SOCIAL MEDIA

by donotsaychelse CONTENT CREATION



### Donotsay cheese the Agency





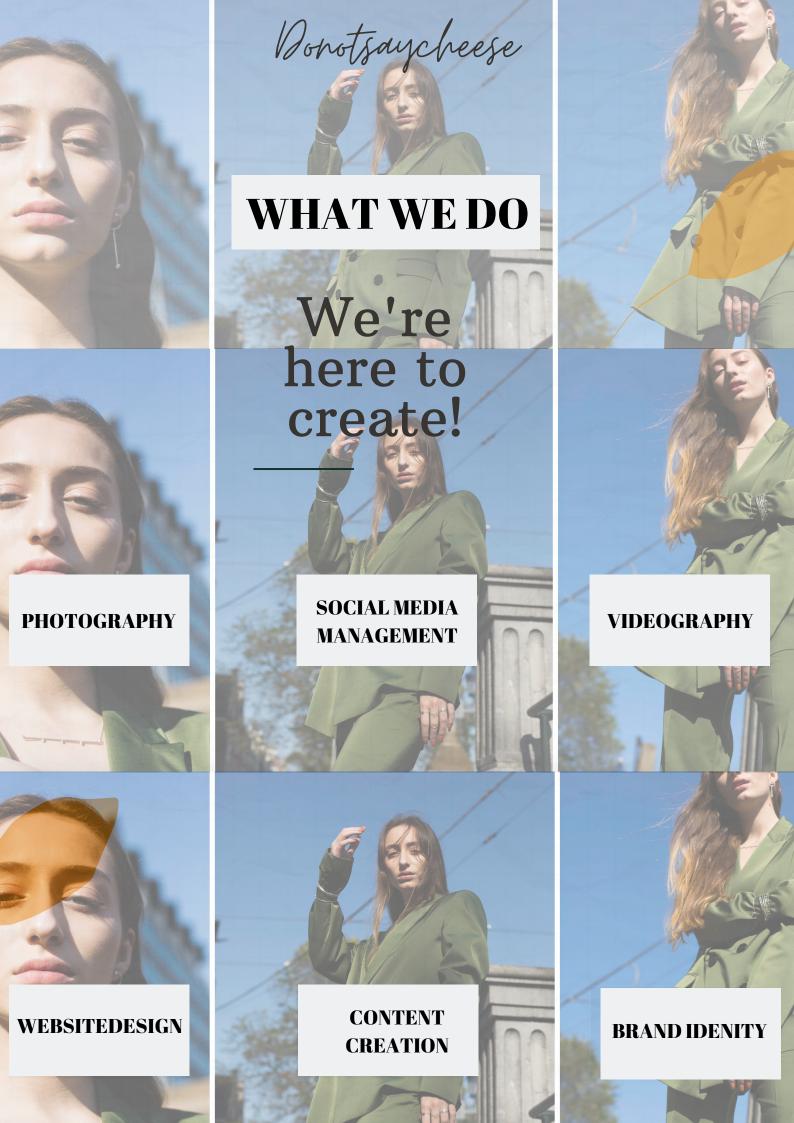














# What to Expect

#1

**INTRO** 

A short and brief introduction of who we are, what we do and what we have to offer for you! #2

WHAT WE DO AND YOUR BRAND DNA

#3

ALL WE MANAGE AND HOW IT WORKS

CHECK THIS OUT!

#4



OUR CREATIVE CONTENT PLANS 1,2,3// AND OUR WEBSITE CREATION

Three different plans to cover your needs!

We also create websites. All our services can be booked separately.

#5

ABOUT THE CONTENT; AN IMPRESSIONS OF WHAT WE DO

An impression of what kind of content we are used to shoot! It's a small collection of what we do. For more please visit our website!

#6

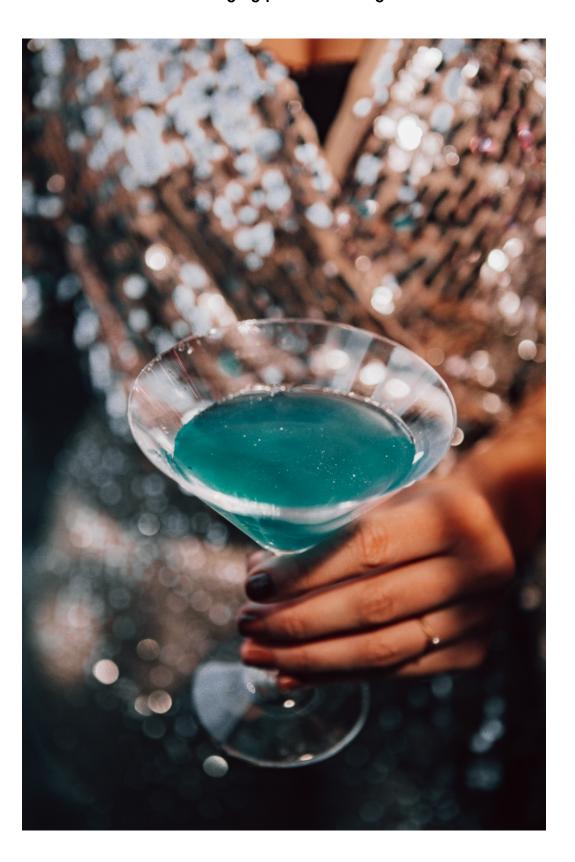
FORMER CLIENTS AND LET'S GET STARTED!

# WE WOULD LOVE TO BE YOUR NEW CONTENT TEAM!

We are a creative team with a background in Digital Media, Photography and Communication.

Together we offer the following services:

Photography | Promo videos | Social Media Content & Managing | Website design



# We would love to create for you!

We are here to offer you our service of making brand new content! As much if you need and in every creative way!

On a monthly base or just freelance! Up to you!

