.intriguevideoproduction.com/biography-nathaniel-nunziante>



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# COMPANY OVERVIEW

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INTRIGUE  STUDIOS

- *Established In Business Since 2006*
- *Objective-Centric, Full-Service Production*
- *Trusted by Industry Giants: Citibank, LG Electronics, Masterclass, NY Knicks, Nicolock*
- *Scalable Production for Brands of All Sizes*
- *Regular Management of Six-Figure Production Budgets*
- *Crew Members with Credits from Netflix, HGTV, HBO, Disney*
- *Highest Quality Equipment: Cameras, Lenses, Grip & Electric Gear*

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# CLIENT TESTIMONIALS

**Nino Nicolìa**

President, Nicolock Inc.

*"They are just the best and most creative team. Their creativity is second to none, and they manage everything from the cast and crew to the minor logistics with ease. They really make it look easy and always exceed expectations."*

**Vivienne Mackinder**

Celebrity Stylist, Masterclass

*"Intrigue Studios, one word to describe this company: Genius. I have worked with high level video production companies in London, Paris, Milan, LA and NY. This team produces world class video content time and again. Go with Intrigue and you have gold in your hands. The results speak for themselves"*

**Michael Kleinman**

Marketing Director, HairVisions International

*"I usually go into productions knowing I should manage my expectations. But the over all experience of working with Intrigue, the accommodations and the end result exceeded my expectations. What a great experience."*

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## Brands That Trust Us

SALLY HERSHBERGER  
SALLY HERSHBERGER PROFESSIONAL HAIR CARE, LLC.

**nicolock**  
PAVING STONES • RETAINING WALLS • OUTDOOR LIVING  
paver-shield

 **LG Electronics**

**MetLife**

**citi**bank

LASSONDE PAPPAS 

**APPLE & EYE**

 **BlueWaters**

**PREMIER CARE**  
INDUSTRIES

**SALON**  
TECH


**FIRE POLISH**  
DIAMONDS

**BURTON**  
AWARDS

 **intercoiffure**  
AMERICA • CANADA

CHRISTIE & Co. Salon • Spa

*Ooh la la*

 **Minute Masters**

 **TouchTunes**  
INTERACTIVE NETWORKS

**Richie Cannata**

Saxophone, Billy Joel Band

*"The finished production was way more than I expected. Truly professional with great results ... Highly recommend Intrigue Studios to any brand that wants exceptional videos that actually work!"*

**Dr. Tzvi Bar-David**

DIRECTOR OF PODIATRIC SURGERY SERVICE  
COLUMBIA UNIVERSITY, NEW YORK PRESBYTERIAN HOSPITAL

*"From day one of this project, the staff was simply amazing. We have worked with many types of professionals over the years, and we were just so impressed. The end result of his project was exactly what we wanted. The way his entire staff interact with others and problem solved various issues while making the video was simply outstanding. Hire this team, you won't be disappointed, you will be thrilled!"*

INTRIGUE  STUDIOS



# VALUES

The Five Core Values That Shape Our Videos & Our Partnerships



## Effectiveness

### Results-Driven Videos, Maximized ROI

We focus on creating videos that not only look great but significantly contribute to our client's marketing goals, ensuring a strong return on their investment.



## Transparency

### Clear Communication, No Surprises

We collaborate closely with clients from start to finish, ensuring their vision is met through clear, consistent communication, without needing micromanagement.



## Distinction

### Elevated Quality & Emotional Impact

Our videos excel in two distinct areas: exceptional production quality that captivates as well as deep emotional impact that leaves a lasting impression.



## Commitment

### Long-Term Goals are Our Mission

We are dedicated to becoming your go-to partner for all video production needs, prioritizing your brand's success long-term.



## Authenticity

### No Pretense, Just Productivity

We are about real human connections, focusing on genuine engagement, warm, inviting interactions, and efficient, enjoyable processes.



# COMMITMENTS

Embarking on a video production journey can come with a range of concerns. From the fear of excessive involvement and long production times to budget worries and uncertainties about the final product, we get it.

Rest assured, our commitments ensure a smooth, efficient, and rewarding experience that results in a highly effective video!



## **Maximum ROI**

Our videos just work better.



## **Minimum Involvement**

We handle all logistics and heavy lifting.



## **On-Time Delivery**

Your deadlines are sacred to us.



## **Quality Assurance**

Regular updates and draft approvals.



## **Clear Scheduling**

Timely & efficient production schedule.



## **Reduced Revisions**

Minimum need for extensive changes.



## **Budget Adherence**

No financial surprises, period.



## **Cost-Effective Production**

We optimize every dollar invested.

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The Intrigue Framework

# HOW IT WORKS

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## Objective

Clearly define what we want to achieve.



## Campaign Strategy

Determine an optimal video type and style.



