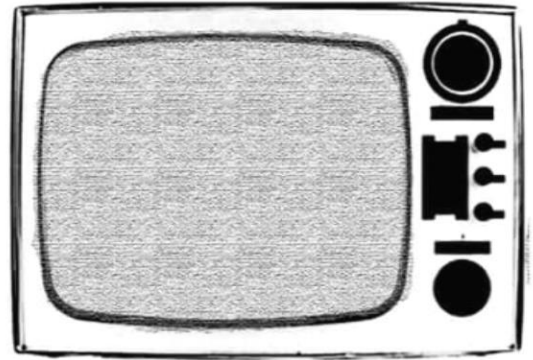


# **SUPREME TV**

**A DIVISION OF AUTHENTIK ENT SA**



## **Supreme TV**

Supreme TV, a division of Authentik Entertainment South Africa is a video production company founded in 2015 by Chad Killian, operating from Johannesburg.

The Internet has become predominant in both our personal and professional lives, many organizations across sectors are utilizing online platforms such as corporate websites and/or social networking sites. A professional video can act as a marketing tool on social networking sites as well as a visual company profile on a corporate website. Advertising via social media is one of the most effective means of advertising provided the content being advertised is both interesting and informative. At Supreme TV we make it our mission to educate ourselves on your industry, thus helping us prepare powerful visuals that capture the eye of your company's existing and potential clients.

A team of experts both highly qualified and creative together with state of the art equipment helps us ensure we produce only the best quality video. It is without a doubt we will meet your every expectation and more.

### **Why social media?**

Social media is one of the cheapest forms of advertising available today where it can expose you to over 1,000 people for less than R150. In addition, you can incorporate traditional elements into your social media campaign such as video commercials, publishing articles, hosting live podcasts and more.

As an advertiser, you can refine your ad's target audience based on content people have shared about themselves, such as:

- Age
- Career/profession
- Location
- Hobbies
- Education level

### Social Media Statistics

- Of the 7.2 billion people on earth, 3 billion have Internet access; 2.1 billion are active on social media and 1.7 billion use social networks from a mobile device.
- 84% of CEO's and VP's say they use social media to help make purchasing decisions. All 100 of the top global brands maintain at least one company YouTube/Vimeo channel and more than half of CEO's in top global companies have appeared in a company video.
- For the age group 18-49, Facebook has greater reach than any TV network.

### **Why video?**

Video advertising is the rising star of the advertising world. These immersive ads are more than simple pictures; they engage audiences with sights and sounds, making for a more memorable viewing experience.

It is said that advertisements with videos attract 3 times more viewers than plain text advertisements.

Whether it be a visual company profile or a social networking advertisement why not set aside your expensive outdated forms of marketing and make use of a corporate video?

### Video Statistics

- 46% of people say a website's design and content is the number one criterion for discerning the credibility of the company.
- Viewers are 85% more likely to purchase a product after watching a product video.
- Between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from 4 billion video views per day to 8 billion.

### References:

[www.singlegrain.com](http://www.singlegrain.com); [www.lyfemarketing.com](http://www.lyfemarketing.com); [www.aabacosmallbusiness.com](http://www.aabacosmallbusiness.com);  
[www.facebook.com/business](http://www.facebook.com/business)

**Products we offer:**

**Industrial & Manufacturing Videos**

Communicate with existing clients, potential clients or even possible investors.

An industrial/manufacturing video can explain how to use a product or show how a specific product is manufactured.

**Health & Fitness Videos**

In recent years, health and fitness has become increasingly popular amongst our youth.

A health and fitness video can be used to advertise a specific athlete, sports supplement or even a new sports facility.

**Corporate Videos**

In today's world with the internet and social media at everyone's finger tips a corporate video can become a visual asset to your company.

A corporate video can act as a marketing tool as well as a visual company profile.

**Training Videos**

Many educational institutions and corporate companies are now using video tutorials as part of an e-learning or online training program.

Training videos work well in instances where the learner isn't expected to participate in training courses and lectures.

**Music Videos**

Music videos have proven to be very effective and many celebrities have become well established after just one music video.

A music video can be used as a marketing tool to promote the sale of music recordings and promote the over-all image of the artist.

**Event Filming**

If you are planning an event, have no regrets and capture the memorable affair on video.

Event filming can be used to capture conferences, award nights or even music festivals.

**Voice-Overs**

Many videos require the effect of storytelling by a character/omniscient narrator.

Voice-overs are most commonly used in documentaries, news reports or advertisements.

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