We also would love to take care of all your Social Media if you have any troubles with it.

We take care of all the hassle. So that you can focus on running your business.

Let's make a plan.

Together with you, for you.

A personal strategic to find or re-find or just improve your online appearance & to create all the creative content you will need and more.

To translate your offline vision into an online image to connect the dots.

To let your company speak the same voice online with the same passion as your company does offline.

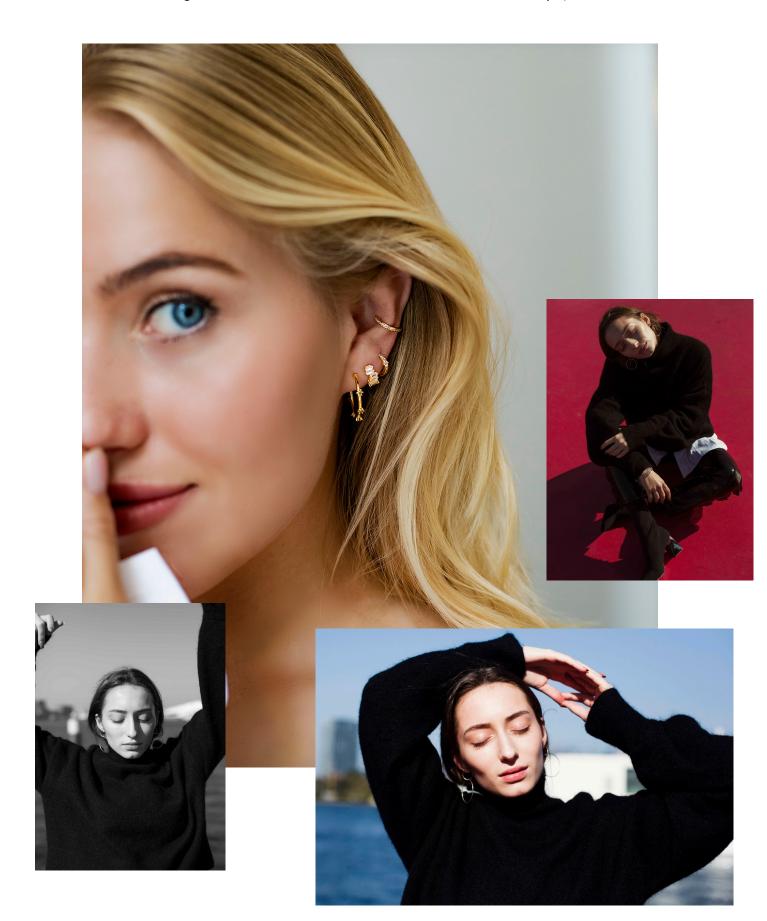
We created three different Content-plans to fulfill your needs and to reach the goals we will set up together.

\*All photo's in this in document are made by us

credits Donotsaycheese.

# Creative concept for a Jewelry brand

A Jewelry brand asked us to create a content plan from scratch. We made the plan from A to Z (from idea, concept, finding the right model, the location, and the whole concept)



### What we do

We work on a very personal base.

Everything we do, we do it for you but also with you. We believe in a strong, clear and transparant way of communication.

So we will always share our plans with you along the way.

So that you will be aware of what we do, how we do it and why we do it.

We take you on the journey with us, in a way you are comfortable with. We will figure that way out when we meet up!

We work for starting & successful restaurants, hotels & other lifestyle brands that either need help building their (online) brand identity & increase their online engagement or that are in (sometimes desperate) need to improve their online presence.

What we offer is to take over the whole deal:

From a brand new working website, to creating promo/campaign videos and shoots, to creating relevant content for your Social Media pages and to manage all these pages, to taking care of all flyers, newsletters and to translate current activities into new content. And to launch a new product / happening or organise an event.

Or just one element of this all, depends on what you need or wish.

To establish a clear line of communication for your brand we prefer to work on longterm collaborations, to make sure we create 1 recognisable, consistent style for your brand. We created 3 kind of Plans, you will find all the information on the next pages.

# Your brand DNA

As real and pure content-creators, we want to learn, speak and improve your language, your vision and your brand DNA. As soon as we meet, we will dive right in, to check it all inside out. Together with you -as its- your brand- we will create a way; a strategic to translate the plan into the real impact.

you just have to trust us:)

Creating a strong consistent voice across all relevant forms of media.

Turning complicated, plain content and social mediapages into a personal, visual storytelling. All in the style that fit your brand / DNA and online image.

We provide you with an online signature that will pave a clear path for all your future brand communication.

IF YOU NEED MORE CONVINCING TO INVEST IN YOUR ONLINE PRESENCE,
HERE'S 6 REASONS WHY TO SERIOUSLY CONSIDER IT:

- > Your Competitors Are Successful on Social Media > Your Audience Lives On Social Media
  - > The Potential of Viral Social Media Content
    - > Social Media Is Cost-Effective
  - > You get insights in your Target Audience





# We manage all under 1 roof

### THE BEST THING ABOUT WORKING WITH USS IS THAT EVERYTHING HAPPENS UNDER ONE ROOF.

We take over your creative work from A-Z, so you only have to focus on your core business.

You are setting up a new brand/ business / organization from scratch?

Want to launch a new product?

We help you create a **on - and offline** plan for it.

Want a new website?

We got you covered!

Instead of finding a graphic designer for your logo, a photographer for your photo's, a website builder for your website and creatives for your social media we got you covered all at one place.

The benefits are endless.

If you need a new website, we will design it for you. If you have news to share, we send out a press release about your new service. We create your newsletters & shoot content so your Social Media pages outshine all competitors. We create a promo video that puts you on the map in once and for all, and make sure all the right people see it.

The good thing: we do not only offer online services. So, you want to organise a brand event? We will manage all of it. From the booking of the catering company, to find the right location, the invitation process, the promotion, till the day it self!

