

upping  
WE DELIVER EMOTIONS



TASTY  
UPPING  
VIDEO

*food & restaurant*

**03**

Who we are

**05**

A fistful of pixels

**06**

Services

**09**

Your client is a fish

**10**

Portfolio

**17**

We deliver emotions

**18**

Team Upping

**19**

A creative studio



# WE DELIVER EMOTIONS

Upping is a creative studio specialized in the production of business videos.  
We help emerging companies consolidate their brand with unicity and innovation.



A fistful  
of pixel

# Have you considered how much time you spend watching videos?

According to a recent study five billions of videos are watched on youtube every day while hundred millions of hours are spent watching videos on Facebook. This is also due to the fact that the sharing for videos is 1200 times higher than that of images and texts.

But what might interest you the most is probably knowing that companies, which rely on videos to promote their brand, grow 49% more rapidly than those competitors, who don't adopt the same strategy.

## Still not sure?

Who implements a marketing campaign with promotional videos has 41% more visibility on internet and among communication agencies 52% consider videos the most reliable tool in terms of return on investments. (\*)

(\*) Source: <https://www.socialmediatoday.com/news/40-video-marketing-statistics-for-2019-infographic/545887/>



# Services

## Promotional

Whether it's about a new product or a new service, promotional videos enhance their qualities to the best. They increase your company's visibility and give you an edge over your competitors..

## Social

Conceived and crafted to speak the language of social media, these videos help you amplify your campaign, increase the number of followers, establish a community and attract potential clients.

## Brand

They put your company in a new light, tell the true essence of your brand and the reason why a client should pick you. They evoke emotions and generate trust.

## Strategy

A series of videos made and published according to a specific plan, with the intention of ensuring a long term presence of your brand and keeping the audience attention high.

## Corporate

These videos show the anatomy of your company, the structure and all its mechanisms. A journey inside its cosmos to the discovery of the features that make your company so special.

## Educational

Even the most complex of concepts become simple with a video. An excellent educational tool that enable you to reach students from all over the world and save money at the same time.

## Events and live streaming

Press conferences, exhibitions or conventions: regardless the nature of your events, the stream will remove geographical boundaries, it will expand and engage your catchment area.

## Case study

This category of videos takes the consumer inside the decision-making process behind the realization of a product and, using a collection of data, underlines its difficulties and results.



Your client



is a fish

# Why Videos are so effective

There is more than one reason. First of all, videos stimulate the most developed of human senses: the sight. Secondly videos speak a universal language and therefore are easy to share.

Most of all though, videos are a form of communication that better fits into this modern frenetic world, in which not only have we little time to dedicate to content material, but where the attention spam has drastically reduced in the last fifteen years.

In fact, another research (\*) shows that, particularly among young people, the average duration of our attention doesn't exceed eight seconds. If we keep in mind that a gold fish has an attention span of nine seconds, it shouldn't be difficult to understand why videos work better than texts.

(\*) Source: <https://www.wyzowl.com/human-attention-span/>

Portfolio

PROMOTIONAL VIDEO

# Verdicchio dei castelli di Jesi D.O.C. classico superiore



Scan me

**Client:** Gianluca Bartolucci Q33  
**Direction and production:** Upping  
**Distribution:** web and social

SOCIAL VIDEO

# È il PIÙ che fa la differenza



**Client:** Piadina Più Fossombrone  
**Direction and production:** Upping  
**Distribution:** social



EVENT VIDEO

# True Italian Taste Europe / incoming mission to Marche region



Scan me

**Client:** Marchet  
**Direction and production:** Upping  
**Distribution:** social

EDUCATIONAL VIDEO

## Ricrea / the recycle of steel



**Client:** Fuorischema S.r.l.  
**Direction and production:** Upping  
**Distribution:** web and social





PHOTOGRAPHIC SHOOTING FOR  
ADVERTISING BANNER (310x84 cm)  
**Client:** La Gola gastronomia  
**Graphic design and realization:** Upping





**We deliver emotions**

Everybody can make a video.

Few know how to do it.

Inside a video there is all the potential for telling the story of your company, your passion, your efforts and the success that you deserve.

Remember, every image is part of an emotion. Every video is an emotion.

With that in mind, Upping team elaborates with you a winning strategy to consolidate your brand and increase your market share, while making sure that each product is flawless in any aspects.

**Don't just bring content,  
deliver emotions.**



## Team Upping

### Christian Mazur

creative director / production manager



### Gabriele Luzi

account / producer / copywriter



### Davide Galatolo

business and content developer



Upping merges ambition and creativity together. With a great wealth of experience in the digital world and communication, Upping Team translates your company and your passion into unforgettable images.

## A creative studio

Upping finds its place in Ancona, the capital city of Marche. The variety of the region's landscape with mountains, hills and strands, has always been a source of inspiration for poets and writers. Such a creative spirit shapes every piece of our production, thus becoming a link between territory and imagination.

- Studio for video/audio editing
- Two pre and post production platforms
- Video and photo shooting room
- Meeting room
- Break room

Versatility is the strength of the studio. The space was in fact conceived for being dynamic.

Photo/video shooting, audio recording and an area dedicated to refresher courses are only examples of our services.



upping

WE DELIVER EMOTIONS

**UPPING**

via Ascoli Piceno, 54 60126 Ancona AN - Italy  
+39 334 9100399 info@uppingstudio.it www.uppingstudio.it

---



**This brochure respects the environment!**

The printed paper is made of 100% recycled fiber.