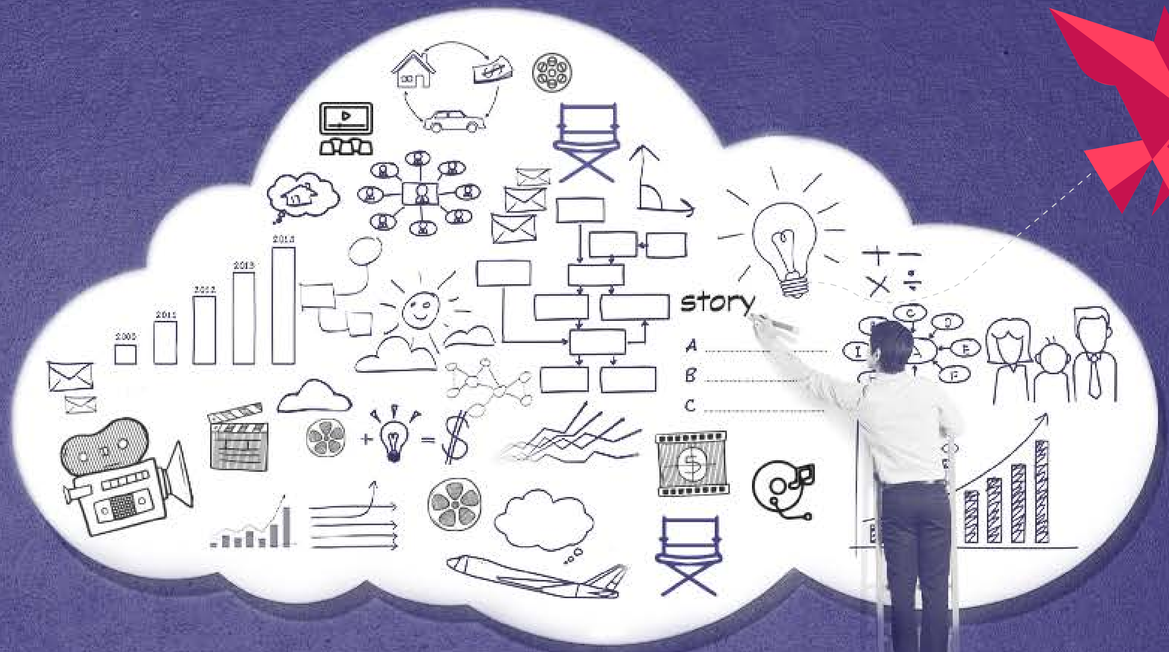
# CLOUD BASED ENTERTAINMENT PITCH MATERIALS




FALKOR DIGITAL || © COPYRIGHT 2020

ENTER THE NEW ERA
OF **CLOUD-BASED**

# ENTERTAINMENT PITCH MATERIALS

FALKOR DIGITAL || © COPYRIGHT 2020

MOST

# DEVELOPMENT TEAMS

still rely on PDFs, separate links to videos, websites, articles, & other

## DISCONNECTED CONTENT TO TELL THEIR STORY

FALKOR DIGITAL || © COPYRIGHT 2020

This **outdated model** causes

# BROKEN CONNECTIONS BETWEEN VARIOUS PITCH ELEMENTS

Your story

# BECOMES DISJOINTED,

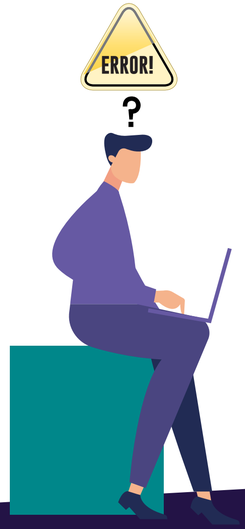
forcing executives to form their own version of your story, pitching their version internally

FALKOR DIGITAL || © COPYRIGHT 2020

Design files shared across

# CLUNKY FILE SHARE MANAGEMENT SYSTEMS

# SLOW TEAMS




# DOWN

and provide little control over pitch deck updates

FALKOR DIGITAL || © COPYRIGHT 2020

# TEAMS STRUGGLE WITH MULTIPLE VERSIONS OF THE SAME MATERIALS

# BURNING TIME AND CONFUSING BUYERS

FALKOR DIGITAL || © COPYRIGHT 2020

# SO WHY

## HASN'T THIS MODEL CHANGED IN OVER **20 YEARS**?

FALKOR DIGITAL || © COPYRIGHT 2020

# THE FACT IS

# IT HAS CHANGED

# JUST SLOWLY

Various tech startups have been working to evolve this ‘old school’ system for close to a decade now. However, the pandemic has forced innovations that have made these platforms even more viable for entertainment pitches today.

FALKOR DIGITAL || © COPYRIGHT 2020

Many of these breakthroughs were

**DRIVEN BY NECESSITY**

# DEVELOPMENT TEAMS NEED

more engaging, better organized, laser-focused materials that can also provide tracking & insights.