### How it works

We prefer a direct approach. We work fast and are easily reachable via Whatsapp, phone, e-mail, Social Media. For years, we have worked in the event scene, so office hours are just not our thing;)

#### YOU CHOOSE THE PACKAGE THAT FITS YOUR NEEDS IN THE NEXT PAGES

With the goal to:

- Reach more online, visibility,
- Create 1 consistent style for your brand
- Create more conversion & drive sales
- Always have enough current content available
- Never stress again about what to post / When to post it / How to do it

So you can focus on other things, and let us handle the visual and online world. We build your online brand from scratch, or we give it the fresh breath of air it deserves.

## **Creative Content Plans**

### Plan 1

#### **CREATIVE CONTENT PLAN 1 - Lets get Social**

It all starts with a coffee (zoom) meeting.

We will create a whole new Content plan and Social Media strategic.

Personally, especially for you.

What you can expect:
A social media strategy
A content plan

Content Shoots +/- 30 new pictures every month
A weekly online content calendar

We plan in the posts per week with flashy captions and effective hashtags.
We create 3-5 posts per week (depends on your strategic)
+ 2-3 stories per week

The price for this Plan is €550,- per month

\*We have a special discount if you subscribe before 1 March 2021 and another special discount if you subscribe for 6 months directly.





### **Creative Content Plans**

### Plan 2

#### **CREATIVE CONTENT PLAN 2 - Good to Great**

It all starts with a coffee (zoom) meeting.
We will manage the whole Social aspect.
We make sure there is plenty of content and
we organise new shoots on regular base.
We capture all that is relevant and important.

What you can expect in a Nutshell:

- 1 shoot every month +/- 50 pictures
- 3-5 posts per week (depends on your business)
- 3-5 stories per week (depends on your business)
  - Newsletter design / flyer etc.
- 1 min video detailing your core business for website use
- 4 short video clips for stories and on the feed as posts

\*We make a personal plan + strategic

The price for this Plan is €650,- per month

\*We have a special discount if you subscribe before 1 March 2021 and another special discount if you subscribe for 6 months directly.



### **Creative Content Plans**

### Plan 3

#### PLAN 3 - ALL THE WAY - Digital Take over

We manage it all package:

#### Website design:

Website design incl. a new logo if needed, website with all the functionalities your business need, creating content for your website and buy-in domain and hosting make it work from scratch and fill it with relevant content. We will also manage it doing updates when needed.

#### Video:

We shoot a promo video and fill your Social Pages with high quality content we shoot ourselves. We make sure your brand gets the online boost it deserves.

#### Social Media:

- 1 shoot every month +/- 50 pictures
- 3-5 posts per week (depends on your business)
- 3-5 stories per week (depends on your business)
- Newsletter design / flyer etc.

#### What you get in a Nutshell:

1(promo) video of max 4 min with royalty free music / voice overs etc.
6 short video clips to use on Social Media (cuts from long version)
1 photo shoot every month for new content (30-40 photos)
3-5 posts per week+ 4-5 stories
a Logo if needed
Newsletter / flyers etc

A fully working website + design + all content + texts + communication through website and updates etc.

#### 950 euros per month

\*We have a special offer if you subscribe for 6 months directly, see final page.

## A brand new Website

Just in need of a new fully working website, filled with brand new creative content?

Our core business is content creation, visual branding and storystelling. Because of our backgrounds and previous experiences, we do also offer a few other services that - if organised all together - work complementary to increase your brand awareness and help to create consistency in your brand's line of communication.

#### YOUR FULL WORKING WEBSITE

- Website design
- Domain registration
- Email packages & set up
  - Webshop set up
- SEO (set up & keywords)
  - Content
    - Texts

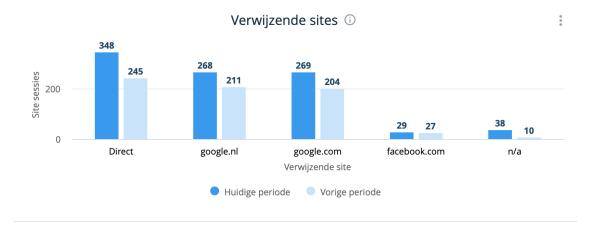
We deliver a website operating on full speed. After delivery (and approval), we can still adjust anything in a later stadium per an hourly rate.

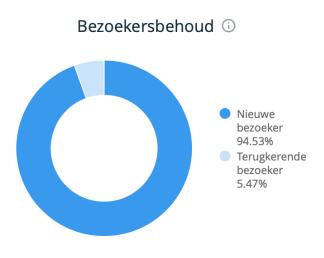
#### €1250 euros



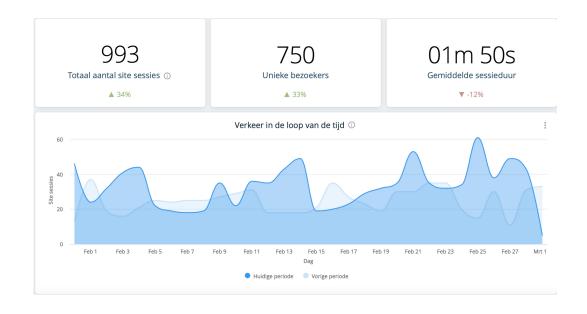
# A brand new Website

# Weekly/Monthly or 24/7 Insights in back-end Webste/Webshop, like this:









# Websites we created

**DONOTSAYCHEESE.THEAGENCY** 



PHOTOGRAPHY & VIDEOGRAPHY

ABOUT OUR WORK UNDER OUR ROOF

House of photo & videography, visual storytelling, branding, website design, social media content management 8 the buttercup



Donotsay cheese the Agency





www.donotsaycheesetheagency.com

# HEESE

FOOD

VIDEO

WEDDING







## Websites we created









Noot & Nut by

YOU,NOOT&THE ARTIST

1st Noot-Artists

Contact

Webshop







## **Noot Amsterdam**

www.nootamsterdam.wixsite.com/nootamsterdam



LIFESTYLE

TRAVEL

YOGA





AlawenYoga www.alawenyoga.com

### De Bakkerswinkel Amsterdam

The entire website from A to Z has been created by us. From branding, design, to all content, texts, layouts, layout, up to now its management.

www.debakkerswinkelwestergas.nl.



