



# LemonTree Media

Transforming Videos into an Interactive Experience

# WE NOW LIVE IN AN AGE OF CONTENT EXPLOSION

Digital Native, which spans across Gen Z and Gen Y, spends an average of **seven hours a day online**.

We skim social media feeds as endless videos fill our screens, distracting us from what matters most: **useful & meaningful content**.





The age of content explosion makes it harder for a brand to differentiate itself through videos, sharing honest stories that help build genuine relationships with young people.

**We wanted to change the status quo.**



An interactive experience

# THE INTERACTIVE FUTURE

Despite this content explosion, interactivity is the rising star of the game.

Through data-driven video creation, interactive elements, multiple storylines, and personalized videos, we let the viewers take ownership of their video-viewing experience, **taking the brand-consumer relationship to a whole new level.**

#shifthappens

# THE EVOLUTION IN VISUAL COMMUNICATION

In the 5G era, we will be living and embracing interactivity in an interconnected world.

## 2G, 3G

Text, photos, & drawings

## 4G

Videos

## 5G

Interactive Videos  
Virtual Reality  
Augmented Reality  
Holograms  
...





While short-form videos already bring in much greater audience engagement than traditional media, an undivided focus on interactive experience helps skyrocket engagement.

**The future is now.**

**Video  
marketers get 16%**

Average Click Through Rate when they add interactivity, which is 8x the average CTR of traditional content.

**50% increase**

in average time spent, boosting consumer purchase intent by at least three times and forms long lasting impressions.

**9X more engagement**

compared to regular forms of video content.  
*(Google, 2019)*

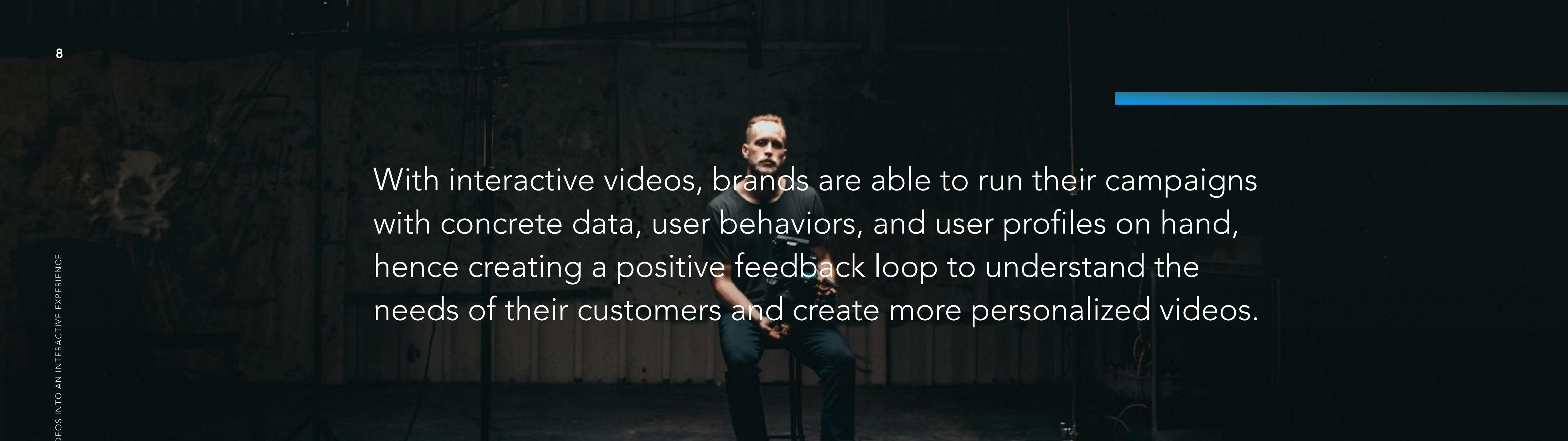
# Audience expects the entire interactive experience to be personalized, immersive, and captivating!

For digital natives, interactivity takes a broader meaning: interactivity & immersion goes hand in hand, and no matter it is VR/traditional/Interactive, data-driven audience engagement should be the top priority.

## The objective of your video determines the format.

While some videos, such as product ads, deserves call-to-action buttons and interactive quizzes embedded, a narrative mini-documentary doesn't.





With interactive videos, brands are able to run their campaigns with concrete data, user behaviors, and user profiles on hand, hence creating a positive feedback loop to understand the needs of their customers and create more personalized videos.

**80%**

**Interaction rates**

The large majority of the audience will tend to engage with interactive video elements.  
(Beaumonde, 2019)

**5X**

**increase in brand recall vs. flat display ads**

Longer engagement means that consumers will form deeper bonds with the brand. Stronger impressions will be made.  
(Beaumonde, 2019)

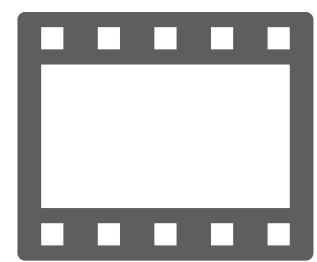
# OUR SOLUTION

We plan, produce & distribute up to 120-second videos in 30 days, to create an interactive experience for today's digital natives.

While the mediums of communication change rapidly with technology, what isn't changing is the **immersion & active engagement** that storytelling creates for its viewers.

**We make your audiences tick with our videos through creating heartfelt stories.**

Whether it is an anthem spot showcasing diversity and brand history or an intimate character portrait capturing the social impact of a brand, our videos make heartbeats rise, foster empathy, and inspire reflections.