FALKOR DIGITAL || © COPYRIGHT 2020

THE NEW ERA OF

# CLOUD-BASED ENTERTAINMENT PITCHES

provides a wealth of unique creative & pitching process advantages.

FALKOR DIGITAL || © COPYRIGHT 2020

# MULTI-MEDIA INTEGRATION

Combine video, animation & graphic design **seamlessly**

FALKOR DIGITAL || © COPYRIGHT 2020

# TRACKING & INSIGHTS

Know **who opened it, when, and how much** they actually viewed

FALKOR DIGITAL || © COPYRIGHT 2020

# DIGITAL ASSET MANAGEMENT

**Centralize & distribute**
your design assets more effectively

FALKOR DIGITAL || © COPYRIGHT 2020

# CONTROL OVER THE DECK

**Update ALL Pitch materials in real-time**

and control allowable changes

FALKOR DIGITAL || © COPYRIGHT 2020

# VIDEO CONFERENCING OPTIMIZED

Hold your live video meetings
**with no video content stutter!**

FALKOR DIGITAL || © COPYRIGHT 2020

# THE ADVANTAGES ARE CLEAR...

Your materials will surprise & delight buyers

Development teams can create & adjust pitches on the fly more easily

Update & control materials in realtime across all touchpoints

Use newly gained data & insights to course correct pitching approach

Hold engaging video meetings without content stutter or lag

FALKOR DIGITAL || © COPYRIGHT 2020

# SOME QUESTIONS TO DISCUSS WITH YOUR TEAM

Are PDF's truly the best way to tell your project's story.

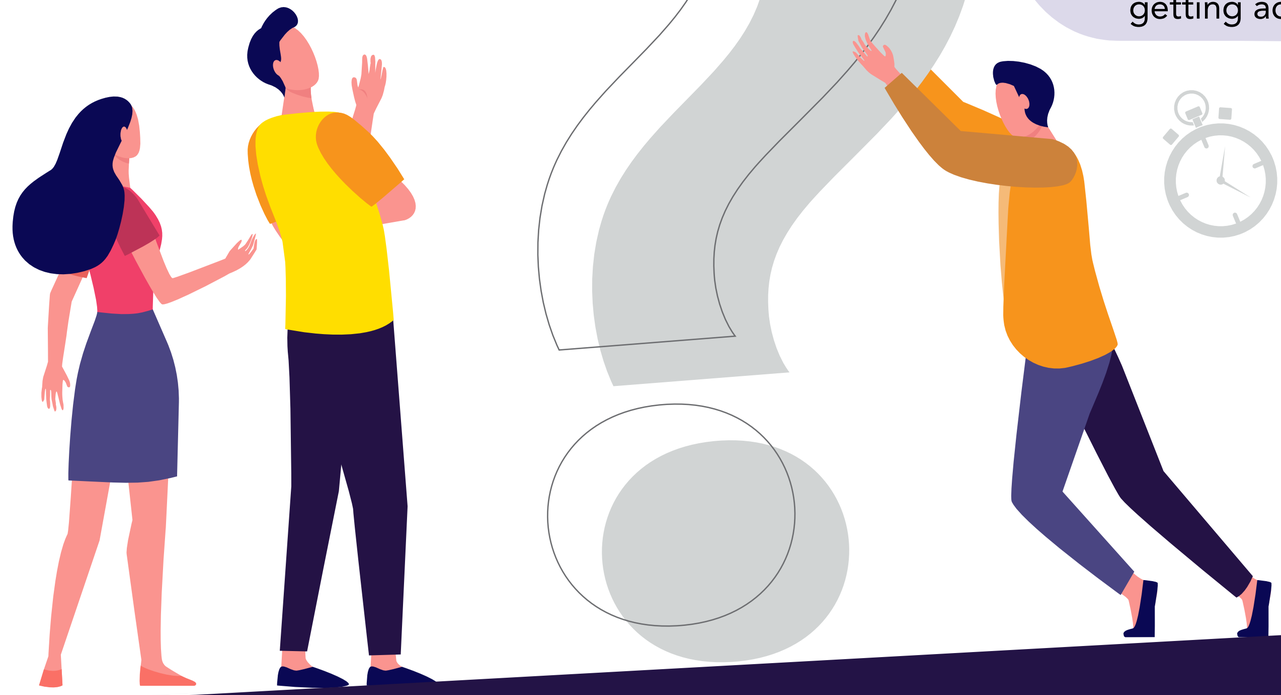
How do your team's pitches stack up against other companies?

Is your pitch maintaining it's true story throughout the buyer's internal pitching process?

