

Tell us what you want to create.

This form helps MCM understand your production goals, audience, deliverables, capture needs, distribution plan, promotional support, and budget so we can prepare a focused recommendation and quote.

MCM MULTIMEDIA SERVICES

Audio + video production | on-location capture | AI-assisted productions | post-production | content activation
Advertising + promotions | articles | YouTube services | radio/TV media placement support | custom project add-ons

1. Client Information

Full name *

Business / organization / brand *

Email *

Phone / WhatsApp

Country / location *

Website / main platform

Primary contact / decision-maker (if different)

Social media / YouTube handles

2. Project Snapshot

Select all that apply

- | | | |
|--|--|---|
| ☐ Podcast / audio program | ☐ Video production | ☐ Commercial / advertisement |
| ☐ Interview / testimonial | ☐ Documentary / mini-doc | ☐ Event coverage |
| ☐ Livestream / virtual production | ☐ Social media campaign | ☐ YouTube series / channel content |
| ☐ Training / course media | ☐ Music video / lyric video | ☐ Theme song / jingle / soundtrack |
| ☐ AI-assisted production | ☐ Brand story / profile | ☐ Radio production |
| ☐ TV / broadcast production | ☐ Photography / visual assets | ☐ Other / custom project |

In one or two sentences, what are you creating and why? *

3. Goals, Audience & Message

What is the primary goal of this project? *

- | | | |
|---|---|---|
| ☐ Awareness / visibility | ☐ Lead generation | ☐ Sales / conversion |
| ☐ Fundraising / donations | ☐ Education / training | ☐ Community engagement |
| ☐ Event promotion | ☐ Membership / subscriber growth | ☐ Brand authority |
| ☐ Storytelling / documentation | ☐ Entertainment | ☐ Other |

Who is the primary audience? *

What should the audience understand, feel, or do after experiencing the content? *

Core message / offer / call-to-action

4. Creative Direction

How should the production feel?

- | | | | |
|--|---|--|---|
| ☐ Professional | ☐ Cinematic | ☐ Warm / intimate | ☐ Bold / high-energy |
| ☐ Luxury / premium | ☐ Faith-centered | ☐ Educational | ☐ Documentary |
| ☐ Editorial / journalistic | ☐ Inspirational | ☐ Playful | ☐ Calm / wellness |
| ☐ Afrocentric / culturally rooted | ☐ Corporate | ☐ Youth-focused | ☐ Other |

References, examples, links, or visual styles you like

Brand assets available

- | | | | | |
|---|---|---------------------------------------|---|--|
| ☐ Logo | ☐ Brand colors / fonts | ☐ Photos | ☐ Existing footage | ☐ Audio / music |
| ☐ Scripts / talking points | ☐ Product images | ☐ Testimonials | ☐ Brand guide | ☐ None yet |

5. Production Method & Capture Needs

How will content be created?

- | | |
|---|--|
| ☐ MCM captures footage on location | ☐ Client provides footage |
| ☐ Remote / virtual recording | ☐ Studio recording |
| ☐ Screen recording / tutorial | ☐ Animation / motion graphics |
| ☐ AI-generated / AI-assisted visuals | ☐ AI voice / narration |
| ☐ Hybrid production | ☐ Not sure - recommend |

If MCM is capturing footage, where will production take place?

Preferred shoot / recording date

Estimated production duration

Number of people appearing / speaking

Number of locations

Will travel, venue rental, permits, security, parking, or special access be required?

Capture requirements

- | | | |
|--|---|---|
| ☐ Single-camera | ☐ Multi-camera | ☐ Professional audio |
| ☐ Wireless microphones | ☐ Voice-over | ☐ B-roll |
| ☐ Drone footage (where permitted) | ☐ Lighting setup | ☐ Green screen |
| ☐ Teleprompter | ☐ Photography | ☐ Livestream switching |
| ☐ Remote guest capture | ☐ Other | |

6. People, Permissions & Safety

- | | |
|--|--|
| ☐ Adults on camera | ☐ Minors on camera |
| ☐ Employees / volunteers | ☐ Public location |
| ☐ Private venue | ☐ Licensed music / media included |
| ☐ Client will secure releases | ☐ MCM support needed for releases / permissions |

Accessibility, privacy, cultural, faith, or sensitivity considerations

7. Deliverables & Post-Production

Select what you may need

- | | | |
|--|--|---|
| ☐ Full-length master video | ☐ Short-form vertical videos | ☐ YouTube video |
| ☐ Podcast episode | ☐ Audio-only master | ☐ Radio spot |
| ☐ TV commercial / spot | ☐ Trailer / teaser | ☐ Social clips / reels |
| ☐ Captions / subtitles | ☐ Transcript | ☐ Thumbnail design |
| ☐ Title graphics / lower thirds | ☐ Motion graphics / animation | ☐ Intro / outro package |
| ☐ Color correction / grading | ☐ Audio cleanup / mastering | ☐ Voice-over / narration |
| ☐ Custom music / soundtrack | ☐ Music video / lyric video | ☐ Stock media sourcing |
| ☐ AI visuals / scenes | ☐ AI avatar / presenter | ☐ Multi-language versions |
| ☐ Photography selects | ☐ Raw footage delivery | ☐ Project archive / asset organization |
| ☐ Other | | |

Approximate number of final deliverables / episodes / versions

Preferred final formats / orientations

- | | | | |
|---|--|--|---|
| ☐ 16:9 landscape | ☐ 9:16 vertical | ☐ 1:1 square | ☐ 4:5 social |
| ☐ Audio MP3/WAV | ☐ Broadcast-ready | ☐ Web-optimized | ☐ Not sure - recommend |

Where will the final media be used?

