

Make It Happen



**MAGIKA**  
STUDIOS



SERVICES  
YOUR DIGITAL  
CREATIVE AGENCY

# HELPING BUSINESSES THROUGH OUR EXPERTISE IN TRADITIONAL AND DIGITAL MARKETING

**MAGIKA STUDIOS VFX LLC** was founded as a marketing, advertising, digital media, and photography agency to impact consumers in the USA and Latin America with creative concepts. We are advocates for better marketing practices because we prefer to avoid the standards that prevail in our industry.

Our primary purpose is to help businesses thrive using creative marketing, advertising, and graphic design approaches. In a nutshell, we offer an entire ecosystem to provide results:

- Communications strategy and consumer insight.
- Integrated advertising campaigns (online and offline).
- Brand audit, implementation, and handling.
- Social media management.
- Creative digital services, SEO, and SEM services.
- Editorial, Graphic Design.
- Video, motion graphics, digital special effects, rotoscoping and 3d animation.
- Logotypes, corporate identity, brand management.
- Packaging design.
- In-store product placement.
- Product / Event photography.

We become an extension of your team. We build a team around your needs and provide our clients with direct access to everyone involved, including the creative team.

With more than two decades of serving leading companies with small and medium budgets, MAGIKA STUDIOS VFX learned to capitalize on resources and focus on results, aiming that companies sell more and earn more.

With our range of empowered talent, our clients always get the most innovative and multidimensional concepts expressed through video, audio, interactive, web, photography, virtual reality, and graphic design.

We get people engaged in the work we create.

## WHY YOU SHOULD HIRE US?

### ■ RESULT ORIENTED

We developed a Results-Oriented Strategic Plan to increase sales and position your product in the market.

### ■ TAILORED MARKETING CAMPAIGNS

We create campaigns for each segment of your audience to help advertise products and services efficiently and effectively.

### ■ MARKETING 360°

Our 360 marketing plan integrates campaigns with focused messaging across multiple customer contact points.

### ■ SPEED TO MARKET

How long it takes a business to take a product idea, develop it and have it in consumers' hands is one of the factors considered in the strategy.

### ■ MULTIDISCIPLINARY TEAM

Our multidisciplinary team approach brings professionals with different skills and expertise together to solve a marketing problem.

# WE ARE YOUR CREATIVE TEAM

We are a multidisciplinary marketing agency with Design, Strategy, and Communications divisions offering corporate, Consumer, Retail, and media branding services.



There's no project too small or idea too big. This is the business of creation.

Our passion for design goes beyond beautiful imagery and into the consumer's mind, where we believe good design should solve problems and position a brand so it stands out and stands for something. It's our mission to deliver a significant impact on the audience.





## OUR PROCESS

Our greatest strength arises from the talent creating and positioning brands, but above all, to help to sell their products.

We start from the premise that each client is a particular challenge, and through vital work, we are moving towards a common goal: Results.

We provide a full spectrum of marketing and design services according to your needs.

- **Research:** To determine and know the behavior of the consumer. This way, any marketing project is effective because it goes in the right direction.

- **Strategy:** That translates the research results into concrete and sustainable marketing proposals, which lead with vision and certainty to the positioning of the brand and the increase of its sales.

- **Communication:** To forcefully get the message out of research and strategy through the medium planned.

- **Strategic Marketing:** We create the perfect composition of all areas to create a chain reaction that goes from obtaining data and conceptualizing ideas through development and construction to implementing and disseminating strategies to increase sales.

**MAGIKA STUDIOS** is the strategic brain that coordinates research in marketing. When defining the strategy and creative concept, the process continues in the areas of Development and Production, which include Design, Printing, Store Design, Photography, Video and Film Production, Digital Audio, Post Production, Web, and Multimedia. The process ends in our media area, where marketing strategies are implemented, and communication strategies are disseminated.



# We get people engaged in the work we create



## Sales Literature Design

We understand the fundamental principles behind what makes an image speak clearly and boldly to the viewer. We draw on our experience designing for a range of highly-demanding industries, from fashion to automotive, but we're not afraid to think and create outside the box.



