

# SMOOTH SHOTS

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SHORT-FORM SOCIAL VIDEO PRODUCTION | MALTA

## Powerful presentation. Controlled movement. Music with character.

Smooth Shots creates polished 20-30 second vertical reels built to give products, businesses and spaces a striking visual presence. Filming is primarily carried out on location, with studio filming available for suitable portable products. Deliberate movement, precise timing, refined editing and music shaped around the footage work together to make the subject feel important, memorable and worth watching.

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FORMAT

**20-30 SEC**

PLATFORMS

**IG | FB | TIKTOK**

SHOOTING

**ON LOCATION + STUDIO**

BUILT FOR SHORT-FORM IMPACT

# Timing. Motion. Impact.

A Smooth Shot is designed as a complete short-form system: the subject, camera movement, cut points and music are planned together so the final reel feels controlled, elegant and instantly readable on phone or desktop.



## 20-30 SECOND SOCIAL REELS

Vertical-first films for Instagram, Facebook and TikTok. A standard shoot typically captures 8-12 deliberate angles and movements, giving the edit enough variation to choose the strongest sequence without rushing the presentation.



## MUSIC TO AMPLIFY THE MOTION

Music is shaped around reveal points, movement and product character. A musical foundation may be AI-assisted to keep the service efficient and competitively priced, then it is developed, edited, mixed and mastered through SpineSplitter Studio.



## WHY THE SLIDER

The Konova P1 80 slider and fluid-drag head create repeatable slides, push-ins, pull-outs, pans, tilts and parallax. Gimbals are excellent for moving handheld shots, but they solve a different problem. The slider is used because precision, repeatability and product-focused framing are part of the Smooth Shots visual language.



## TIMING IS PART OF THE SHOT

Smooth Shots uses a repeatable timing and-motion system. Camera speed, direction, cut points and musical accents are designed together so movement guides the eye. Typically 8-12 deliberate angles and movements are filmed to shape the final sequence.



NEW STOCK / NEW ARRIVALS

## Make the new product feel important.

Ideal for new kitchens, sofas, appliances, televisions, electronics, motorcycles, cars, furniture, retail displays and other products that need a strong visual launch without a full advertising production every time.

# SMOOTH SHOTS

## PRICING

# Packages.

High-impact presentation with flexible booking.  
This page is designed to work as a standalone  
rate card as well.

1 SMOOTH SHOT

€150

€150 / clip

3 SMOOTH SHOTS

€420

€140 / clip

5 SMOOTH SHOTS

€650

€130 / clip

10 SMOOTH SHOTS

€1,200

€120 / clip

## HOW PACKAGE BOOKINGS WORK

Packages are committed bookings, not one-day batches. Clips can be spread across different dates, products, shops, branches or locations, for example, one Smooth Shot per week. We agree the schedule with you; unusually complex travel, specialist setup or production requirements are discussed before booking.



STANDARD DELIVERY

24-48h / clip



PRIORITY

24h | +€50



EXTRA VARIATION

Additional finished  
variation | €50

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Prices shown are VAT exempt. No VAT will be added.

BRAND SUPPORT + CUSTOM AUDIO

# Work with your team. Build something bigger.

A stronger brand sounds better. Smooth Shots works with your team to create polished, on-brand video content, with the option of original music produced at SpineSplitter Studio.



## CUSTOM BRAND JINGLE

For businesses that want a permanent musical identity, an original company jingle can be fully produced at SpineSplitter Studio and used across Smooth Shots and wider campaigns.

FROM **€1,500**

Final pricing quoted according to scope.



## WORK WITH YOUR MARKETING TEAM

Smooth Shots is designed to fit into the marketing structure you already have. I can work directly with your in-house marketing team, social-media manager, agency or designer to create short-form footage for campaigns, posts and launches.

**PRODUCTION SUPPORT,  
NOT MARKETING REPLACEMENT.**



## BRING YOUR BRAND ASSETS

### Logo. Jingle. Timing.

Send your existing company logo in PNG or SVG format before production. It can appear at the beginning, end, or both depending on the reel. If you already have a company jingle or branded music, send it beforehand so timing and shot structure can be planned around it.



## NEED MORE THAN A SMOOTH SHOT?

### Brand integration. Detailed adverts. Full production.

Client logos and supplied brand elements can be integrated into Smooth Shots. More detailed, scripted, longer or fully produced professional adverts are also available on request through SpineSplitter Studio.



## READY TO GIVE IT PRESENCE?

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