



**Production Catalogue**  
MAY 2019



tokuAsia Pictures is a Singapore based creative studio that produces finely-crafted, compelling and affordable video content for amazing brands that enhances brand visibility and delivers campaign objectives, including films, corporate videos, documentaries, commercials and brand stories.

With a strong track record and focus on cultural and educational works, we have been commissioned to produce scripted and factual content for a wide variety of businesses, artists educational and government organisations in Singapore and around the world.



### OUR 2019 SHOWREEL

[VIEW](#)

A collection of our best work from 2015-2018. Featuring both scripted and factual work from government organisations, sports associations and artists.



### WE ARE SINGAPORE: THE JOURNEY OF A SONG AND A NATION

[VIEW](#)

Our latest documentary for the National Day Parade 2018, that was screened in schools islandwide as part of the MOE's Character and Citizenship Education programme.  
*Documentary. 2018.*

Produced by Aydeel Djoeharie and Basil Yeo  
Client: NDP 2018 Branding & Publicity





### NDP 2018 PARADE AND CEREMONY APPRECIATION VIDEO

[VIEW](#)

Narrated by Hamish Brown, this video is a tribute to every single person who sacrificed long hours every Saturday from April to August training under the scorching heat to make NDP 2018 Parade and Ceremony a resounding success. 2018

Written and directed by Aydeel Djoeharie  
Director of Photography/Editor: Basil Yeo  
Second Unit Camera Operator: Lester Lee  
Second Unit Line Producer: Gan Meng Yeow  
Narrator: Hamish Brown

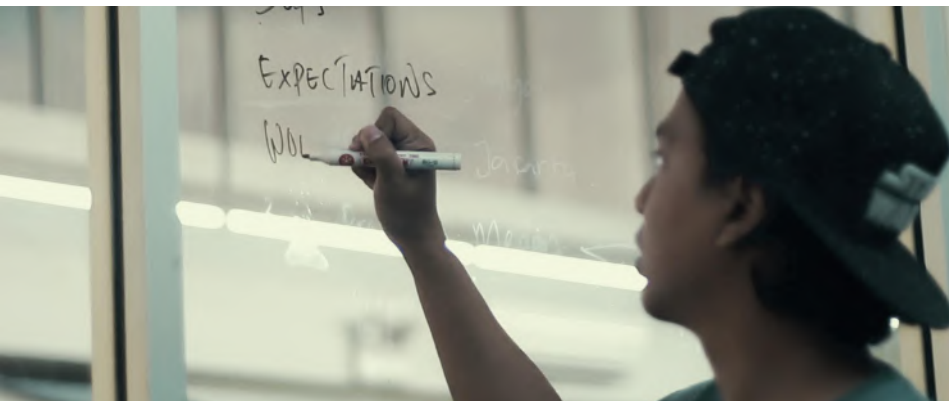


### SESAL KU RASA

[VIEW](#)

Music video for local band Usualtone's debut single, Sesal Ku Rasa. 2018

Director/Creative: Aydeel Djoeharie  
Camera/Edit & Colour: Basil Yeo



## NEU ENTITY - 4 YEARS AND COUNTING

[VIEW](#)

A video to mark branding agency Neu Entity's fourth anniversary and showcase some of the wonderful milestones they have achieved over four years of business. 2018

Director: Aydeel Djoeharie  
Creative/Camera/Edit & Colour: Basil Yeo  
Client: Neu Entity