OUR  
WORK

COLUMBIA  
GLOBAL  
CENTERS



OLAY



CCTV



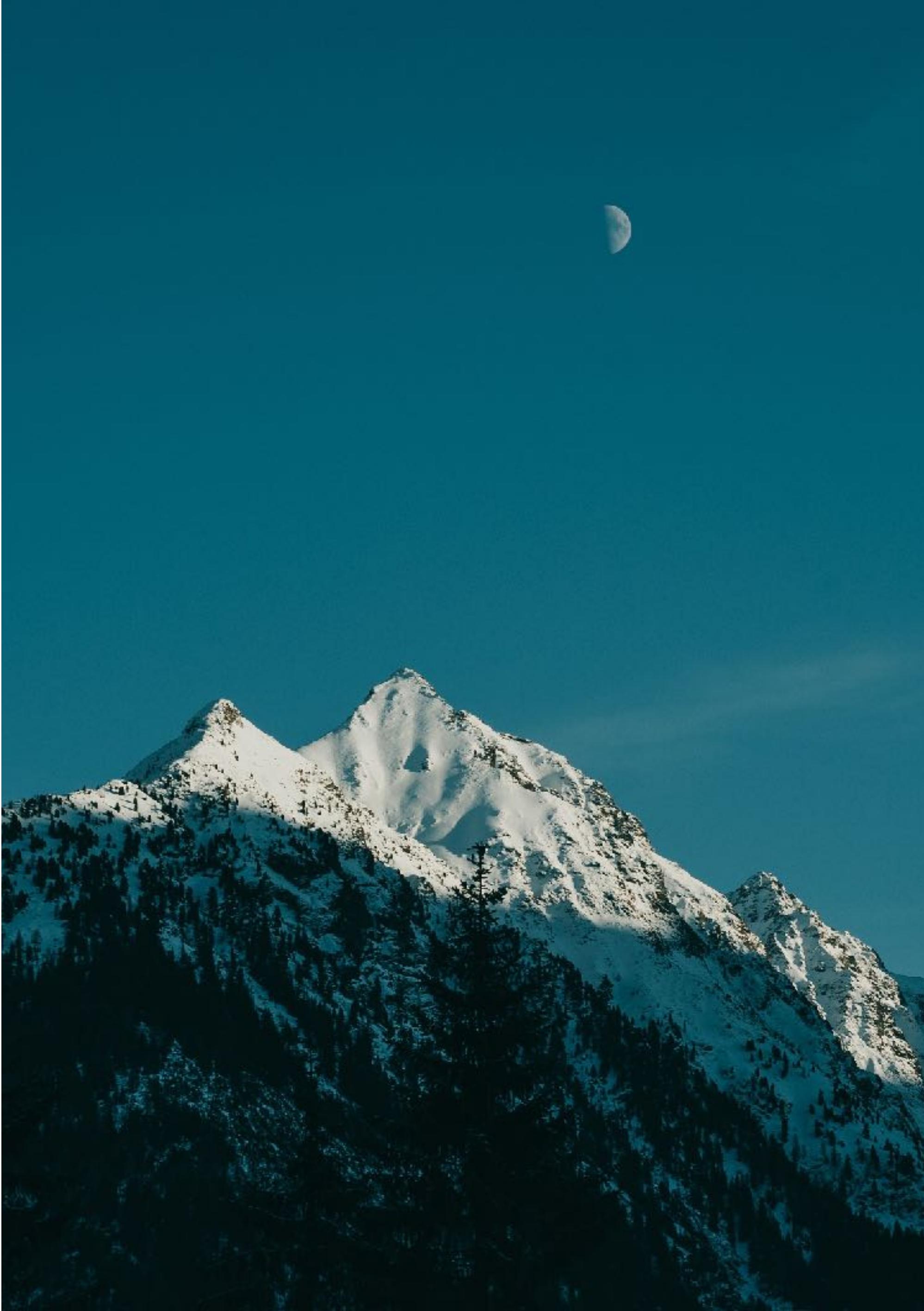
AIC

# Producing the best-in-class video storytelling content

**At the heart of LemonTree is the conviction that all great communication starts with a great story.**

Our team consists of visionary directors, producers, data analysts, and creatives who have in the past been featured in Forbes 30 Under 30, TIME's Most Influential Teens of 2017, and major film festival circuits.

**What excites us is working together to create brave, high quality, captivating content that touches the audience.**



# How we craft an interactive experience

**At LemonTree, interactivity is not just adding buttons onto videos with softwares.** While interactive video is largely defined by the advertising world as videos with interactive elements — hot buttons, links, quizzes, interactive storylines — at LemonTree, we consider regular videos & virtual reality

created through **data-driven processes** as interactive as well because they serve to actively engage. We encourage you to **customize your own videos** with our [Production Estimate+](#) or discuss with our producers before deciding what kind of interactivity to add.

