



**CONTENT**  
**CO-OP**

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**BY CRÈME COLLECTIVE**



**MINI CAMPAIGNS  
FOR MAXIMUM IMPACT**

CONTENT CO-OP WAS BORN OUT OF THE NEED FOR MORE  
EFFECTIVE, MORE ENGAGING, AND JUST MORE, CONTENT.

# IS THE CO-OP FOR YOU?

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☒ Are you launching a new product or brand?

☒ Are your retail partners asking for imagery?

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☒ Is your creativity maxed out?

☒ Do you need better video assets?

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☒ Do your digital channels need fresh imagery & video?

☒ Do you need a fresh creative perspective on your brand?

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☒ Do you need help keeping up with the demands  
of digital marketing?

☒ Are you losing sleep over the constant need for more  
content to sell your product?



# CONTENT IS QUEEN.

So we created a full-service program to rule them all. Creating eye-catching, click-worthy content on the regular is expensive. We created a program that gets you the photos and videos you need without exhausting your time and budget.

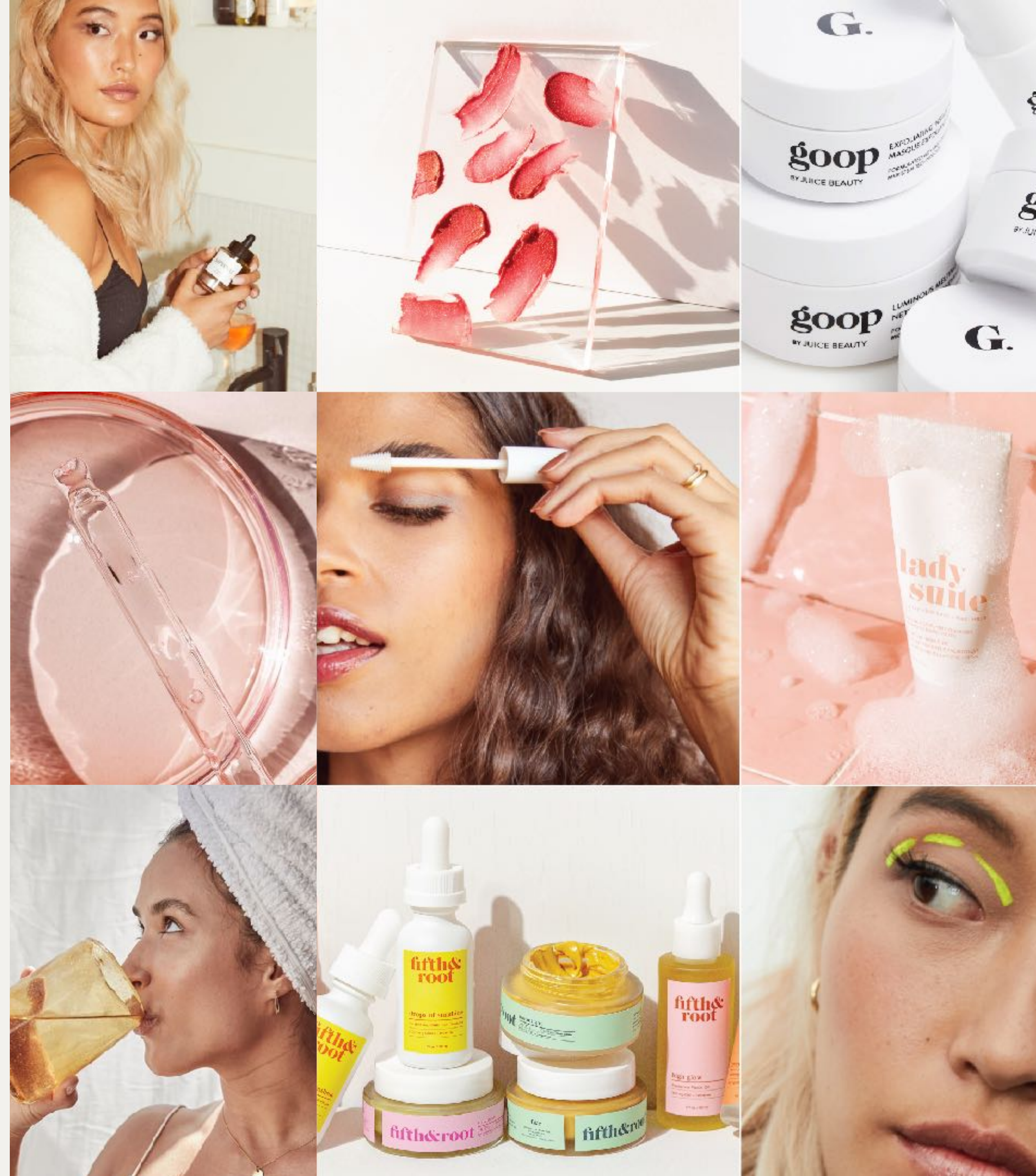




# WHY IT WORKS.

Photo and video shoots can cost upwards of \$20-\$30k after paying for models, hair & makeup, location fees, wardrobe, etc.

