



## Film and Video Production = SOLUTIONS

Mental Food Productions (MFP), a client focused outcome oriented film company based in N.J with an eye on creativity, quality, service, professionalism and price. Our model is end to end support for your business or personal film and video production needs.

## Documentary Services

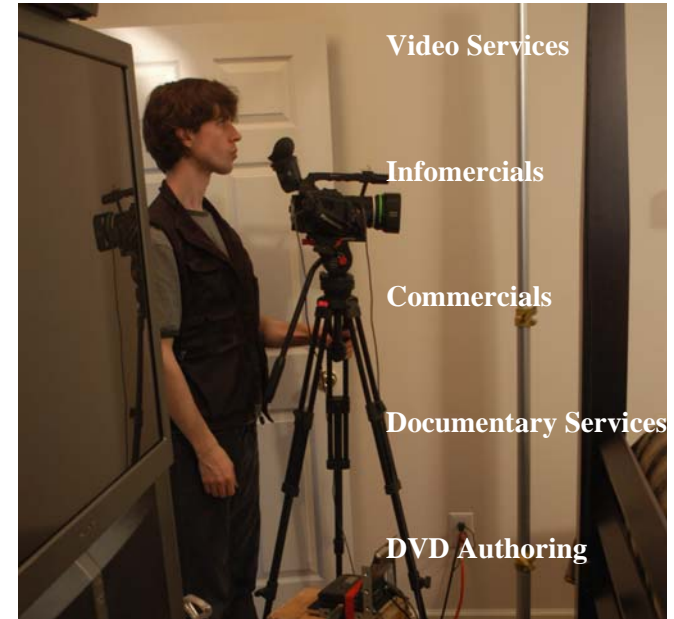
Imagine your event covered like a documentary film.

For example document a:

- Wedding
- Bridal shower
- Sporting event (with team & coach profiles)
- Business milestone (retirements, etc)
- Loved ones legacy
- Graduation ceremony or prom
- Performance event
- Training event
- Memorial
- Parade
- Press conference or political event
- Church event
- Exhibit

And so much more

# Film and Video Production



Video Services

Infomercials

Commercials

Documentary Services

DVD Authoring

### Why MENTAL FOOD PRODUCTIONS

If you're a business owner or manager chances are you know you need to advertise, and you know what you want the advertising to do. When you simply can't present your product, service or cause to every single potential buyer personally, the next level of selling has to be through paid media and/or publicity.

Which message strategy is best? What creative approach will best connect with your consumers? Which media are they going to be reading, watching or listening to? Will they be at home, in their cars or at the office? And how often do they need to receive your message before it sinks in?

We answer these questions and bring your media plans to visualization



Mental Food Productions

Where creativity and technology meet

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Digital Film  
Production

# Film and video solutions that work for you and your business.

WHERE CREATIVITY AND TECHNOLOGY MEET

**MENTAL FOOD PRODUCTIONS offers basic video services for events along with a more comprehensive film production solution:**

**Infomercials - A commercial ad over 30 minutes in length to highlight your business.**

**Commercials - 15 sec, 30 sec, or 2 min spot for direct to market media exposure.**

## MFP highlights: Flexible solutions for your business and personal needs

### COMMERCIALS

Personalized concepts catered to your business

- Create a media plan tailored to your business
- Negotiate rates for buying media in your market
- Purchase spots at the best rates for your business for your target market

### **Advertise on various broadcasts**

- National Cable
- Syndication
- Network
- Local

### DOCUMENTING HISTORY

Take any event and have it covered documentary style. We are offering a personal service that allows history to be collected for a loved one, a wedding, graduation, sporting event, retiring business associate or any subject matter. This digital biography will be a safe keep for many years to come. Our team will help organize this effort to assist in capturing the ever important legacy of those that matter.



## OUR METHODOLOGY

### SCOPE

Our creative team will create a general worksheet in our initial meeting to discuss the overall framework. This working document will be our project initiation look to form the business requirements for your request. This allows our planning team to review the request and assess cost for the next step. At no cost.

### PLANNING:

This will be our map. This will facilitate a clear understanding of scheduling, resources and project planning to outline the needs of your request in writing complete with full disclosure agreements to protect you and our creative ideas.

### PRODUCTION:

A professional production implementation based on the planning schedule is executed to complete the project on time and on budget.

### AFFORDABLE COMMERCIALS

Did you know that we can help you get the best exposure for the money? For example, an ad can run locally during CNN News for as little as \$7 per airing! An effective package of local air times can be purchased in some regions for as little as \$500-1000 per month to start. This is especially true in small communities or neighborhoods. As your business grows, you can step up to do more and broaden your reach.



WE'VE WORKED WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?  
CALL US AT 212-340-1809 OR EMAIL AT [filmandvideo@mentalfood.com](mailto:filmandvideo@mentalfood.com)