Westergas

e Bakkerswinkel, Amsterdam West

Welkom bij de Bakkerswinkel op het Westergas!



Ontbijt, Lunch

renmaal op het Westerterein aangekomen, un je er niet meer omheen. De geur van jebrande koffiebonen, vers gebakken brood, gebakjes en lekkernijen zorgen ervoor dat een bezoek aan ons Winkelije moeilijk e weerstaan is. Wij verwelkomen je hier graag iedere dag weer, wees er snel bij vant op is op!





· 【重正】中国二三十四

High-tea & Borrel voor thuis!

Wie kent het niet, de High-tea van de Bakkerswinkel. Omdat dit helaas nu even niet bij ons kan, kun je nu de High-tea zelf in huis halen. Hetzelfde gevoel, maar dan anders! Geniet thuis met elkaar van onze Take-away High-

Klik hier voor meer informatie of









Elke dag bereiden wij alles zelf! Van de

Over ons

Boven bij de Bakkerswinkel

Home

Ons Winkeltje

Ons eten

Contact ons





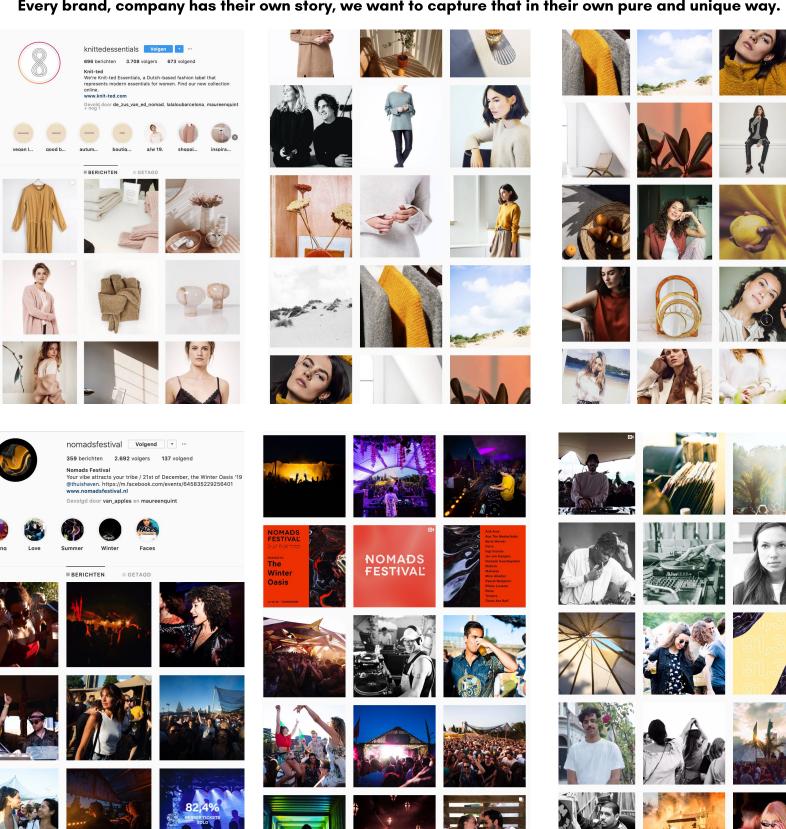
De Bakkerswinkel Amsterdam

AMSTERDAM WEST Regulateurshuis

## Instagram accounts we managed

To give you an idea on the Instagram accounts we already managed. Here are some Feed-printscreens. We made a strategy. took the pics, video's, and managed the feed. This gives you also an idea on how we personalized every plan, you can notice the variaty of content.

#### Every brand, company has their own story, we want to capture that in their own pure and unique way.





Oeufamsterdam Volgend • --64 berichten 2.084 volgens 413 volgend
Oeuf SeGS ALL DAY ©,
Daniell Stalperstraat 36
Ansterdam 0.04
www.oeufamsterdam.nl







































Bar Botanique

■ Bar Botanique Café Tropique ↑ #barbotanique
bit.tly/26KToA

Gewold door baliboya\_soundsystem, chez.mine, van\_apples +

















































308 berichten 3.701 volgers 632 volgend

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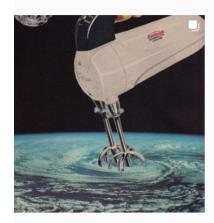






























Proeflokal\* Blauwe Theehuis

T Blauwe Theehuis \* @errouwerijtij

\*\*Open voor take-out

10:00 - 18:00

Dagelijks een wisselende vegetarische soep

www.brouwerijhetij.nl/t-blauwe-theehuis

Gevold door josealcedodiaz, van\_apples, tapperij,de.eeuwige.jeugd

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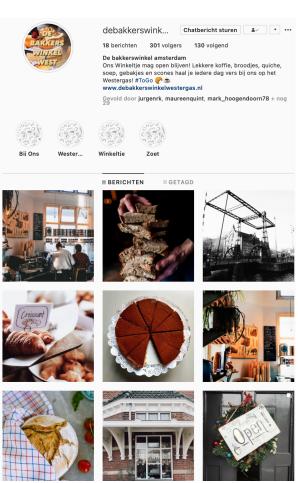