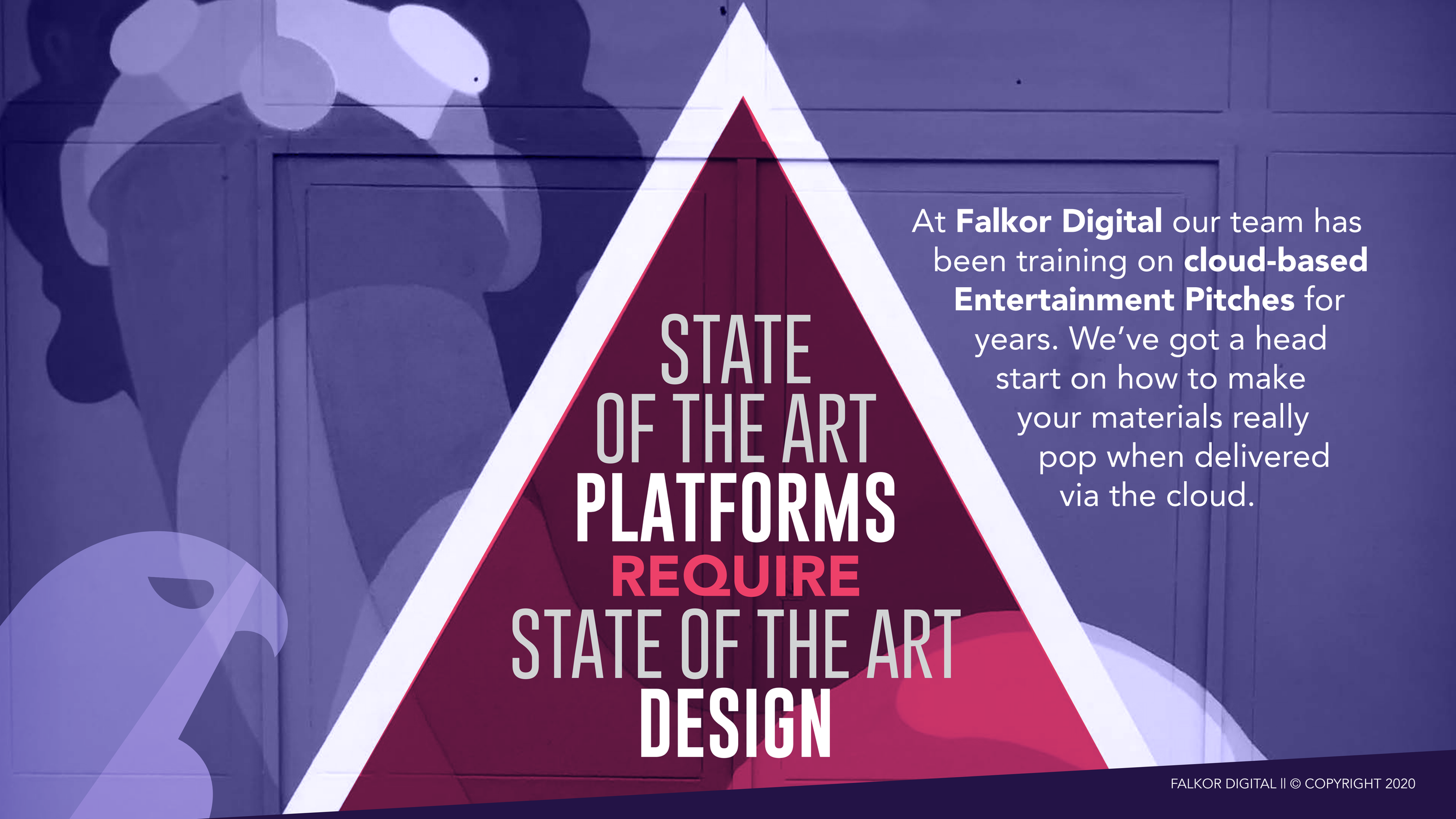
Are your video conference pitches visual enough? Is your project's story really getting across?

Is your development team consistently using outdated tools, making your shop feel "dated"?

Do you know where your pitch deck travel after leaving your inbox? Wouldn't you like to know?



FALKOR DIGITAL || © COPYRIGHT 2020



# STATE OF THE ART **PLATFORMS** REQUIRE STATE OF THE ART **DESIGN**

At **Falkor Digital** our team has been training on **cloud-based Entertainment Pitches** for years. We've got a head start on how to make your materials really pop when delivered via the cloud.

FALKOR DIGITAL || © COPYRIGHT 2020

# OUR CLOUD-BASED ENTERTAINMENT PITCH CREATIVE SERVICES INCLUDE

### GRAPHIC DESIGN

### CUSTOM ILLUSTRATION

### VIDEO EDITING

### 2D ANIMATION

### CONVERTING

*your current materials to cloud-based materials*

### UI & WEB DESIGN

*For web-based platforms like Digideck & Wordpress*

### PROCESS

*Optimization & Cost Reduction*

### COPY EDITING

*taking full advantage of cloud-based platform storytelling.*

Creative consultation focused on transforming your PDF & Sizzle Reel pitches into single unified cloud-based multimedia pitches.

FALKOR DIGITAL || © COPYRIGHT 2020

To learn more about cloud-based materials, including which platform might be the right fit for your team's needs,

# BOOK A FREE CONSULTATION TODAY!

**Click here** to schedule a call or email us at *Info@FalkorDigital.com*

Falkor Digital

More than meets design...

FALKOR DIGITAL || © COPYRIGHT 2020