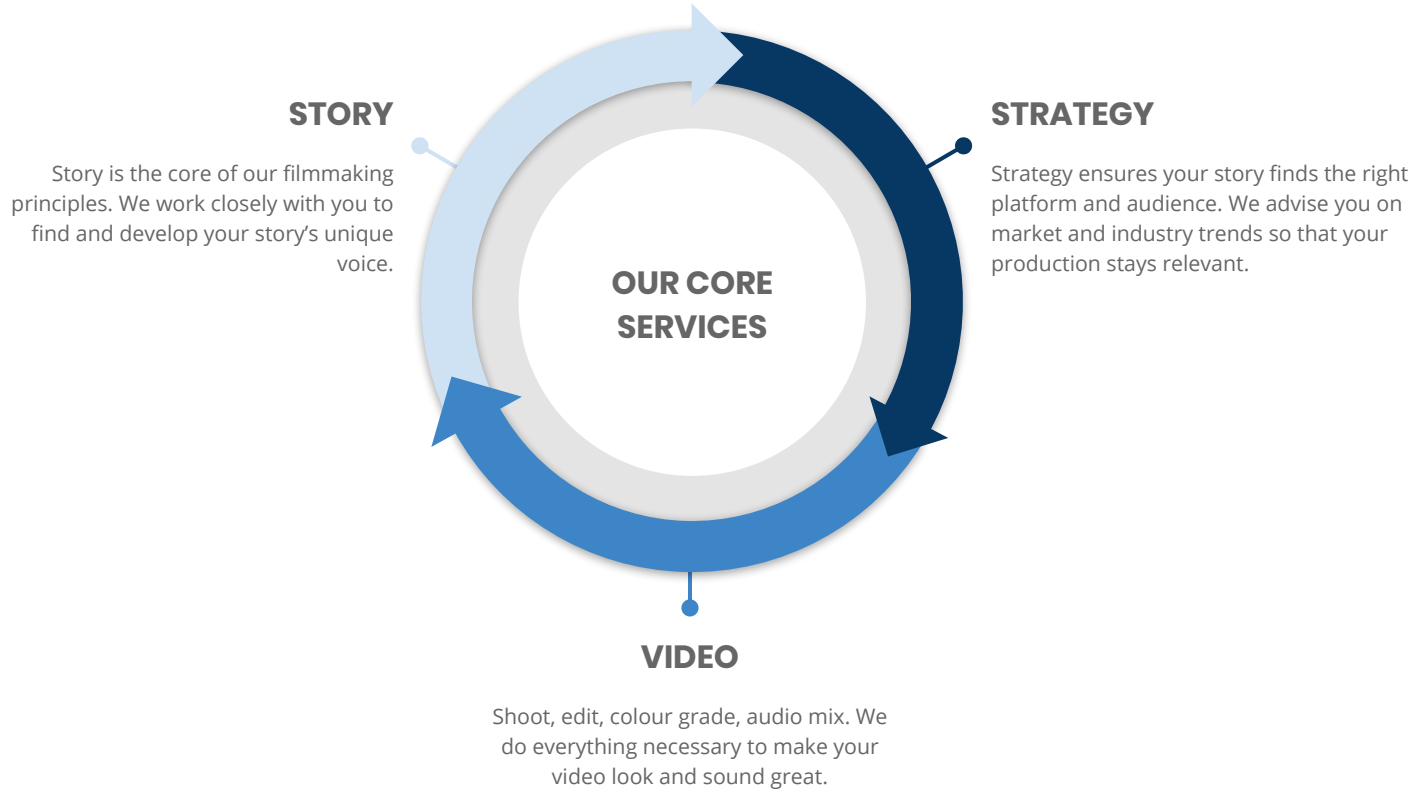
## DISCOVERING AL-ANSAR

[VIEW](#)

Corporate film produced for Masjid Al-Ansar, to introduce visitors to their new mosque building and its various facilities and community activities. 2016

Director/Creative: Aydeel Djoeharie  
Camera/Edit & Colour: Basil Yeo  
Client: Masjid Al-Ansar

[SEE MORE ON VIMEO](#)



## FILM/SERIES (SCRIPTED/UNSCRIPTED):



### BRANDED SHORT FILM

Create an innovative short film that encapsulates the spirit of your brand. It could be a scripted narrative or a documentary.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - Casting, 2-3 days production

