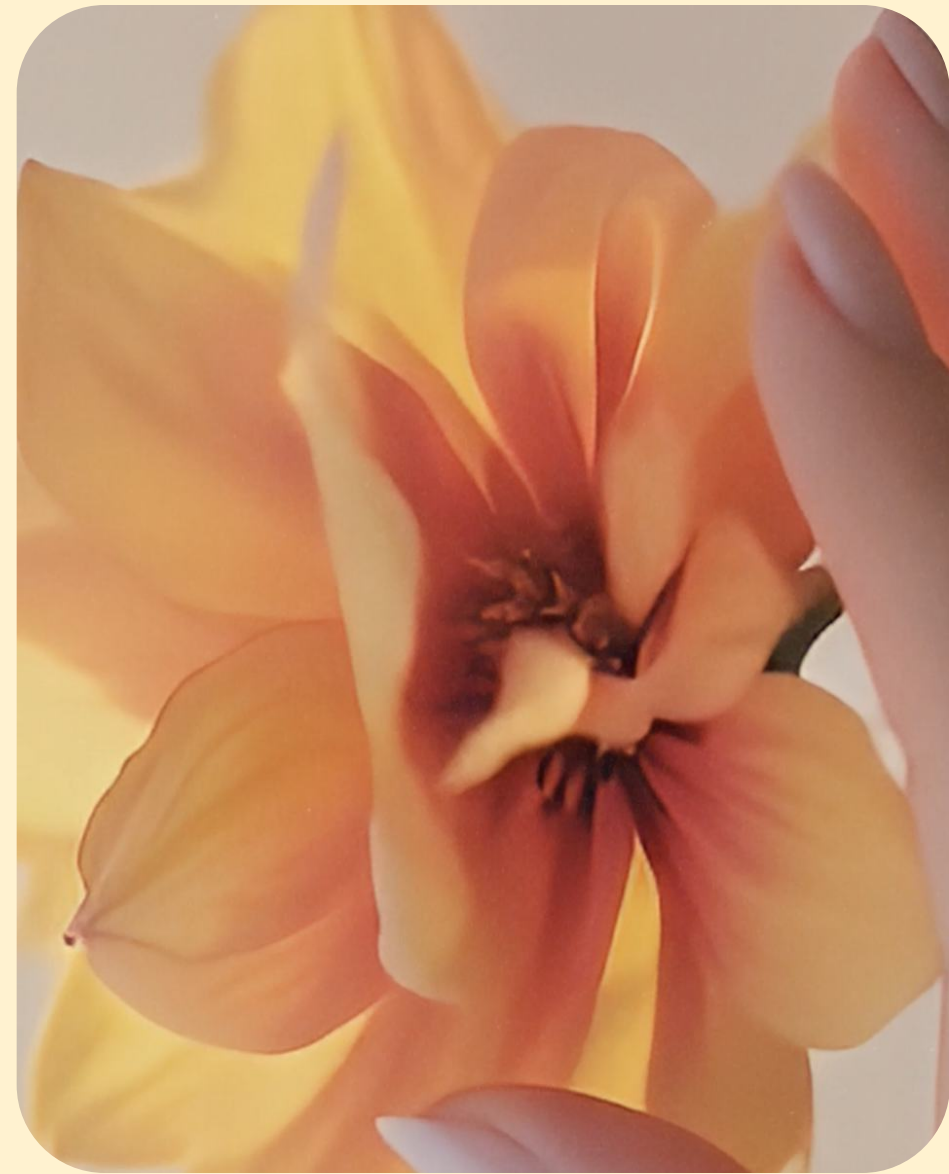# LAB

WE PRODUCE
HYPERREAL GENERATIVE CONTENT
FOR COMMERCIAL USE

LAB

LAB

FASTER

Your Regular Production:
It takes weeks to cook the project

LAB:
We can create a high-quality
visual product in about 72 hours.

We don't need to search for locations,
optimize scripts, spend time traveling,
or endlessly reshoot complex scenes.
A prompt engineer solves all these
issues in minutes.