# Customizable Elements in Video



Multiple Cuts



Flexible Timeline



Audience Analysis



Embedded Quizzes



Embedded Polls



Interactive Storyline



Virtual Reality



Visual Effects



Brand Research



Hot Buttons & Links



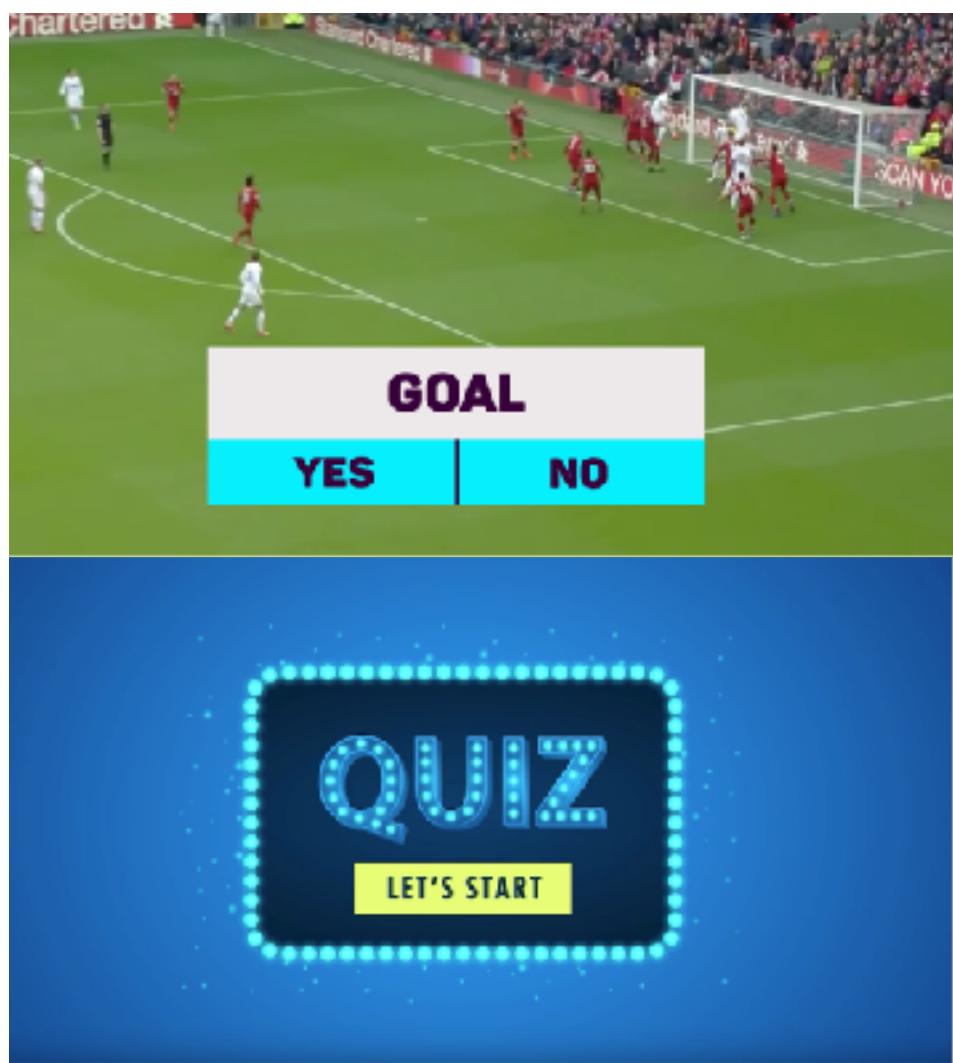
Voiceover



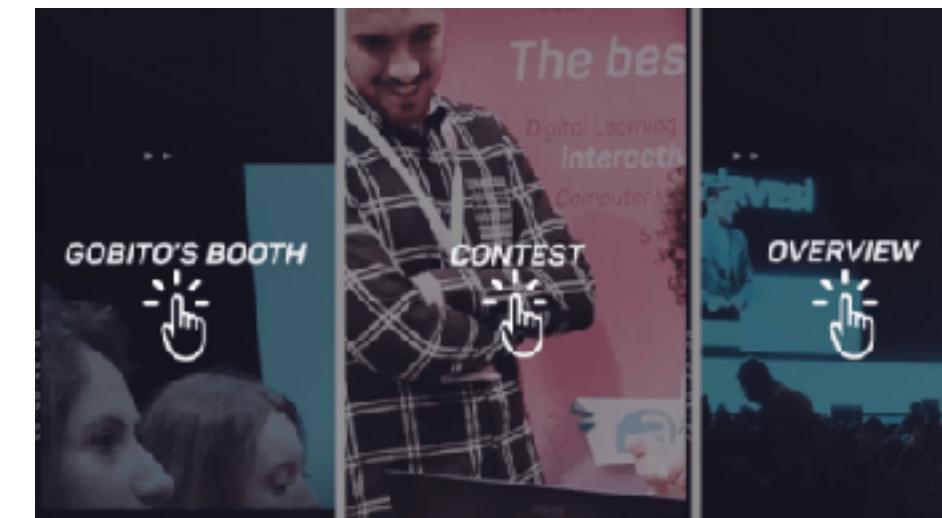
Drone Shots

# Major Types of Interactive Elements

## QUIZZES & POLLS



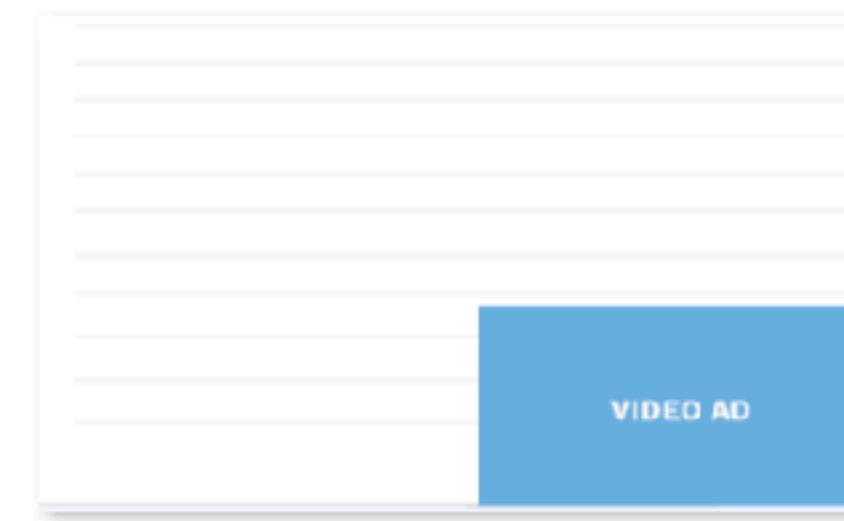
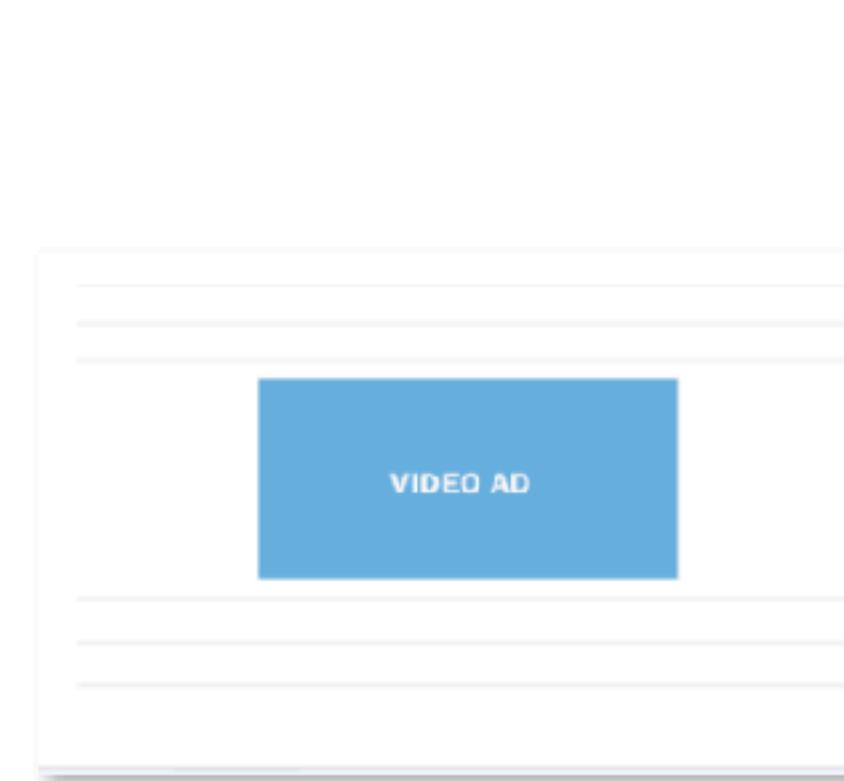
## HOT BUTTONS & LINKS



## MULTIPLE STORYLINES



# Interactive Video Embedding Options



16:9 Traditional

800 × 450 Interactive

320 × 450 Interactive

# Striving for harmony between creative and business growth

**A strong brand builds an ongoing relationship with its consumers through great products and authentic communication.** In a world where emotional storytelling is key in brand communication, marketers need creatives who can balance a brand's growth initiatives with their artistic freedom.

**We study your brand** from the bottom up through user persona research, user interviews, and marketing data analysis. We absorb your brand's identity from the

top down, through close communication and a deep understanding of what your brand stands for. We visit your offices and try out your products ourselves.

All research aims to help us discover the inherent drama in your brand. A drama that allows us to **tell compelling, authentic stories that are unique to your brand's identity, and help you build your audience.**

# Saving budget and effort for better results

To put out content constantly to engage and immerse its consumers, a brand needs a cross-functional, nimble media team that **acts as a company's internal team**.

Marketers need an **all-in-one media content solution** that justifies a positive ROI in the long term, with data-driven strategies for brand positioning and distribution, and technology-driven processes in gathering great ideas and production.

What high performance brands need today is a **streamlined approach** that maximizes creative flexibility — saving time, money and effort without sacrificing content quality — and **produces great results**.

# Content for young people, created by young people.

Standout perspectives and authentic narratives are crucial to building a brand admired by your consumers. While perspectives generate interests, narratives create connections. **Consumers develop a relationship with a brand** by consuming its digital video content through **three simple steps:**