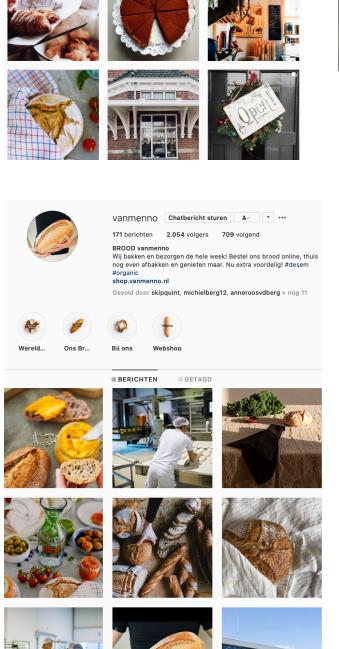




















































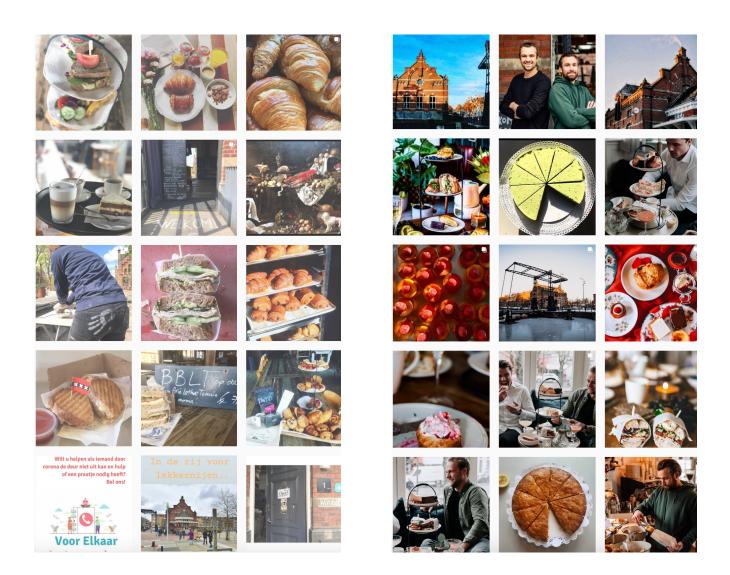








# Before & After



#### Content conceptje Social Media



#### **THE HIGH TEA TOUR**

De Bakkerswinkel mist haar lieve gasten. En de gasten nissen onze High Tea. Daarom besloten wij met onze High Tea op tour te gaan! Met een rek en een doos ol lekkers gaan we door Amsterdam om mensen amen te brengen in de Lockdown, of bij gezinnen die even stil kunnen staan bij het samen zijn. Even dat nomentje pakken en samen genieten.



**#STAYHOME** 





#### #1. High Tea Tour

We gingen langs bij vrienden Floris en Thom, in Amsterdam.

Op een donderdagochtend.

Floris is personal trainer en Thom werkt als Recruiter.

#### Thom:

'Door de Lockdown zien zij elkaar minder. Een High-tea is een super leuke, gezellige manier om even bij elkaar te komen en bij te praten. En de producten zijn gewoon goddelijk!'









### vanMenno

#### **REBRANDING!**

We started our collaboration in March 2020.

We created content plans and strategics. We shot all the content for their website and took care of their Socials. We shot Lifestyle, Product (Webshop), Detail shots and Instagram started with 580 followers and we took it up to 2054 today.



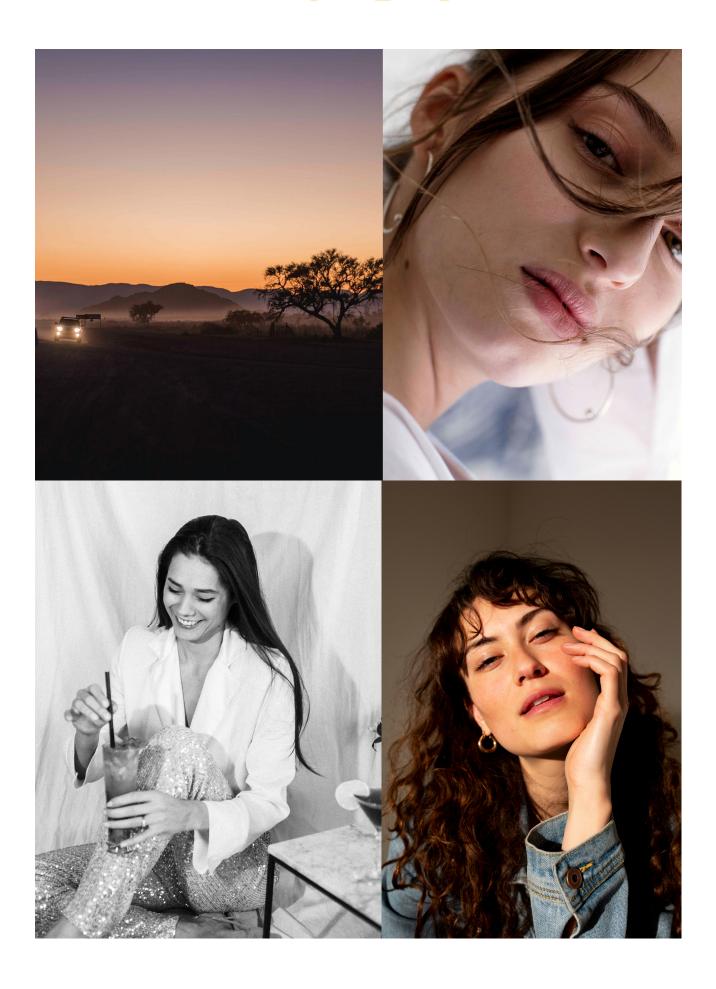




# Portfolio / Impression



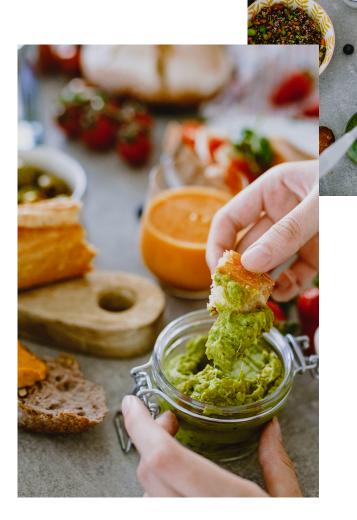
# Lifestyle projects







Lifestyle for vanMenno



















Lifestyle / concept content for LoLo's Amsterdam

### Atelier Ink Amsterdam

We visited Nicoline Zwijnen, artist behind Ink Amsterdam several times. We connected with her and we create content for her on regular base. We also shot a brand new video!