FLEXIBLE

Your Regular Production:
It's nearly impossible to vary what's been
pre-agreed and scripted.

LAB:
Everything imaginable is in our hands!

We're not tied to locations, time of day,
timing, or other limitations typical of
classical content production.

Our limit is (whopsiers, a cliche is coming)
the limit of imagination

CHEAPER

Your Regular Production:
Estimates thousands of $$$ for
a fifteen-second clip.

LAB:
Unique content for up to 20 times cheaper*

We don't need a team of 15 people, we
don't pay for travel, and we don't hire
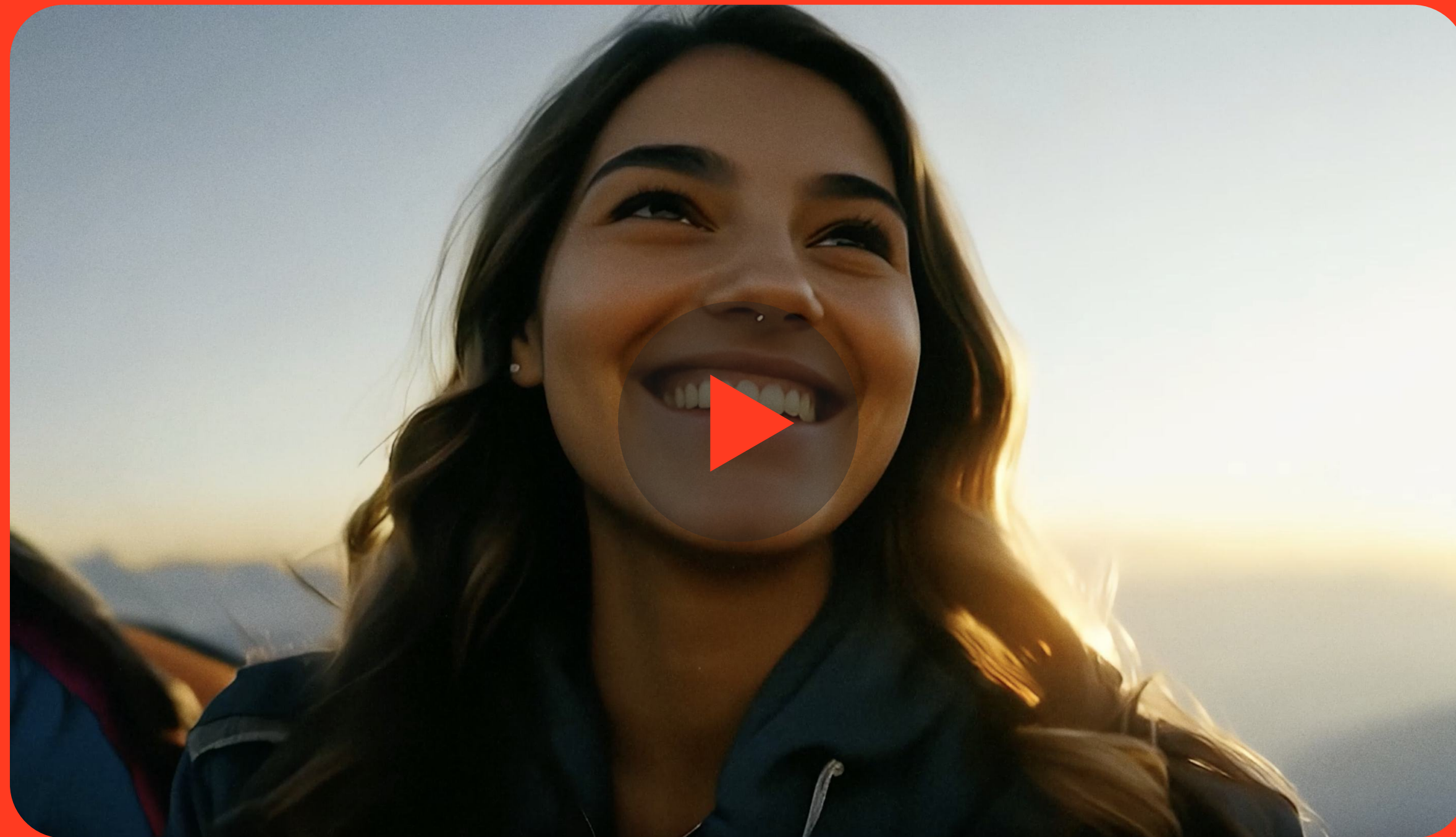three subcontractors for post-production.
What a dream, huh?