## 1. Awareness

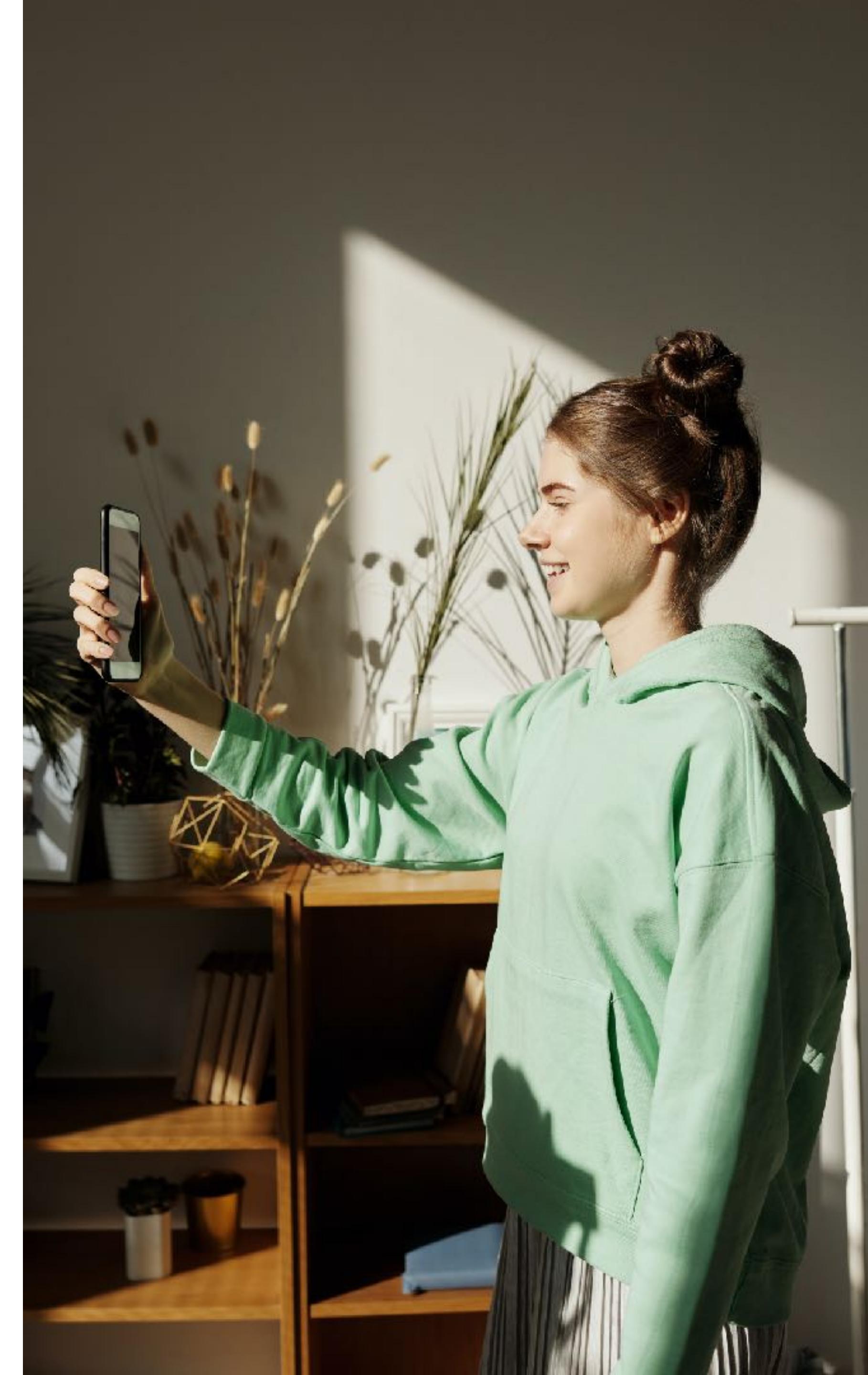
They see a video on one of the brand's online channels and click because of how intriguing the concept or thumbnail looks.

## 2. Value Activation

The video makes heartbeats rise. It informs the viewers about something new and resonates with them.

## 3. Action

As they continue to watch more and interact, they feel connected to the brand and decide to take actions.

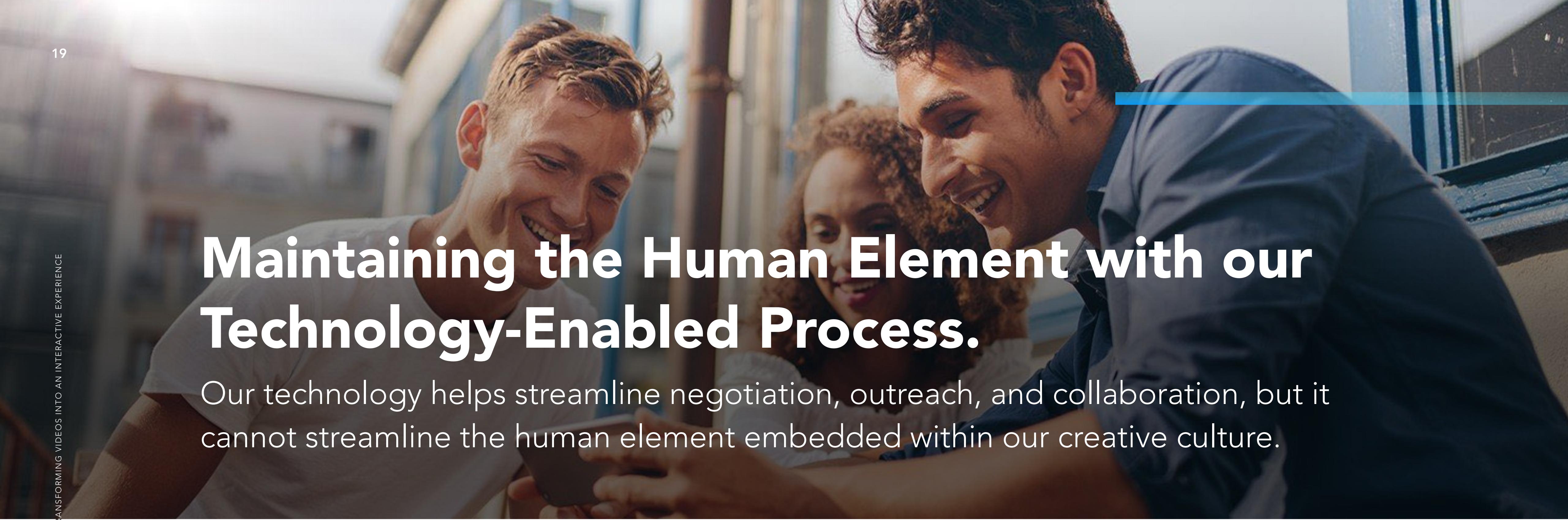




**Digital natives want to see brands touch on topics that they care about — diversity, equality, climate change, etc — and they want to hear great stories that matter to them.**

**Today, there are fewer and fewer barriers for people to create** — they can shoot with their phones and edit on their laptops. LemonTree's role isn't to just boost the technical quality, but to unite your audience's voice with the brand's voice.