## Brand Strategy, Identity and Marketing

We handcraft solutions for each company based on the core principle of driving engagement and direct connection to the brand or campaign concept.



## Packaging Design

We create graphic design develop campaign visuals from scratch, or evolve and adapt existing design concepts to enhance a print initiative.



## Graphic Design

With 20 years of experience in our range of empowered talent, our client always gets the most innovative and multidimensional concepts.

# Building customer experiences



## Retail Presence Design

When you approach a retailer, you need more than just a great product; you must clearly articulate what you will do to create demand and desire for your product with 3D visualization



## Digital Illustration

Digital illustration is the creation of a narrative image that tells a story, conveys an emotion or mood, or sells a concept or product. While traditional illustrations are created using methods such as oil or watercolor on paper or canvas, digital illustrations are made using special software.

## DESIGN - CREATIVE PROCESS

Today competition between businesses is rather sharp. A company needs to be unique and recognizable by customers to stand out among the crowd.

Powerful branding depends not only on the aesthetic features of brand elements but on the details, such as the message and emotional appeal standing behind it.

To create an authentic brand identity, our designers get deep into the details of business goals and research the market and its target audience.



# Photographic Services



## Product Photography

We produce unique, ground-breaking images that resonate with the target audience; meaning we can cover every aspect of a shoot, from creative direction to post-production



## Social Events Photography

Our professional etiquette and years of experience in social events and people photography produce the very best expressions from our subjects. A non-intrusive, yet confident attitude, means each capture is brilliantly precious. We employ only the finest and most reliable professional technology, which sets our ultra-high-resolution images apart from others.

Whether a public event for thousands of guests, a corporate conference, a formal function, an intimate birthday, or a wedding at a remote bush location, we capture each special moment in the spirit with which the occasion is felt.



## Digital Image assets creation

We create a digital asset, a piece of content - textual, graphical, or otherwise - with the potential to be distributed across various media types, such as social platforms, blogs, and other websites.



## Digital retouching services

More and more businesses require digital support for their online website; we are here to support you.

## PHOTOGRAPHY-CREATIVE PROCESS

Photography is all about the creative process and exploring ideas through images. Still, to create outstanding photos, we put a plan for its development, primarily focused on skills, inspiration, purpose, and output. By tackling these elements, we focus our minds and develop beautiful images; we help you to produce better and more refined every time.



# Video, motion graphics, visual special effects and 3d animation



## Video & Audio

From online and viral videos to TV, we offer unrivaled direction, production expertise, and comprehensive services:

- Video marketing strategy
- Scriptwriting and editing
- Storyboarding
- Single-camera and multi-camera shoots
- Professional video and lighting equipment
- Video editing
- Motion graphics
- Custom-designed graphics and illustrations
- Color correction
- Voice Overs
- Multilingual videos with closed captioning
- Video hosting
- Video distribution



## Special Visual Effects

Our VFX team develops high-quality visual effects for advertising agencies, videographers, film studios, individual filmmakers, and many more businesses. The Magika Studios VFX team can help organizations of all sizes – including entertainment/media companies, filmmakers, advertising agencies, and videographers.