**Post-Production** - Two revisions, audio mix, colour grade, royalty-free stock music

**Average video duration: Under 5min**

**From \$15,000**



### EXTENDED BRANDED FILM

Like a short movie on its own, an extended brand film encourages deeper, more meaningful engagement with your target audiences.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - Casting, up to 5 days of production

**Post-Production** - Two revisions, audio mix, colour grade, royalty-free stock music

**Option** - Royalty-free original music

**Average video duration: Between 5-15min**

**From \$22,000**



### ORIGINAL SERIES

A series captures your brand and its messages over a sustained period of 1-3 months.

#### Typically features:

**Creative** - Ideation, story bible, scriptwriting and storyboarding

**Production** - Casting, 2-3 days production per episode

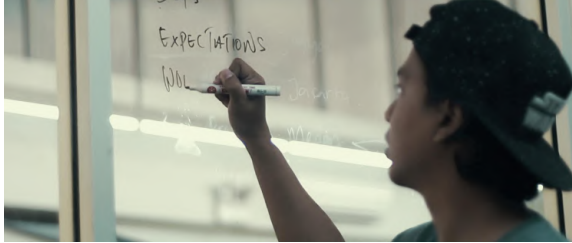
**Post-Production** - Two revisions, audio mix, colour grade, royalty-free original music

**Average video duration: Between 4-22min**

**From \$18,000  
Per Episode**

## CORPORATE VIDEO:

## CATALOGUE



### BASIC CORPORATE VIDEO

An economical package with just enough features for the company on a budget, reducing cost by combining your archival media with brand new footage.

#### Typically features:

**Creative** - Brief treatment and basic storyboarding

**Production** - 1 day production

**Post-Production** - Two revisions, basic titling, audio mix, colour, royalty-free stock music

**Average video duration:** Under 2min

**From \$3,500**



### STANDARD CORPORATE VIDEO

The package of choice for most companies/organisations looking to refresh and update their online presence with brand new footage.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - Two or more days of production

**Post-Production** - Up to three revisions, basic titling, audio mix, colour, royalty-free stock music

**Average video duration:** Between 2-4min

**From \$8,000**



### PREMIUM CORPORATE VIDEO

A premium package that leverages on our full creative capabilities to position your company/organisation as a market leader.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - Two or more days of production, casting of talents, hiring of specialty filming equipment

**Post-Production** - Up to five revisions, custom titling, 2D/3D animation, audio mix, colour, royalty-free original music

**Average video duration:** Between 2-8min

**From \$15,000**



## AD/PRODUCT/SERVICE PROMO:



### PRODUCT DEMO

Show off your product with a video demonstration of its key features.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - Up to two days of production

**Post-Production** - Two revisions, basic titling, audio mix, colour, royalty-free stock music

**Average video duration: Between 4-6min**

**From \$4,500**



### BRAND AMBASSADOR FILM

Leverage the power of human connection to enhance brand awareness and product sales with an aspirational video featuring your product in use by an ambassador.

#### Typically features:

**Creative** - Ideation, strategy, identification of suitable ambassadors, scriptwriting, storyboarding

**Production** - One or more days of production, casting of talents, hiring of specialty filming equipment

**Post-Production** - Up to five revisions, custom titling, audio mix, colour, royalty-free original music (where necessary)

**Average video duration: Between 1-3min**

**From \$9,500**

## CATALOGUE



### BRAND COMMERCIAL

Trigger strong emotions from the human psyche with funky, out-of-this-world comedy to thought-provoking, emotive vignettes that target mindshare cultivation.

#### Typically features:

**Creative** - Ideation, strategy, scriptwriting and storyboarding

**Production** - One or more days of production, casting of talents, hiring of specialty filming equipment

**Post-Production** - Up to five revisions, custom titling, 2D/3D animation, audio mix, colour, royalty-free original music (where necessary)

**Average video duration: Between 30-60s**

**From \$19,000**

## TALKING HEADS/TESTIMONIALS:



### BASIC INTERVIEWS

No creative. You provide the questions, we handle the production. Up to 8 people per shoot day (one location).