**We build a trustworthy process to produce the most meaningful and relatable work for your audience.**



# Maintaining the Human Element with our Technology-Enabled Process.

Our technology helps streamline negotiation, outreach, and collaboration, but it cannot streamline the human element embedded within our creative culture.

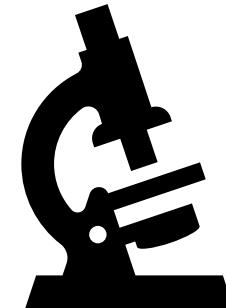
## **Eliminate guesswork & customize videos with Production Estimate+**

Obtain an instant budget quote in 60 seconds through our data-backed interactive pricing calculator, a tool that generates an estimated budget range based on desired production value and video elements instead of hours of labor.

## **Set clear expectations and check progress with our collaboration platform**

LemonTree's online collaboration platform enables all creatives and clients on a project to stay updated and informed about our process and all deliverables, facilitating a rigorous yet flexible creative culture.

# OUR PROCESS

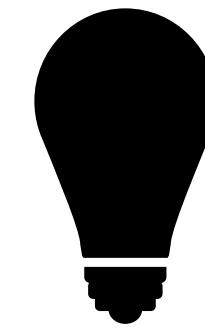


## 1. Discovery

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In the first discovery call, you will communicate with our producers about your project's vision.

After the call, you will receive an exact budget quote in 24 hours. Once you decided to work with us, we conduct user persona research and in-depth brand research to gain our best understanding of your brand. We reach out to creatives, and using our data, help them understand your brand.



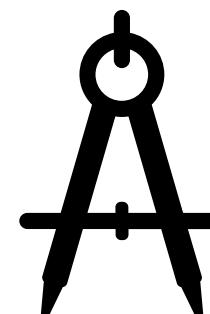
## 2. Ideation

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During the second call, we present the 3-5 concepts we've narrowed down from the creatives' pitch decks.

We will also include our recommended strategies on brand positioning, audience segmentation, and distribution. Once approved, we will develop the best potential ideas into full fledged shooting scripts.

# OUR PROCESS

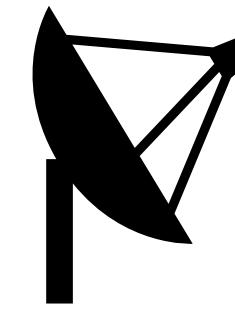


## 3. Execution

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Our projects undergo rigorous production and post-production processes.

Each final video is reviewed by our executive producers. Revision or reshoot protocols will be triggered if a video does not meet expectations.



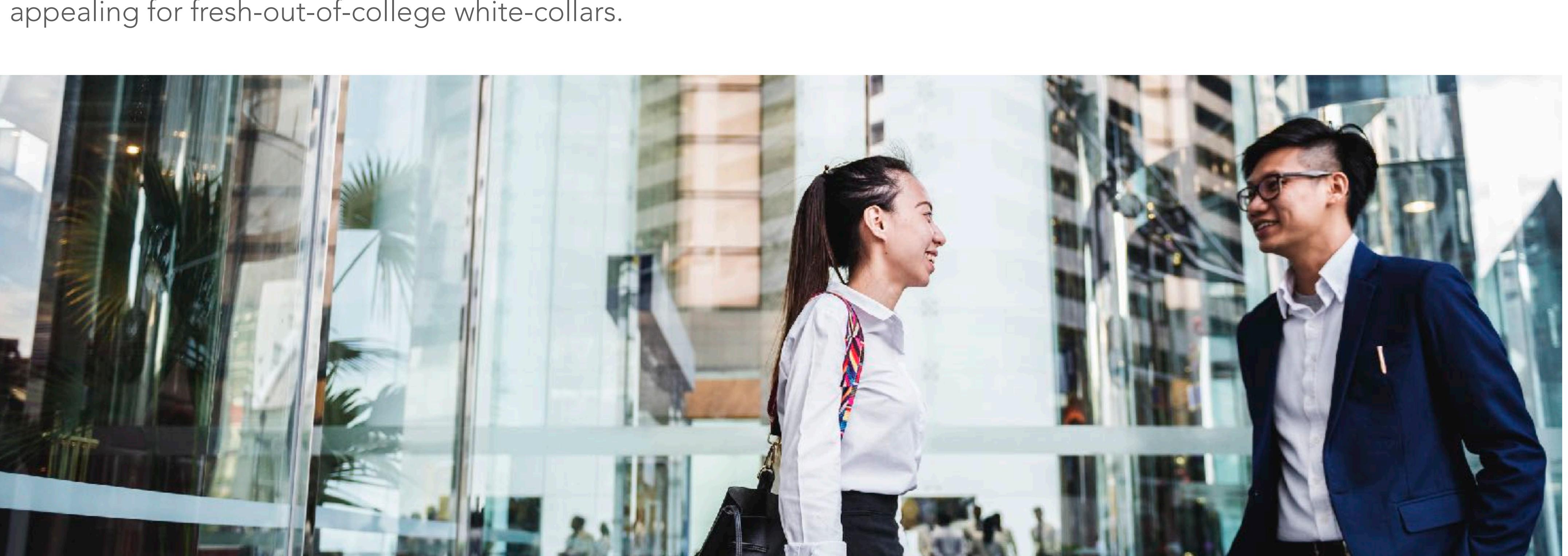
## 4. Distribution

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Deliverables are edited into multiple versions to fit your distribution channels.