*for real!

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SOUNDS JUST RIGHT?

Cool, we'll tell you what we can do
and how it works

LAB

CLASSIC COMMERCIAL

PRODUCT VIDEO

BASILICO & FELLINI
VILHELM PARFUMERIE
NEW YORK

Hotels.com | Unreal stays
*Fully generated content

Vilhelm Parfime | Basilic
*Fully generated content

VIRAL VIDEO
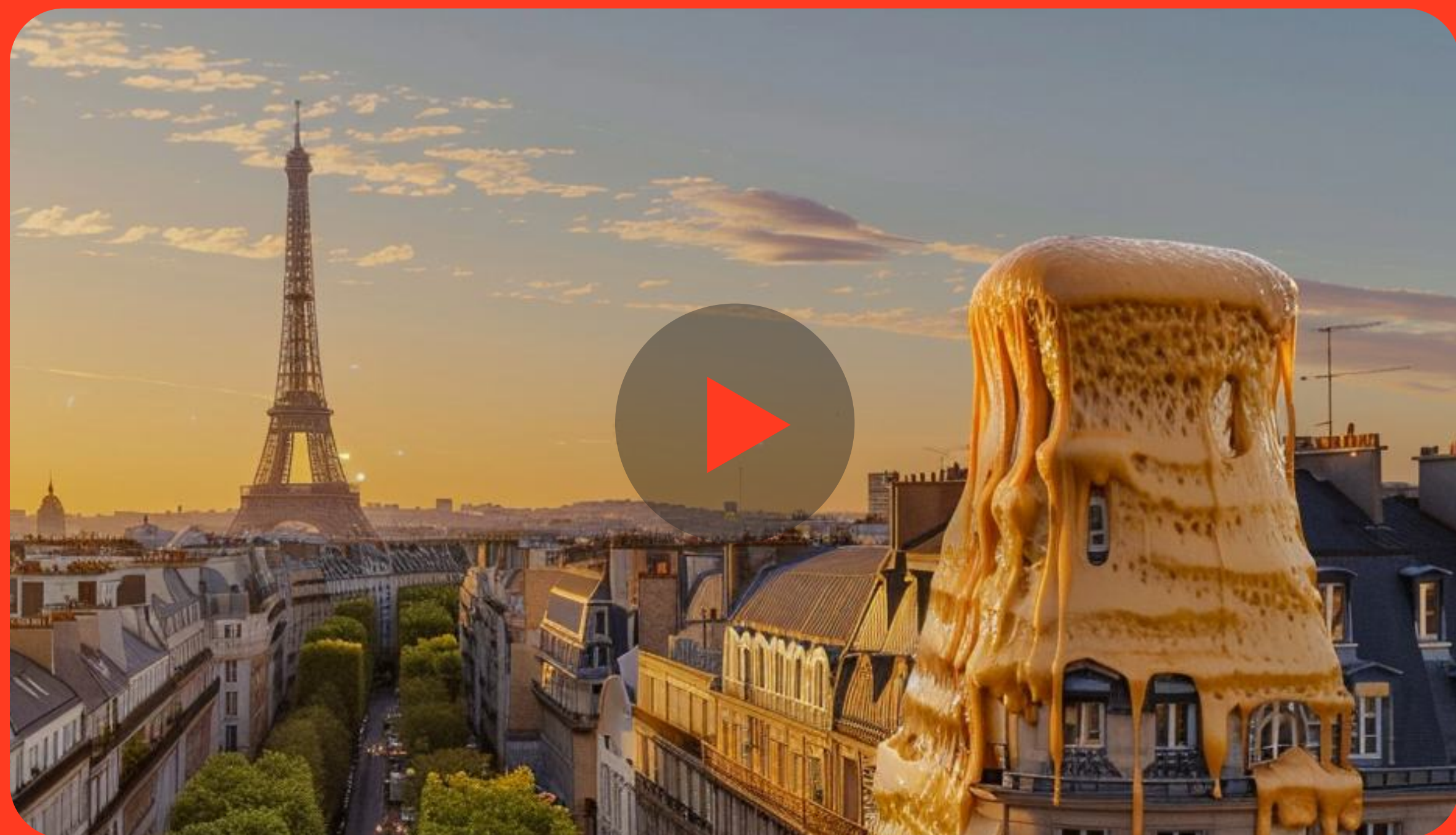
FAST CONTENT

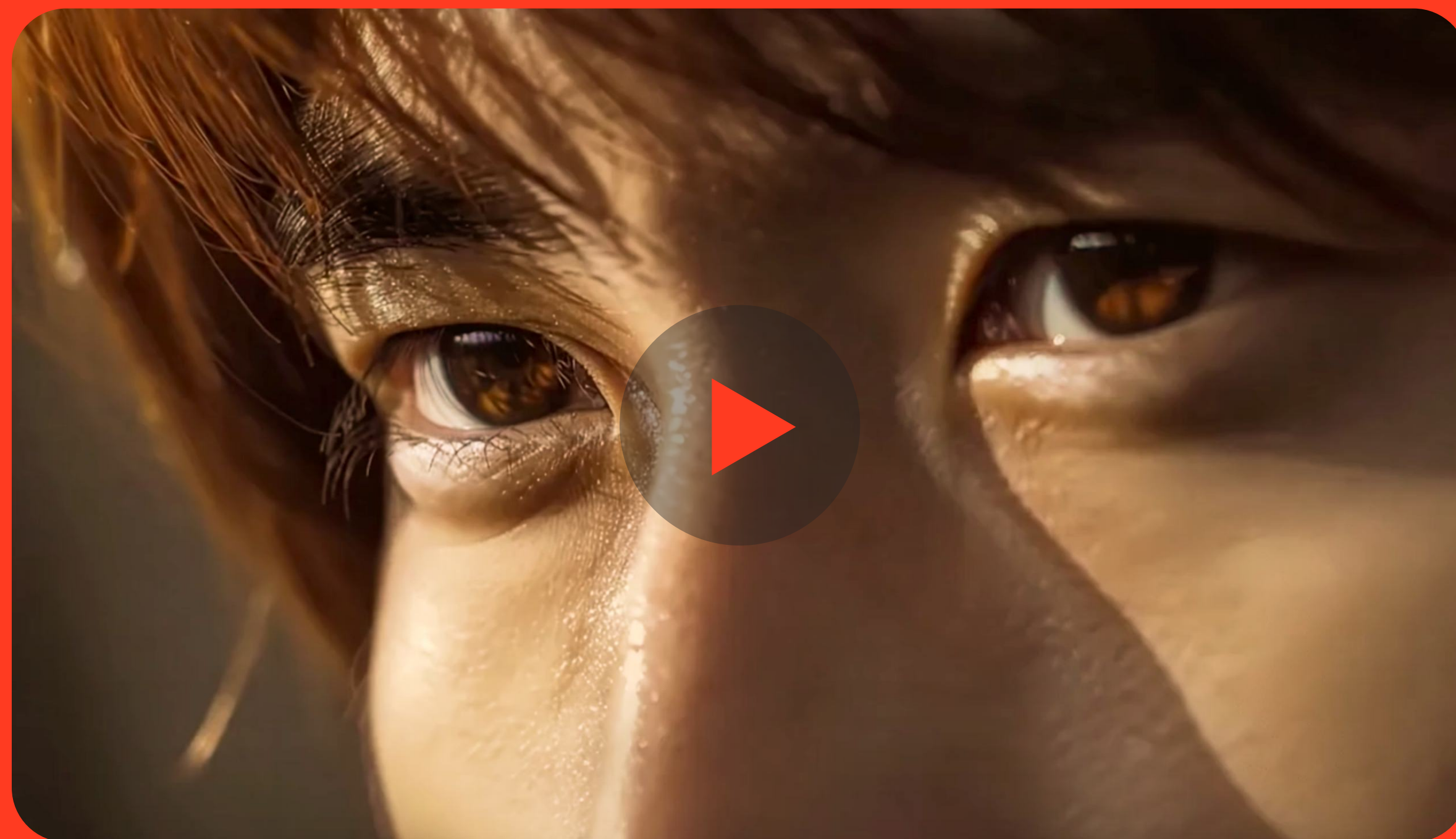**Olympics '24 | Cheese**
*Fully generated content