# Atelier Ink Amsterdam











# Portraits / team photo's

Who is your team? It is always a good idea to make portraits of the whole team. Part of creating a personal touch online on your website and to share on Social Media.













# Portraits / team photo's







# Portraits / team photo's

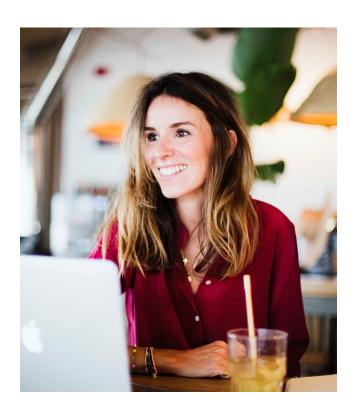








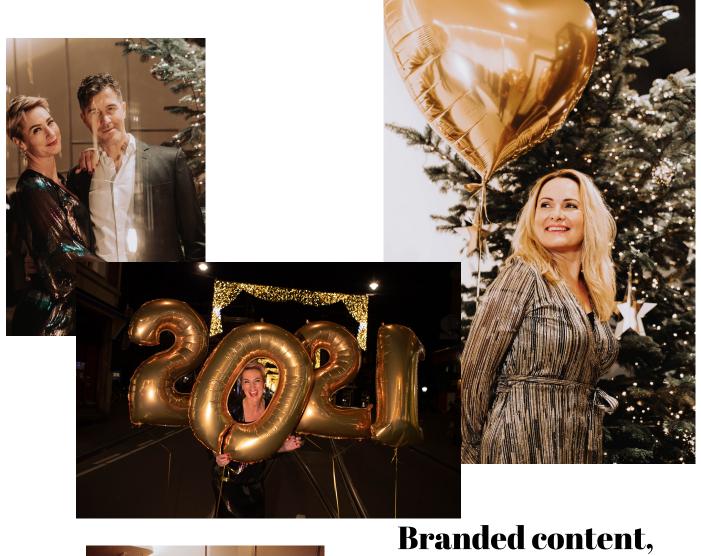
# Portraits / team photo's











Branded content, responding to current events.



# Food Impressies

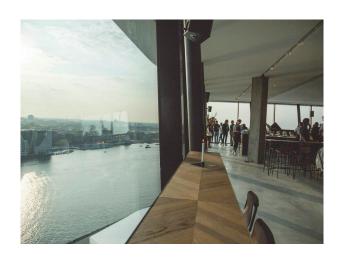




















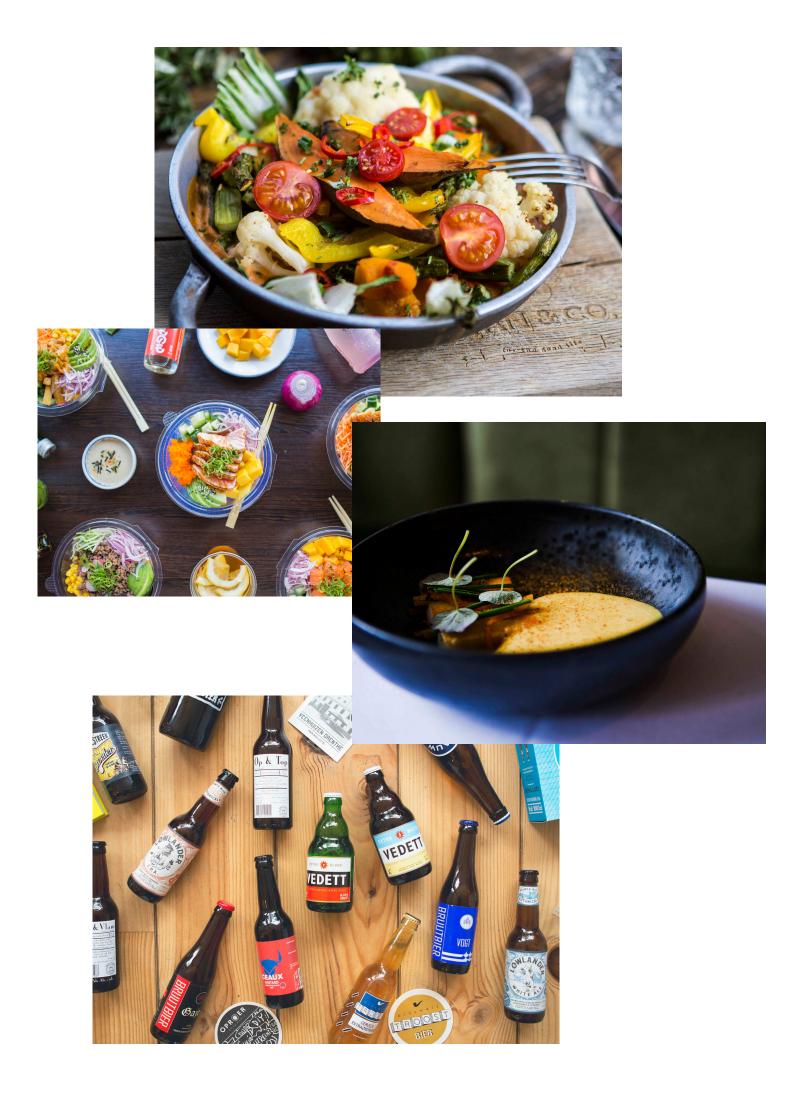












### Videos we directed, filmed & edited

We love to shoot videos! And for sure all kind of video's. Video's are a great way to capture stories. We create a concept, we make a plan and we shoot a video! There is always some beautiful and special moment to capture. From Promo / Business / Events / Launches / Products / Campaigns etc! Check our work on Vimeo, here is an impression!



