We work with your team to refine the targeting strategy, A/B split testing strategy, and content re-use strategy. We help troubleshoot any problem to ensure the best end result.

# Through patient and iterative collaboration, we increase your chances of success.



## 1. Discovery

Once we had our proposal approved by brand X, the team conducted user persona research on X's target demographics. We reached out to potential directors through our creatives network.

## 2. Ideation

LemonTree's producer uses in-depth brand & audience research to guide the ideation process. The research in the discovery phase helped inform creative decisions in the shooting script.

## 3. Execution

A production team with freelance professionals from our creatives network was assembled. A small crew helped maximize creative flexibility. Two interactive call-to-action buttons are added during post-production.

## 4. Distribution

When the videos were distributed through Facebook and Instagram, the response data was measured. The team iterated on the original video —split test, revise, or edit variations as needed — to produce the best results.

## Possible Results

We prioritize effective results — maximum brand growth and value generated — above all else. Our data-driven, meticulous, flexible approach helps high performance brands generate business value through continuous iteration on the content until the final distribution.

# How We are Different from our Competitors:

With the help of technology, we save time and effort without sacrificing story quality or the high standards of our work.

	<b>LemonTree Media</b>	<b>Traditional Production Companies</b>	<b>Traditional Agencies</b>
<b>TIME TO PRODUCE</b>	16-30 days*	1-3 months	2-4 months
<b>INTERACTIVITY &amp; DATA</b>	Yes	Not Included	Upon Request
<b>BUDGET QUOTE</b>	instant quote with Production Estimate+	1-2 weeks; guesswork	1-3 weeks; guesswork
<b>CONTENT FOCUS</b>	growth-oriented, data-driven, & story-focused	creativity-oriented	creative and growth-oriented
<b>TECHNICAL QUALITY</b>	flexible; from iPhone to cinema cameras	high end cameras and big crew	high end cameras and big crew
<b>INSIGHTS ON CONSUMERS</b>	user persona research via data & interviews	none	generic brand research
<b>IDEATION</b>	3-5 days; via online creative network	2-3 weeks; via manually reaching out to creatives	2-5 weeks; via manually reaching out to creatives
<b>COMMUNICATION</b>	work as an internal team	do what is told; lack flexibility	usually good synchronization; lack flexibility

\*Time from idea conception to execution; actual time may vary depending on client availability and number of revisions.

# CASE STUDY | SINA INTERNATIONAL OP-DOC



## The Challenge

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In the US., international students from Asia often experience homesickness. Although Lunar New Year is a time for family reunion, many students can't go back home because of school. Sina (Nasdaq: SINA), a global technology company with over 100 million registered users worldwide, hoped to create a piece of narrative content to engage its young audience as well as people in their 40s-50s, to capture a once-in-a-year celebration in the most memorable way possible.

Days from Conception  
to Release

**16**

Total Media Impressions

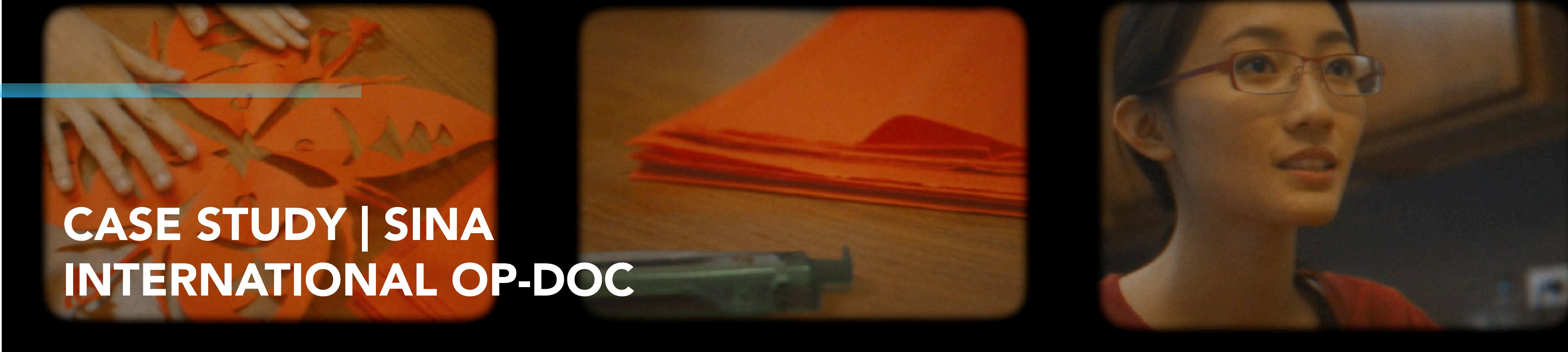
**500K+**

Total Shares

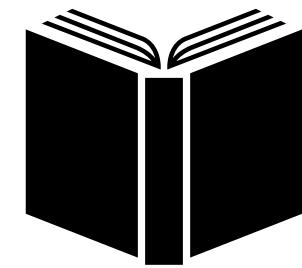
**1K+**

Total Likes

**15K**



## CASE STUDY | SINA INTERNATIONAL OP-DOC



### The Story

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As a leader in technology and media, Sina fosters connections between its users through its products. LemonTree decides to convey the brand's humanistic values through emotional storytelling. "Our New Year" looks at the separation between students and their families through an intimate perspective and reveals how the concept of 'home' is redefined for international students. It spotlights students organizing an "internet reunion," which allows students attending a celebratory Chinese New Year Event to record a video message for their parents at home.