NIke | Yuto Horigome
*Mix of reallife content and generated videos

WE USE THE BEST OF BOTH REALITIES

And every reality is great, it's more about
how we mix them from a technical side

Project brief

that's the generative world. here we do cool AI-based stuff

and that's the classical content production territory

Generative Content

CG / 3D **Classic production**

that's where Both Realities meet each other

that's what we do if we need something real or non-generative

And that's your final product!

What You Get

don't worry, it's not necessarily a mix of both realities. check the next slide to see the approaches that we use

FGC
Fully Generative Content

A fast and reliable tool to create an effective clip for brand or product promotion

cost-effective   innovative   flexible

BBR
Best of Both Realities

A powerful approach aimed at getting the best out of all content production tools and blending them into an exciting product

flexible   impressive   innovative

NPA
Next Product Approach

An option to refresh existing content using technologies offered by generative AI

fast   fresh   easy

PROJECT WORKFLOW

1. BRIEF
Share your idea and how you envision its realization.

2. RESEARCH
Our team will research best practices and the latest technological innovations.

3. OFFER
Based on your needs and budget, we'll present you with the optimal implementation plan.

4. PREPARATIONS
Planning the entire project execution will be our next step.

5. PRODUCTION
We will produce the content and edit it into the final product.

6. UNIQUE RESULT
Finally, we'll deliver an impressive video to you.

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PRICE

Each project is unique and we offer a set of services and the depending on the budget, urgency and creative implementation of the task.

After receiving the brief, we send a detailed cost estimate based on the team's hourly rates.

Our goal is to create a video as quickly as possible, the number of hours the team will work is estimated before the start of work on the project.

The following slides show examples of video cost calculations.

HOURLY RATES

Project manager	60 $/hour
Account-manager	35 $/hour
Creative director	75 $/hour
AI-G supervisor	65 $/hour
Creative	45 $/hour
Promt-engineer	70 $/hour
CG generalist	65 $/hour
Cleanup	40 $/hour
Editor	50 $/hour
Technical editor	35 $/hour
Designer	45 $/hour

*All prices in USD (VAT not included)
**Prices are valid on the day the document is drawn up and may change in the future.

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EXAMPLE #1

Brief:
To urgently create a congratulation video using footage from an Olympics` broadcast about an athlete's victory.

Solution:
Video produced in 12 hours from the moment of briefing.

Preparation:
Searching for references, creation an idea, packshot development, client approvals and calls.

Account-manager	35 $/h.	3 h.	105 $
Project manager	60 $/h.	2 h.	120 $
Creative director	75 $/h.	3 h.	225 $
AI-G supervisor	65 $/h.	2 h.	130 $
Designer	45 $/h.	2 h.	90 $

Production:
Video generation, AI supervision, creative supervision, editing, sound design, color grading, cleanup, client approvals and calls.

Account-manager	35 $/h.	4 h.	140 $
Project manager	60 $/h.	4 h.	240 $
Creative director	75 $/h.	4 h.	300 $
⚡ AI-G supervisor	65 $/h.	2 h.	130 $
⚡ Promt-engineer	70 $/h.	8 h.	560 $
⚡ Cleanup	40 $/h.	2 h.	80 $
Editor	50 $/h.	8 h.	400 $

Total: 2 520 $

3D production cost: unreal timing
Real-life shooting: no access to the athlete

EXAMPLE #2

Brief:
Create a product video using brand colours, design elements, and product composition.

