





**A SINGLE RETAINERSHIP TO COVER
ALL YOUR CREATIVE REQUIREMENTS**

DIALOGBOX

A pioneer in creative production space since 2018
introduces plug-and-play retainer services in
easy-to-implement packages for modern marketing teams



WE BRING YOU TWO PACKAGES

▲ GROWTH

For companies looking to rapidly scale their digital presence

You Pay

199,000 / **2,490**
INR USD

=

You Get

100
CREATIVE UNITS

■ ENTERPRISE

For companies looking to support their market leadership through high-quality content

You Pay

259,000 / **3,490**
INR USD

=

You Get

150
CREATIVE UNITS

You Save 13%

You get access to a **fully equipped, experienced creative team at a fraction of the cost** of setting up an inhouse studio.

All you need to do is check the rate card and place an order.

Every month, you get a fresh set of creative units.

SIMPLE, ISN'T IT?



HERE'S HOW TO SPEND YOUR CREATIVE UNITS

ITEM	DIMENSIONS	CREATIVE UNITS	SAMPLES
STATIC DIGITAL CREATIVES (ONLY DESIGN)			
PPT (10 slides)	-	8	VIEW
Video thumbnail		1	
Carousel (3 slides)		6	
Carousel (5 slides)		9	
Social media post	1080x1080	3	VIEW
Emailer	800x1400	4	
Web banner	-	2	
Web banner adapts	-	1	
Landing page	1366x768	10	VIEW
Icon pack (10 icons)	256x256	15	
Brochure (4-8 pp)	per page	4	VIEW
Long docs	per page	2	VIEW
Flyer	A5	4	
Flyer	A4	8	VIEW
VIDEO CREATIVES (ONLY PRODUCTION)			
AI Voice-over	up to 3 min	1	Ask us
GIFs	6 sec	5	
Product walkthroughs	up to 3 min	35	VIEW
Product walkthroughs (Premium)	up to 3 min	60	VIEW
Explainer (Stock footage based)	60 sec	40	VIEW
Explainer (2D Animation)	60 sec	50	VIEW
Explainer (Premium)	60 sec	80	VIEW
Social media ads	6 sec	12	
Social media ads	15 sec	30	VIEW
Social media ads	30 sec	40	VIEW
Employee motivation audio/visual	up to 3 min	60	VIEW
Case study audio/visual	up to 3 min	112	VIEW
VOICE-OVER			
AI voice-over	up to 3 min	1	Ask us
Product video	up to 2 min	7	Ask us
Product video (Premium)	up to 2 min	10	Ask us
Social media ads	up to 30 sec	5	Ask us
ADDITIONAL SUPPORT			
Design support	per day	3	
Pre-production support	per day	4	Strategy, copywriting or scriptwriting
Post-production support	per day	4	VIEW
Motion design support	per day	5	VIEW
On-site videography	per day	16	Up to 2 cameras, not including travel & stay
LEAD GENERATION (COLD EMAIL SERVICES)			
Strategy		30	Objective, persona & offer
List building		10	10k verified contacts
Email copy & automation		30	Seq. of 4 emails, nudges, objection handling
Monthly campaign management		40	Includes instant subscription cost





FAQs

What is a creative unit?

It's a single unit of creative work.

How do I keep track of the utilization?

Your assigned account manager will update the resource utilization tracker in a shared google sheet. This way, you'll have real-time access to your creative units and resource usage.

What happens in case we don't fully utilize a particular month?

Let's say you have only utilized 80% of your credits. The remaining credits will get carried over and can be consumed anytime in the next 3 months.

What happens in case we go beyond our package?

Additional credit utilization will be charged on a pro rata basis and added to the invoice in the next cycle.

Is there a limit to the number of projects that can run in parallel?

There shouldn't be more than 2 major or 3 minor projects. Beyond that, the approval workflow becomes overwhelming.

How many iterations are allowed? And what if we have more feedback?

2 iterations per milestone. And if you have more feedback, we'd count it under additional man hours

Can you create a custom package?

Yes, talk to us so we can tailor a package to suit your needs.

Can multiple departments use this service?

Any department like content, marketing, HR, customer success, internal communication can share a brief with us. However, it has to come from a single POC, so you can keep a track of all the briefs shared with us.

Are these packages suitable for "Hero" assets like Ads or explainers?

Oh absolutely! If you have any doubts, please feel free to check out our portfolio.

What if I want to stop the engagement?

There's no lock-in period. However, we'd need a 30-day notice if you want to pause/cancel the plan.

How will you coordinate with me and my team?

Email for sharing briefs, delivery of drafts and file exchanges.
Whatsapp and Slack for conversation, approvals and alignments.
30 min weekly call for briefing and status check.



NEXT STEPS

- Sign a 3-month contract, with 30-day notice
- ▼ Our account management team collates your brand guidelines and initial set of requirements, along with supporting media files
- ▼ Design team analyzes the requirements, and shares a tentative production schedule
- Invoice is raised before 5th of every month

Credit usage is tracked in a shared tracker.

Any add-ons and additional units are added to the next month's invoice

TO KNOW MORE, SCHEDULE A CALL WITH US!

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