## Videos we directed, filmed & edited

























### Videos we directed, filmed & edited





























& many more!! Please see our video portfolio's here: Donotsaycheese the agency:

### **Event photo content service**

Everyone loves a good party / event or launch. So do we! There is just always a reason to celebrate something!

We work with a team of skilled photographers, who can capture every detail of your event. We can shoot: product launches, company dinners, weddings, birthday parties, afterworks, etc. You name it. We cover it.

## Contact us for a budget proposal based on your event.

#### Or choose one of our Plans on a monthly base!

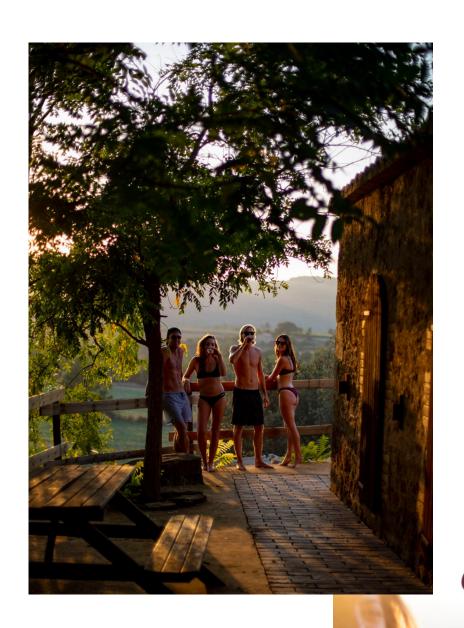


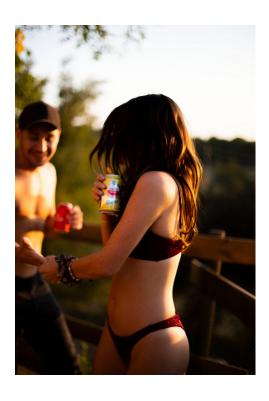






## **Events**





## **Events**





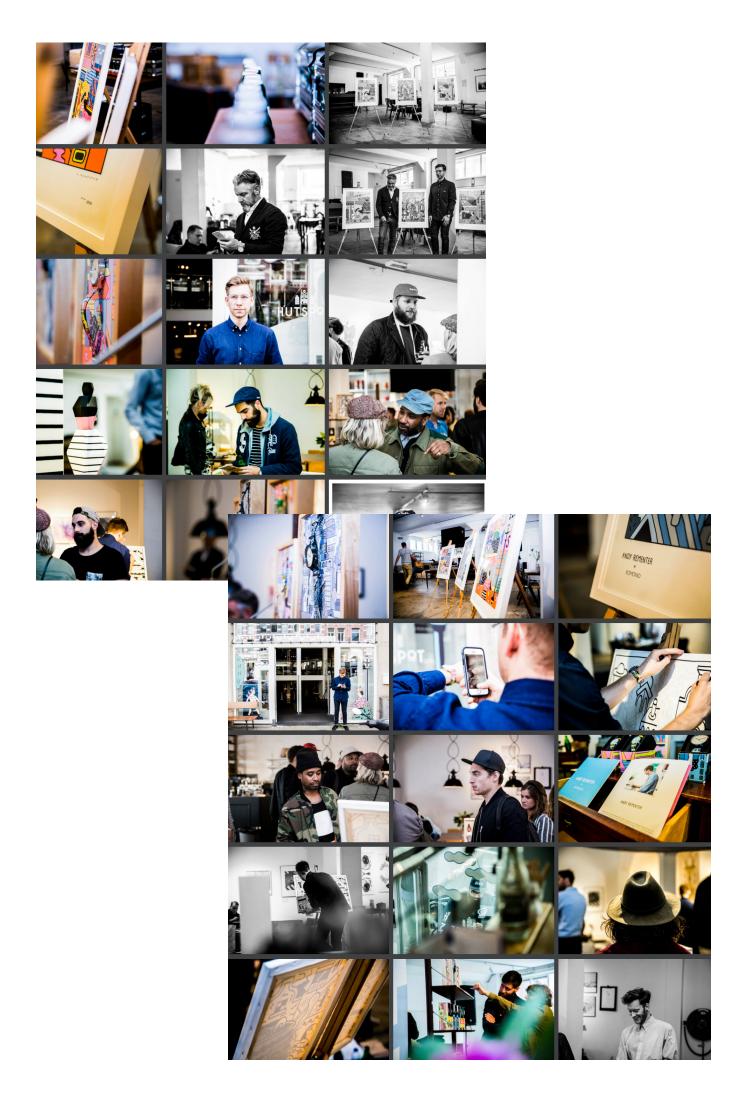








Please visit our website/ instagram for more events













# All kind of Events



# **Interior for Mama Kelly**







#### **Our clients**

Noord-Zuid lijn

[Video & Photography, Metro & Tram]

HEINEKEN, Fayrouz [Campaign, CAPETWON]

**UberEATS** 

[Food photography]

Restaurant Breda [Singel, Amsterdam]

Yoga in Laren

[Wendy Manintveld, Laren]

BAUT Zuid-as (Restaurant, AMS)

Tanqueray [Product brand, AMS]

Nacional Amsterdam

Club Knijn

[Club, AMS]

Neerlands Diep [Organisation]

Zoe Karssen

[Fashion Brand]

PAN Amsterdam [Fair]

Lumiere [DJ duo]