The videos were sent to the students' parents on Lunar New Year's Eve and their reactions were captured.

To brainstorm what to create, our team interviewed a sample of target demographics to understand their values, beliefs, and perspectives, which made us realize the importance of conveying the idea of togetherness. To be released in time for the Lunar New Year, our team spent 5 days on strategy, ideation and scripting, 1 day on shooting, and 4 days on post-production.

# CASE STUDY | INTERNATIONAL FEDERATION FOR EQUESTRIAN SPORTS



## The Challenge

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Horse riding is viewed by most as a dangerous sport for the upper-class. The common perception is that it is the horses doing all the work, and that equestrian sport is simply a hobby for the riches. As the governing federation for equestrian sports, the brand wanted to change this perception by encouraging young people from 13-25 to ride horses and showing that getting into horse riding means embarking on a fun but special journey.

Days from Conception  
to Release

**15**

Total Media Impressions

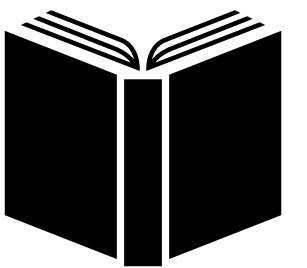
**40K+**

Total Likes

**2K**



## CASE STUDY | INTERNATIONAL FEDERATION FOR EQUESTRIAN SPORTS



### The Story

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As the major governing federation for equestrian sports worldwide, the brand usually creates content for equestrian events and the professional equestrian community, but rarely for young people. Our team begins our discovery from trying out horse riding ourselves, understanding the sport itself, as well as conducting user persona interviews with a sample of ten young people on the kind of content they'd like to see

about horse riding. The team made a series of profile highlights that emphasizes the personal connection between the rider and the horse, and the rewarding effort involved in learning the sport. The distribution strategy involved split testing between different age ranges and Facebook Page interests. The team spent 10 days on ideation and research, 2 days on shooting, and 3 days on post-production.

# CASE STUDY | CHINA CENTRAL TELEVISION CHILDREN'S CHANNEL



## The Challenge

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Having minimal connection with the outside world, Sichuan Liangshan is a mountainous region with impoverished living conditions. The brand needs a short piece of character portraiture to share children's stories, bring social awareness to education, and broaden the perspectives of children living in the cities.

Total Media Impressions

**360K**

Total Shares

**1K**

Total Likes

**30K**



## CASE STUDY | CHINA CENTRAL TELEVISION CHILDREN'S CHANNEL



### The Story

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CCTV Children's Channel highly values authenticity and inspirational storytelling. When given the assignment, our team knew that having the right character to feature is key. Through user persona research and an extensive casting search, we finalized the documentary subject, the script, and the logistics. Family Under the Roof is a story of endurance: endurance through poverty, responsibility, and the death of a loved one. It follows Yong Wang, a 12-year-old boy who takes care of his

little siblings and injured single father in Liangshan, a mountainous region where resources are scarce. Taking on his deceased mother's role in the family, Yong Wang is mature beyond his age, even saving up whatever pocket change he has to buy stationary and other school supplies. This documentary reflects the authentic lives of the local families of Liangshan and the strength of its children in the face of hardship and adversity.

# Product Specifications

## 01 ONBOARDING

- 15-minute Discovery Call
- Project Description Form filled out together by the client and our producers
- In 24 hours, our producers send the client an exact budget quote
- Deliverable #1 | Contracts
  - ✓ Production Service Agreement Contract
  - ✓ Payment Terms Contract
  - ✓ Budget Sheet
  - ✓ Project Timeline

## 02 DISCOVERY

- Fine-tuning Call
- Deliverable #2 | Proposal for Client Review
  - ✓ Analysis on Brand Challenges and Target Audience
  - ✓ Brand Value Research
  - ✓ Qualitative/Quantitative Data Insights
  - ✓ Target Audience Research and Interviews
  - ✓ **3-5 Video Concepts collected from creatives' pitch decks**
  - ✓ Content Strategies
  - ✓ Distribution, Split-testing, and Content Re-use Strategies
- Reach out to producers and crew

## 03 IDEATION

- Deliverable #3 | Script, Storyboard and Shot List
- Deliverable #4 | Location Selection
- Deliverable #5 | Set and Costume Design
- Deliverable #6 | Casting Selection
- Production Logistics and Scouting
- Fine-tuning Call

## 04 EXECUTION

- First-time Crew: Team Bonding
- Shooting
- Music Composition
- Interactive Elements
- Deliverable #7 | First Draft
- Evaluation for reshooting
- Deliverable #8 | Second Draft
- Deliverable #9 | Third Draft
- Picture Lock
- Sound Design
- Color Grading
- Deliverable #10 | Final Client Review

## 05 DISTRIBUTION

- Refine Distribution, Split-testing, and Content Re-use Strategies
- Troubleshoot any problem for the client during distribution