## Creative Development & Production

Cinematic storytelling for maximum effectiveness.

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The Intrigue Framework

# OBJECTIVE

Clearly define what you want to achieve.

Objective Categories	Specific Objectives
1. Brand Development	Brand Awareness & Engagement Thought Leadership & Industry Authority
2. Customer Acquisition	Lead Generation and Conversion Product/Service Education Sales Team Enablement
3. Customer Retention	Customer Loyalty Community Building
4. Market Expansion	Internal Communication & Training Community Building New Market Authority & Awareness





The Intrigue Framework

# CAMPAIGN STRATEGY

Select a Video Type



## Commercial AD

High-impact commercial ads to captivate audiences.



## Explainer Video

Engaging narratives to simplify and explain complex concepts.



## Corporate Video

Cinematic storytelling of your brand's journey and values.



## Fundraising Video

Emotive storytelling to inspire and mobilize support for your cause.



## Product Video

Detailed and attractive showcasing of product features and benefits.



## Lifestyle / Testimonial

Authentic stories to build trust and credibility.



## Event Video

Dynamic capture of event highlights and memorable moments.



## Educational Video

Tutorial or training content for clear, step-by-step user guidance.



## Team Video

Showcasing your team's spirit and culture to personalize your brand.

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The Intrigue Framework

# CAMPAIGN STRATEGY

Select a Video Style

1



## Story Narrative

Dramatic, engaging scripted narratives with lasting impact.

2



## Documentary / Lifestyle

Genuine stories fostering real connections and humanity.

3



## Studio

Direct clarity fused with unique visual creativity.

4



## Handcrafted Assembly

Artfully crafted from existing assets for impactful storytelling.

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# PORTFOLIO SAMPLES

**Note:** The video samples presented in the following pages are not exact representations of what we will create for your project. At Intrigue Studios, we avoid a one-size-fits-all approach, ensuring that every production is uniquely tailored to its specific objective and audience.

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# PORTFOLIO SAMPLES

## Important Note About Samples

These samples illustrate our versatility and skill, but what we create for you will be exclusively designed, aligning precisely with your unique brand narrative and objectives. Your project will be a distinct, custom-crafted piece, unlike anything you see in these samples.



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# OUR PRODUCTION PROCESS

Our 4-stage production process is designed to refine each video into its most effective and polished form. This streamlined approach ensures efficiency and eliminates any wasted effort or time, keeping the project on track from conception to completion.



## Phase 1 Development

- Kickoff Session
- Video Production Brief
- Conceptualize & Scripting

## Phase 2 Preproduction

- Stylistic Approvals
- Previsualization / Storyboard
- Logistics & Scheduling

## Phase 3 Production

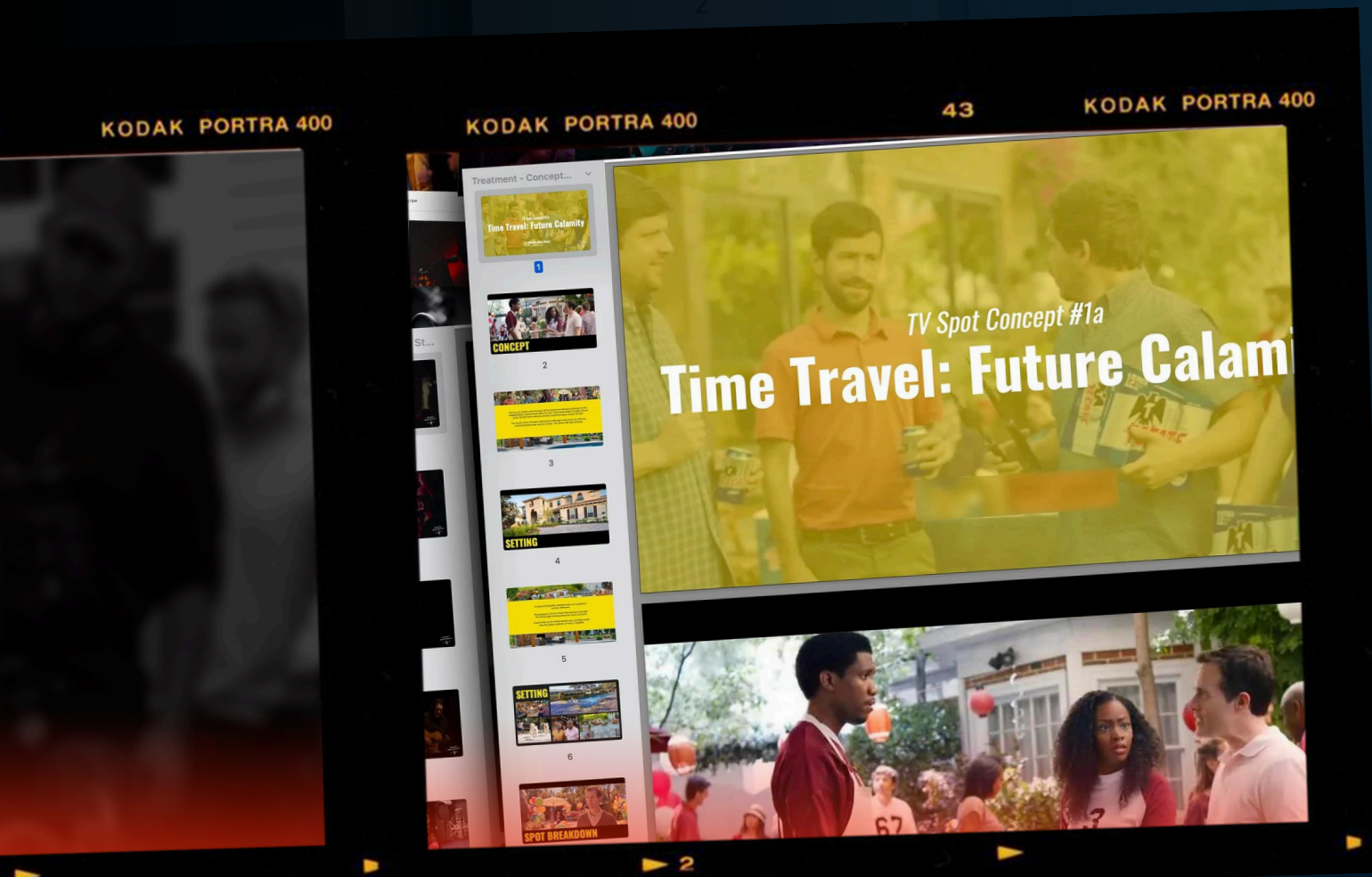
- Shooting Video
- Gathering Any Existing Assets
- Voiceovers