- | | | |
|--|---|---|
| ☐ Website | ☐ YouTube | ☐ TikTok |
| ☐ Instagram | ☐ Facebook | ☐ LinkedIn |
| ☐ Podcast platforms | ☐ Email / newsletter | ☐ Paid digital ads |
| ☐ Radio | ☐ Television | ☐ Events / screens |
| ☐ Streaming / OTT | ☐ Internal training | ☐ Other |

8. Script, Editorial & Content Support

- | | | |
|---|---|---|
| ☐ Concept development | ☐ Research / fact-checking | ☐ Scriptwriting |
| ☐ Interview questions | ☐ Narration script | ☐ Storyboarding |
| ☐ Shot list | ☐ Article / blog companion | ☐ Press release |
| ☐ Newsletter copy | ☐ Social captions | ☐ Ad copy / CTA |
| ☐ Show notes / episode description | ☐ SEO title / description | ☐ Content repurposing plan |
| ☐ Other | | |

9. Promotion, Advertising & Channel Services

- | | | |
|---|---|--|
| ☐ Campaign strategy | ☐ Promotional graphics | ☐ Social media launch assets |
| ☐ Paid ad creative | ☐ Audience targeting support | ☐ Influencer / partner outreach |
| ☐ BrandShare collaboration support | ☐ Press / media outreach | ☐ Article placement / sponsored content |
| ☐ Newsletter promotion | ☐ Website feature / landing page | ☐ Event promotion |
| ☐ Content calendar | ☐ Repurposing / syndication | ☐ Other |

10. YouTube Channel Services

- | | | |
|---|--|---|
| ☐ Channel setup / optimization | ☐ Branding / banner / profile art | ☐ Upload & publishing support |
| ☐ Titles / descriptions / keywords | ☐ Thumbnail design | ☐ Playlists / channel organization |
| ☐ Podcast setup on YouTube | ☐ Shorts repurposing | ☐ End screens / cards |
| ☐ Channel audit | ☐ Monetization readiness review | ☐ Content strategy |
| ☐ Livestream setup | ☐ Analytics / reporting | ☐ Other |

YouTube channel URL (if applicable)

11. Radio, TV & Media Placement Support

MCM can help research and coordinate media placement options based on your audience, market, campaign goals, and available budget. Broadcaster, station, network, platform, agency, and placement costs are separate from production fees and remain subject to availability and third-party approval.

- | | |
|--|--|
| ☐ Radio placement | ☐ Television placement |
| ☐ Streaming / OTT | ☐ Podcast advertising |
| ☐ Digital display / video ads | ☐ Local market campaign |
| ☐ Regional campaign | ☐ National campaign |
| ☐ International / diaspora campaign | ☐ Not sure - recommend |

Desired market / city / country / audience

Media placement budget (excluding production)

Campaign dates / flight window

Primary KPI / desired result

Preferred stations, channels, programs, networks, or outlets (if any)

12. Budget & Quote Planning

Estimated production budget range *

- | | |
|--|--|
| ☐ Under \$500 | ☐ \$500-\$999 |
| ☐ \$1,000-\$2,499 | ☐ \$2,500-\$4,999 |
| ☐ \$5,000-\$9,999 | ☐ \$10,000+ |
| ☐ Need recommendation | ☐ Phased / ongoing production |

Does this budget include paid advertising / media placement?

- | | |
|--|--|
| ☐ No - production only | ☐ Yes - combined budget |
| ☐ Separate media budget available | ☐ Not sure |

Preferred project completion / launch date *

Is this date flexible?

If tied to an event, campaign, broadcast date, product launch, grant, or deadline, explain

13. Usage, Ownership & Distribution

Intended usage

- | | | |
|---|--|---|
| ☐ Organic social / web | ☐ Paid advertising | ☐ Broadcast radio |
| ☐ Broadcast TV | ☐ Streaming / OTT | ☐ Events / presentations |
| ☐ Internal / training | ☐ Commercial resale / licensing | ☐ Other |

Desired rights / delivery expectations

- | | |
|---|---|
| ☐ Final edited files only | ☐ Raw footage requested |
| ☐ Full commercial-use rights requested | ☐ Ongoing license acceptable |
| ☐ Need custom ownership terms | ☐ Not sure - explain options |

Any third-party logos, music, footage, images, trademarks, or copyrighted materials involved?

RIGHTS NOTE

Final ownership, licensing, raw-footage access, music rights, broadcast permissions, AI-production disclosures, and commercial-use terms are confirmed in the written quote or production agreement for each project.

14. Success & Final Project Notes

What would make this production successful six months after release? *

What are the three most important outcomes or non-negotiables for this project? *

Anything else we should know before preparing your recommendation or quote?

15. How Did You Hear About MCM?

- | | | | | |
|--|--|---|---|---------------------------------------|
| ☐ Referral | ☐ YouTube | ☐ Podcast | ☐ Google / search | ☐ Social media |
| ☐ The Calm Collective | ☐ 8 Circles Framework | ☐ Existing client / member | ☐ Event / media appearance | ☐ Other |

16. Acknowledgment

- ☐ I understand this form is a request for a quote and does not create a contract or guarantee project acceptance.
- ☐ I understand final pricing depends on confirmed scope, production method, travel, talent, revisions, deliverables, licensing, and add-ons.
- ☐ I understand advertising and radio/TV/media-placement costs may be billed separately and are subject to third-party rates, availability, and approval.
- ☐ I understand timelines depend on timely delivery of materials, access, approvals, payments, permissions, and feedback.

Name / authorized representative *

Date *

Signature (type full name as electronic acknowledgment)