Solution:
<u>Video</u> produced in 48 hours without producr 3D model.

Preparation
Searching for references, creation of storyboards, packshot development with the product in 2D, client approvals and phone calls.

Account-manager	35 $/h.	5 h.	175 $
Project manager	60 $/h.	2 h.	120 $
Creative director	75 $/h.	3 h.	225 $
AI-G supervisor	65 $/h.	4 h.	260 $
Designer	45 $/h.	5 h.	225 $

Production:
Video generation, AI supervision, creative supervision, editing, sound design, color grading, cleanup, client approvals and calls.

Account-manager	35 $/h.	10 h.	350 $
Project manager	60 $/h.	8 h.	480 $
Creative director	75 $/h.	2 h.	150 $
AI-G supervisor	65 $/h.	4 h.	260 $
Promt-engineer	70 $/h.	17 h.	1 190 $
Cleanup	40 $/h.	5 h.	200 $
Editor	50 $/h.	4 h.	200 $

Total: 3 835 $

3D production cost: 5 500 $
Real-life shooting: 7 000 $

EXAMPLE #3

Brief:
Create a video for hotels booking app in "travel" style.

Solution:
Video produced in 72 hours using locations and action all arount the World.

Preparation:
Searching for references, creation of sizzle,
text for voiceover development, client approvals and phone calls.

Account-manager	35 $/h.	7 h.	245 $
Project manager	60 $/h.	4 h.	240 $
Creative director	75 $/h.	7 h.	525 $
AI-G supervisor	65 $/h.	5 h.	325 $
Editor	50 $/h.	8 h.	400 $
Запись ГЗК	300 $	n/a	300 $

Production:
Video generation, AI supervision, creative supervision, editing,
sound design, color grading, motion design, voiceover recording,
cleanup, client approvals and calls.

Account-manager	35 $/h.	10 h.	350 $
Project manager	60 $/h.	8 h.	480 $
Creative director	75 $/h.	6 h.	450 $
AI-G supervisor	65 $/h.	6 h.	390 $
Promt-engineer	70 $/h.	35 h.	2 450 $
Cleanup	40 $/h.	7 h.	280 $
Editor	50 $/h.	10 h.	500 $

Total: 6 935 $

3D production cost: 60 000 $
Real-life shooting: 100 000 $

EXAMPLE #4

Brief:
Create a car commercial video using unique and "hard to get to" locations.

Solution:
Video produced in 14 days, it's up to 10 times cheaper than reallife shooting or using 3D

Preparation:
Searching for references, creation of sizzle, text for voiceover development, car 3D model preparation, client approvals and phone calls.

Account-manager	35 $/h.	20 h.	700 $
Project manager	60 $/h.	10 h.	600 $
Creative director	75 $/h.	15 h.	1 125 $
AI-G supervisor	65 $/h.	10 h.	650 $
Editor	50 $/h.	8 h.	400 $
3D модель авто	Client's 3D model	n/a	0 $

Production:
Video generation, AI supervision, creative supervision, editing, sound design, color grading, 3D car composing into the scenes, voiceover recording, cleanup, client approvals and calls.

Account-manager	35 $/h.	30 h.	1 050 $
Project manager	60 $/h.	20 h.	1 200 $
Creative director	75 $/h.	25 h.	1 875 $
AI-G supervisor	65 $/h.	10 h.	650 $
Promt-engineer	70 $/h.	64 h.	4 480 $
Cleanup	40 $/h.	12 h.	480 $
Editor	50 $/h.	25 h.	1 250 $
Composing	65 $/h.	80 h.	5 200 $

Total: 19 660 $

3D production cost: 80 000 $
Real-life shooting: 150 000 $

LAB@PROTOTYPES.AGENCY

CHAT WITH US IN WHATSAPP