Our program cuts is a fraction of the price without sacrificing the quality of deliverables you get. Product launches, collaborations, and mini campaigns are now a breeze with our team doing the heavy lifting on a monthly, quarterly or basically whenever you want basis.





# WHY OUR TEAM.

We've put together the best of the best in the industry. Our team includes photo, video, hair & makeup, styling, copywriting and production.

Our team has worked with brands at the top of their game, celebs, and beauty industry pioneers. Here's some name dropping to back it up: Goop, Joanna Vargas, Kylie Cosmetics, The Honest Company, Juice Beauty, Kopari, Morning Recovery, Petit Vour, Kendra Scott, Anine Bing, ASTR the Label and more.





One day. Multiple Brands.  
Endless Engagement.

Here are the details on  
the deliverables.

Packages start at \$9,500  
and additional content is  
available for purchase  
post shoot day.

LOVE US SO MUCH THAT YOU NEED A FULL DAY SHOOT?  
EMAIL US AT [CONTENTCO@CREMECOLLECTIVE.COM](mailto:CONTENTCO@CREMECOLLECTIVE.COM) FOR  
CUSTOM DAY RATES.

PHOTO	<p><b>150 MODEL CAMPAIGN IMAGES (COLOR CORRECTED)</b> <b>(15 IMAGES FULLY RETOUCHED)</b></p> <p><b>Lighting/Location:</b> In studio/seamless, natural outside, in context - bathroom</p> <p><b>Shot Types:</b> Beauty shot, body parts (ie. hands, shoulders, legs, etc.), application of product, lifestyle/in-motion</p> <p><b>30 STYLED PRODUCT IMAGES</b></p> <p><b>Lighting/Location:</b> In studio/seamless, natural outside, in context - bathroom</p> <p><b>Shot Types:</b> Group shots, category shots, hero product shots, textures</p>
VIDEO	<p><b>ALL FOOTAGE FROM SHOOT COLOR GRADED</b> <b>(2) 10-15 SECOND BRAND/PRODUCT VIDEOS</b></p> <p><b>Shot Types:</b> model and product shots</p> <p><b>Included Content:</b> Logo, website, 5-7 lines of descriptive copy, 2 rounds of revisions. <i>*music licensing not included</i></p>
BEHIND THE SCENES	<p><b>7-10 BTS IPHONE PHOTOS</b> <b>5-7 BOOMERANGS</b> <b>(RAW IPHONE FOOTAGE FOR BRAND USAGE)</b></p>
MESSAGING	<p><b>5-7 CAMPAIGN MESSAGING HEADLINES</b> <b>2-3 CAMPAIGN HASHTAG OPTIONS</b></p>
MODEL	<p><b>YOUR CHOICE OF ONE MODEL WITHIN BUDGET FOR THE DAY</b></p> <p><i>*Each brand will be able to use hands and body parts for additional shots, But one face per brand.</i></p>

# HOW IT WORKS...

## PRE-PRODUCTION

**SIGN UP FOR ONE OF OUR CO-OPPED MONTHLY SHOOTS A MONTH OR MORE IN ADVANCE**



**RESERVE YOUR SPOT WITH A 50% DEPOSIT.  
FILL OUT A SIMPLE BRAND + CONTENT QUESTIONNAIRE,  
THEN JUMP ON A CALL WITH OUR TEAM TO REVIEW  
AND COLLABORATE**



**SEND 5 SETS OF PRODUCT TO OUR HQ.**



**OUR TEAM WILL MOODBOARD, PREP AND  
SECURE VENDOR BOOKINGS.**

## POST-PRODUCTION

**THE MAGIC HAPPENS - SHOOT DAY!**



**VIEW PROOFS FROM THE SHOOT AND  
PICK YOUR SELECTS.**



**OUR TEAM WILL EDIT, CUT AND CREATE YOUR CONTENT.**



**YOUR CAMPAIGN IS DELIVERED!**



# Some samples of our work

See more on our site & instagram: [@cremecollective](https://cremecollective.com//)











# Ready to sign up?

Email us at [contentco@cremecollective.com](mailto:contentco@cremecollective.com) for available upcoming dates.