



# APPLE TREE FILMS

and



# firefly

MARKETING COMMUNICATIONS, INC.

capturing the imagination

## Apple Trees and Fireflies, what's not to like?

Apple Tree Films and Firefly Marketing Communications have joined forces to create a complete, full-service offering for churches and non-profit organizations.

## W H O W E A R E

### Apple Tree Film Services

Expand your reach and **TOUCH**  
more lives with the **POWER** of video.

Apple Tree Films is a full service video production company that specializes in the creation of promotional, testimonial, and overview videos for churches, nonprofit organizations and startups.

It is with the mindset of trying to do the most good with the skill set God has given us that we strive to provide high-end, yet very affordable, video production services with anyone who has a compelling story to tell.

### Firefly Marketing Communications

We're a small firm with **BRIGHT IDEAS**  
that provide **GLOWING** Results.

The ultimate vehicle for Firefly is a creative platform that can blast through all the clutter. We're talking meteor crash. Lightning flash. Whip lash. If you think that's hyperbole, let's just say our stuff will steer clear of the dreaded fate threatening most marketing communications today—the trash can.

We work within your budget and around your schedule. We'll work our tails off for you...well, almost off. Then on. Then off. Then on.

**You get the idea.**



## Video Services

We specialize in documentary-style video production. These unscripted, heartfelt videos tell the story of your organization in a unique and compelling manner. Viewers will come to know who you are and how you impact your community in a more intimate and honest way than through traditional commercial productions.

- **Pre-Production**—Scriptwriting, Outlining, Storyboarding, Audio/Visual Breakdowns, Production Coordinating and Scheduling
- **Production**—1080p HD Video Production, Accompanying Lighting and Sound Equipment, Green Screen Capabilities
- **Post-Production**—Video Editing, Motion Graphics, Graphic Design, Animated Explainers, Color Correction, Sound Design

### Types of Videos:

- Promotional
- Social Media
- Overview
- Testimonial
- Animated Explainers
- Fund Raising or Capital Campaign
- Informational Series
- Event Highlight

### AND MORE!

## Marketing Services

### Capturing the Imagination

We start by listening very carefully to you, the client. We will never know your business like you do, but we'll try our very best to see it from your eyes. Just as importantly, we'll see it with new eyes.

Once we have the big picture, we'll start working on the smaller one: the message.

We believe that simpler is better, so we distill the message down for ultimate clarity. Then we empower it. We light it up. That's when the magic happens (otherwise known as the creative process).

### Types of Services:

- Brand/Identity Development
- Logo Design
- Capital Campaign Marketing
- Non-Profit Image Development
- Promotional Materials
- Website Development/Hosting
- Email Marketing
- Full Media Advertising
- Direct Marketing

### AND MORE!

## Why Apple Tree Films and Firefly Marketing?

- Extremely Affordable Rates for High-End Content
- Understanding of the Challenges You Face Through Years of Experience Working with Similar Clientele
- One Place for All of Your Marketing and Creative Content Needs
- Working with Those Whose Passion is Aiding You in the Work That You Do
- Creating a Partnership that Centers on Telling Your Story Through Our Expertise