## Phase 4 Postproduction

- **Rough Cut** - Content, Tone, Pace
- **Fine Cut** - Graphics, VFX, Tightening
- **Final Cut** - Sound Design & Polishing



# PRODUCTION SCOPE



## Development

- Immersion into your brand to set the project's tone.
- Transformation of abstract ideas into a compelling narrative.
- Collaborative revisions for script perfection.
- Creation of a 100% approved script, strategically poised for success.

## What's Included

- Kickoff Session
- Dedicated Producer
- Existing Asset Review
- Conceptualizing & Scripting
- 3 Rounds of Script Revisions
- Script Approval

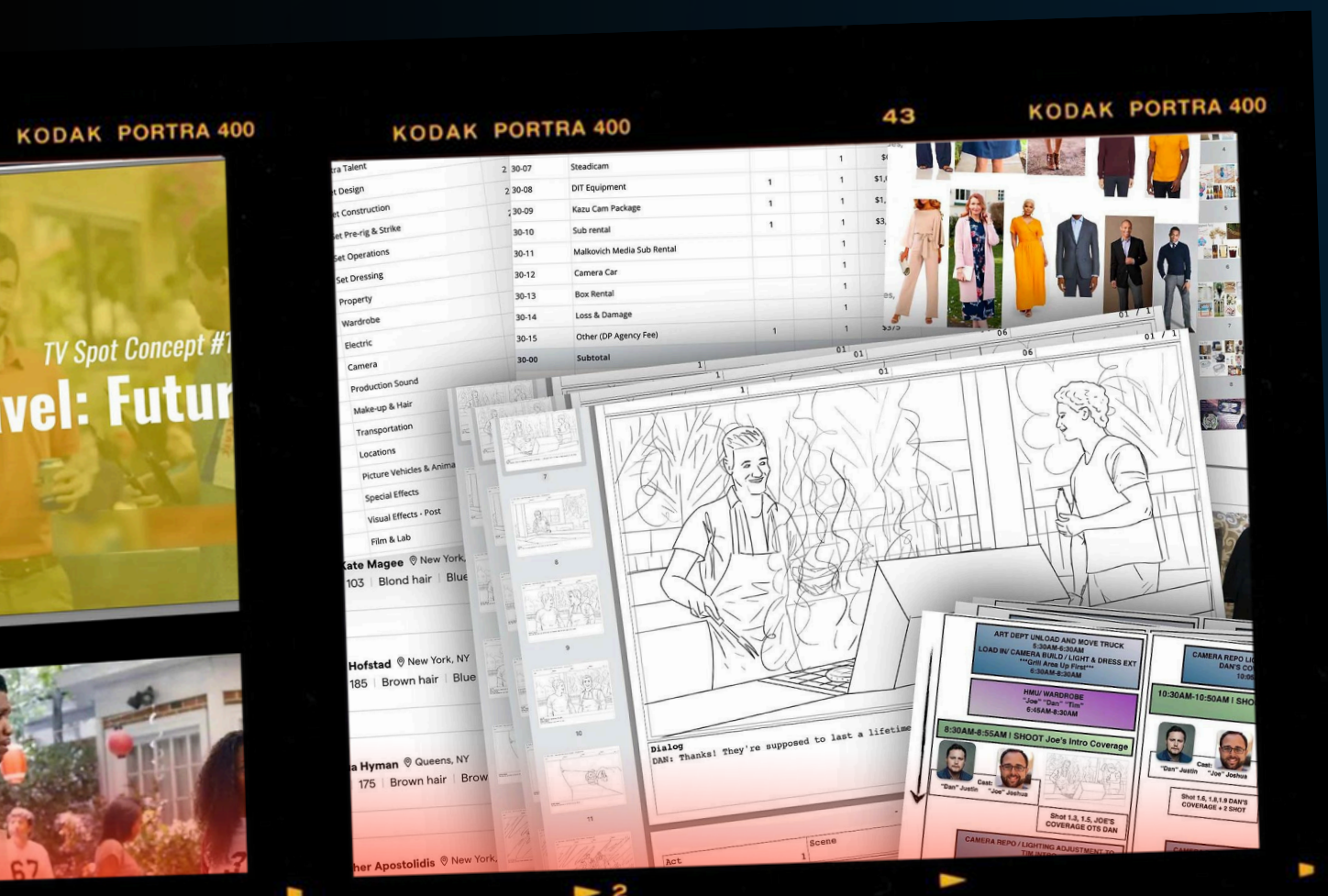
**INTRIGUE STUDIOS**

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# PRODUCTION SCOPE



## Preproduction

- Meticulous management and proactive problem-solving
- Handling all logistics and coordination to ease client burden.
- Identifying and addressing potential issues early.
- Ensuring cast, crew, and clients work efficiently and effectively together.

## What's Included

- Dedicated Production Coordinator
- Pre-visualization & Storyboarding
- Management of All Logistics
- Proactive Problem Solving
- Customized Scheduling

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# PRODUCTION SCOPE



## Production

- Tailored to each project's needs with adaptable planning.
- Flexible shooting plans for optimal efficiency and effectiveness.
- High-quality gear chosen for project relevance, avoiding excess.
- Expert team experienced with top brands.
- Adjust crew size, equipment, and schedules within budget.

## What's Included

- Director: Nathaniel Nunzianta
- 1-2 Days Filming
- 5-7 Person Crew
- Broadcast Quality Equipment
- B-Roll Planning

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# PRODUCTION SCOPE



## Postproduction

- Multi-phase postproduction: **Rough Cut, Fine Cut, Final Cut.**
- Focus on refining content, tone, pacing, and messaging.