**Typically features:**

**Production** - Single camera

**Post-Production** - Individual edit per person, basic titling, audio mix, colour grade, only one choice of royalty-free music

**From \$1,500  
Per Shoot Day**



### STANDARD INTERVIEWS

With optional question formulation using our Story framework. We handle the questions, just sit back and enjoy the process. Up to 8 people per shoot day (one location).

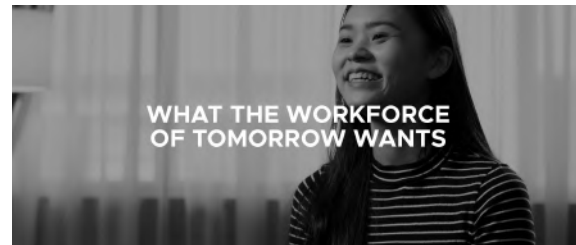
**Typically features:**

**Creative** - Question formulation

**Production** - Up to three cameras, interviewer

**Post-Production** - Individual edit per person, branded titling, audio mix, colour grade, up to three variations of royalty-free music

**From \$3,000  
Per Shoot Day**



### COMPILATION EDIT

For those who need their videos compiled into a single video.

**Typically features:**

**Creative** - Ideation for editing style/approach

**Post-Production** - Audio mix, colour grade, only one choice of royalty-free music

**Average video length: 2-4mins**

**From \$1,200  
Per Revision**

## SEMINAR/STAGE COVERAGE:



### SINGLE CAMERA SEMINAR/LECTURE

Simple, no frills seminar/lecture filming.

#### Typically features:

**Production** - Single camera production; Audio lined out from mixer; Up to two hours

**Post-Production** - Full length quick edit, with video and section titles

**\$1,000**



### TWO CAMERA SEMINAR/PANEL

The choice for multiple speaker sessions

#### Typically features:

**Production** - Two camera production; Audio lined out from mixer; Up to two hours

**Post-Production** - Full length quick edit, with video and section titles

**From \$1,700**

### ADDITIONAL SERVICES:

<b>Additional Camera</b>	<b>\$550</b>
<b>Hiring of Audio Engineer &amp; Mixer</b>	<b>\$1,200</b>
<i>In the event proper sound devices are not available</i>	
<b>Adding of Slides into Video</b>	<b>\$250</b> per 30min
<b>Editing of Key Highlights (10-15min)</b>	<b>\$750</b>
<i>Inclusive of transcribing and subtitling</i>	
<b>Subtitling of Full Lecture</b>	<b>\$200</b> per hour

## RETAINER PACKAGES:

For when you need content a bit more regularly

### What's included:

- Content Strategy Analysis
- Content Strategy Consultation
- Development of Content Schedule and Scope of Work
- Creative Conceptualisation
- Production
- Post-Production
- Platform Management & SEO
- Monthly Data Analysis and Reports

**From \$2,000 per month**

### Terms & Conditions:

Term of service: Minimum 6 months+1 month setup

One month of set-up time required (not charged)

Two months upfront downpayment; Regular payment from third month onwards

### Cancellation policy:

Cancel before end of contract: Pay for current month, no additional future charges

### Limited Offer:

Pay 50% upfront to get last month free.



A man in a dark t-shirt is looking down in a dimly lit room. The background features graffiti on a wall, including a large, stylized face with a wide, toothy grin. The overall mood is artistic and focused.

We don't just make corporate videos.  
We're **filmmakers** on a mission to give **amazing**  
stories the **voice** they **deserve**.

[SEE MORE ON VIMEO](#)

**THANK YOU!**



Contact us at [hello@toku.asia](mailto:hello@toku.asia)  
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