

PRODUCTION & POST PRODUCTION for POLITICAL MESSAGE MAKERS

The world of political media production is ever-changing. While traditional TV and radio spots are still seen as reaching the broadest audience, there is no disputing the power of new media platforms. The need to create the right message in the most cost-effective way is important regardless of the delivery platform.

You work in a pressure-cooker of high-stakes political message-making. You make tough decisions, adjusting course and tactics almost daily. You never want to compromise because its about winning or losing - and that's how you're judged. At the same time, you're under scrutiny to use funds wisely. You don't want to waste your client's money or your own.

TEAM, based in Washington, DC, offers an exceptional level of talent and experience to advance the communications objectives of political message makers producing candidate advertising and issue and advocacy campaigns. Whether you're creating an image, telling a story or defining an issue, TEAM's work provides the right results for delivery through both traditional and new-media portals. We support our political clients with an unsurpassed level of creativity, technology and customer service.

FOR ALL YOUR PRODUCTION CHALLENGES THERE'S A TEAM SOLUTION

Our solutions fall into three general categories we call – Traditional, 4-Wall and Out-of-the-Box.

TRADITIONAL

TEAM provides all of the services you need if you're making spots or producing candidate / issue content of any kind. Production (field & studio), Editorial, Graphic Design & Animation, Color Correction, Sound and Distribution. We work where technology and creativity intersect. Our work gets results – ratings, buzz, victories, awards – however you measure it.

BENEFITS

- ▶ Access to the latest technology – the kind that works
- ▶ Access to the best collection of creative craftspeople in the business
- ▶ Use what you need, when you need it

4-WALL – OUR PLACE OR YOURS?

A TEAM 4-Wall solution means we design and provide the right technical and human resource for you - one that comes with ongoing access and a reasonable price. You realize all the benefits of your own "facility" without the technical and staffing headaches. This may come in the form of a Final Cut Pro or AVID edit system. Maybe you need Photoshop and AfterEffects with that. Maybe you need them separately, maybe combined. Maybe you need more than one. And, the right system is nothing without the right person to fly it.

BENEFITS

- ▶ Unlimited access to your resources
- ▶ Technical peace of mind – we make sure it always works
- ▶ We provide the creative craftspeople according to your needs - we know where to find them and we know the good ones when we see 'em
- ▶ No payroll / HR headaches to deal with

Our Place or Yours? Good question. Many producers we work with find a great deal of value 4-Walling within our facility. With ready access to additional or higher-level services, they have the added peace of mind to know that no situation will arise that can't be dealt with. On the other hand, we also design client-site solutions that allow easy migration of projects between locations. A TEAM 4-Wall solution within your office still comes with the rest of our organization behind it.

OUT-OF-THE-BOX

The race is in a critical phase and where you need to be is right there in the thick of it. You've got messages to turn around in a hurry, both online and on-air. No problem, TEAM has the solution. In the right hands, today's technology powers creative, high quality post production away from the traditional confines of an edit room. Utilizing compact and powerful cameras and laptop edit systems, impactful content can be turned around in record time. From on-location editorial to shooter/editor packages, TEAM has the technology and talent ready to go with you to get the job done.

BENEFITS

- ▶ Access to the latest technology and people who know how to use it
- ▶ The right resources, right where you need them
- ▶ Technical peace of mind – shoot, edit, deliver

OUR PHILOSOPHY

At TEAM, we don't try to work with everyone. We seek relationships. If we work with you on your campaigns and initiatives, we aim to be there for you, when you need us. We can't pretend to be able to do this for everyone. We are looking for a limited number of "partners" who value the mutual benefit of this approach.

Visit

www.teamgroup.tv

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