Audentes Vrouwen Dispuut

Store for Brands [AMS]

Pull & Bear [store AMS]

**Eastpak:** http://www.eastpak.com/uk-en/ambassadors/ [AMS]

Koninklijk Instituut voor de Tropen [AMS]

Bjorn Borg

[Vogue Fashion Night Out]

Independent Film

[Cinema, AMS]

By Rascals
[Brand, AMS]

ELLE ETEN

[Print & Online Food photography]

NOMADS FESTIVAL [Festival photography, Social Media]

Franky Amsterdam

Gemeente Amsterdam

[Long term Photography Projects]

LOFI (Events)

[Event photography, Social Media]

Wilde Westen (Pizza)

[Photo & Video, FOOD]

Hartog's Volkorenbakkerij

[Social Media photography, FOOD]

Cinetree

[Billboard/ Street photography]

Mud-jeans [Clothing, AMS]

Thriftshop Amsterdam
[Look book, AMS]

Amsterdam Open Air

[Festival, fotografie, AMS]

Studio 80

[Club fotografie, AMS]

Club Up [Club fotografie, AMS]

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**Dekmantel** [Festival fotografie, AMS]

Urbanears

[Music product, International]

Kantor / PUP Creative Agency [Organisation, AMS]

> Perroni / Disaronno (Product brand, AMS)

Kris Kross Amsterdam

[Party organisation, AMS]

Gooris Orthodontisten praktijk

[Congress, Breda]

Borrelplank Amsterdam [Visual Branding, AMS]

Art Hotel 5&33

[Hotel, AMS]

Taqueria Taco-bar [Restaurant, visual branding, AMS]

ADAM Toren [Madam, Moon]

Hutspot Amsterdam [Store]

MAMA KELLY [Restaurant, AMS]

VAN GOGH MUSEUM [Museum, AMS]

LAVENDI STORE ion brand. Brandina. Social Media.

[Fashion brand, Branding, Social Media, Campaign video and shoot AMS BCN]

SKULL CANDY

[Event foto + video]

Knit-ted [Clothing brand, allround creative, foto + video + social media, AMS]

House Your Brands

FAllround Creative, AMSI

Rock 'n Ruche

[Fashion; Concept & Photoshoot]

Restaurant Gijsbrecht

[Concept Photography FOOD]

INK Amsterdam

[Artist; Concept + Photo + Videography]

Oliver Green

[Food photography Social + Website]

vanMenno

[Concept Photo & Videography, Social Media creation & management]

> OEUF Amsterdam [photography FOOD]

Models at Work [Company, AMS]

Meisjes met Smaak [Events]

Betuwe Route

Wonders

[Company, Zaandam]

ANNA + NINA

[Brand, AMS]

Borrelfabriek [Company, AMS]

0-1-- 00

Spice PR [Agency, AMS]

ADE

[Event, AMS]

LOETJE BV

[Allround Creative, AMS]

Marjon Habets [Video & Photography website, BREDA]

EXPAT MORTGAGES

[Mortgages company, Ams]

OEUF Amsterdam [Food photography & Social Media]

MOAK PANCAKES

[Fashion, Food, Interior Photoshoot]

PINSA'S PIZZA [Photoshoot]

CASA DE PASTEL

[Video & Photography]

LALA LOU

[Fashion Video & Photoshoot - BCN]

**UBEREATS** 

[For more than a year Food photography]

NARS

[EVENT photography]

SHISHEIDO MAKE UP
[Portrait photographu]

last Amelandam. The Walkin

Noot Amsterdam - The Walking Gallery [Art brand, AMS]

SPARK IGNITE

[Corporate Event, AMS]

LOLO's Amsterdam

[Restaurant; Concept & Photo; Website, Social Media]

De Bakkerswinkel Amsterdam-West

West [Branding, Photo, Concept, Social Media, Website Design]

Natural Spices

[Website photography, Product, & Video]

OSRE / REALMARK GROUP
[Portraits Team for Website]

Franggo Amsterdam

3WO LOUIE LOUIE BAR BOTANIQUE HET BLAUWE THEEHUIS

[Fotografie, videografie, branding, events, social media beheer]

#### **Rules of Engagement**

Rules are boring! It is our goal to build a very personal relationship with you in which everything will be discussed. We will always share our thoughts before we make a decision.

But we would like to let you know that there is always room for new possibilities and ideas.

- All Plans are based on a monthly rate. And the packages can be cancelled on a 2 month base.
- If you subscribe before the 1st of March you will get 10% discount on your firsts 3 months.
  - If you subscribe for 6 months directly you get one month for free, you pay for 5 months in advance.
  - Every month we check what has to be done the next month and adjust the package accordingly.
- We always make a personal plan and all our communication will be online but if you want we can also book in some real-life meetings, up to you.
  - You will have access to all plans / strategics / schedules etc.
- We can offer every service separately. For copywriting, videography or photography, website design and other inquiries, please send us an email for a tailored budget proposal.



# LET'S GET STARTED

It always starts with a coffee!

Together with our clients we determine the exact scope of work, the goal per Media channel. Let's get social!

Reach out to us now and get 10 % discount off your first 3 months.

When you sign up for a deal for 6 months at once, you get **one** month for **free**.

**VISIT US AT:** 

PORTFOLIO:
WWW.DONOTSAYCHEESE.COM
&
DONOTSAYCHEESETHEAGENCY.COM



### Feel free to reach out to us

We hope to hear from you!

#### E-MAIL

helloedonotsaycheese.com

#### **WHATSAPP**

00316 627337955

#### **PHOTO & VIDEO PORTFOLIO:**

www.donotsaycheese.com

#### **HOME OF EVERYTHING**

www.donotsaycheesetheagency.com

OUR INSTAGRAM CHANNELS:
 @donotsaycheese\_
edonotsaycheese\_theagency

Besos, Manouk Quint & team