- Integration of graphics, animation, sound design, and color correction.
- Multiple refinement rounds and client collaboration for perfection.
- Final video enhanced **with alternate versions** for marketing use.

## What's Included

- Phases: Rough Cut, Fine Cut, Final Cut
- Multiple Revisions Per Phase
- Stock Video & Music Licensing
- Sound Design & Color Grading

## 2 Budget & Timeline



# PRODUCTION BUDGET EXAMPLES

Here are 3 examples of how we could apportion different production budgets. These are not set in stone. Production value (custom animations, complexity of effects and motion graphics etc...) can be traded for more total videos overall.

## \$15k Budget

- All Items in Production Scope
- 1 Day Shooting
- (1) 60-Second Revamped Web Video
- Walkthrough Video Assets in Can
- **1 DELIVERABLE**

## \$20k Budget

- All Items in Production Scope
- 1.5 Days Shooting (2nd Unit Crew 2nd Day)
- (1) 60-Second Revamped Web Video
- (1) 3-5 Minute Walkthrough Video
- (1) 30-60 Second Family Highlight Video
- **3 TOTAL DELIVERABLES**

## \$30k Budget

- All Items in Production Scope
- 2 Days Shooting (1st Unit Crew Both Days)
- (1) 60-Second Revamped Web Video
- (1) 3-5 Minute Walkthrough Video
- (1) 30-60 Second Family Highlight Video
- (9) Cut Versions of Deliverables
- (36) Social Aspect Ratio Versions (Captions)
- B-Roll Photography
- **48 TOTAL DELIVERABLES**

## Custom Budget

If the proposed budgets don't work, share your target budget with us and we will revise the production plan. Our goal is to determine the most effective way to accomplish your objectives using your available budget.



# PRODUCTION TIMELINE

A Strategic Timeline for  
Maximum Quality & Impact

**Begin Development**  
Day 1



**Preproduction Wrapped**  
Day 30



**Production Wrapped**  
Day 60



**Final Delivery**  
Day 90





# Next Steps

Step 1 - Production Agreement

**PROPOSAL**  
*For Sequentur*

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