## 2D & 3D Animation

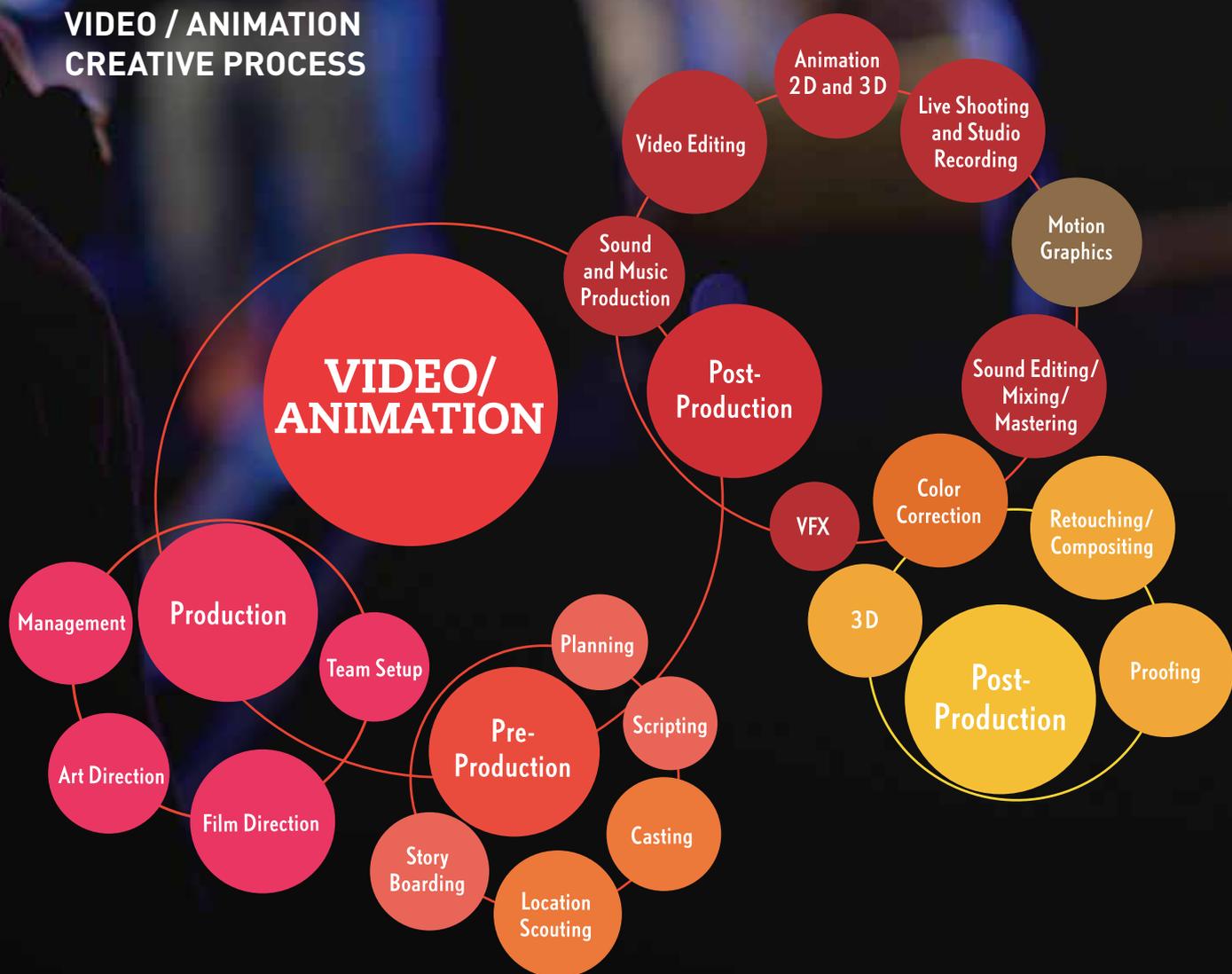
We integrate 3D animation into our creative process by creating photo-realistic 3D animations that visually depict the simulation, assembly, and inner workings of a product or character for a commercial spot. Today, it is considered one of the fastest and easiest ways to depict product imagery and develop animated training videos for businesses across numerous industries.



## Motion Graphics

Motion Graphics transforms your static visuals into engaging show-stoppers. We can work with your existing assets or make something from scratch. Let us execute your creative vision without the hassle.

# VIDEO / ANIMATION CREATIVE PROCESS



# DIGITAL MARKETING



## Web design

We build stand-alone micro-sites with integrated video content plus interactive applications for key marketing initiatives.



## Search Engine Optimization

We use several outlets to generate publicity to increase the awareness of a product, service brand, or event online. SEO stands for “search engine optimization.” Simply put, it means improving your site to increase visibility when people search for products or services related to your business in Google, Bing, and other search engines. The more visibility your pages have in search results, the more likely you will garner attention and attract prospective and existing customers to your business.



## Online Marketing Campaigns

As commerce has propagated to the Internet, a new form of marketing has emerged.



## Social Media Management

We manage your online interactions and content across social media channels like Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest.

# We create Virtual Reality experiences that drive results



## VIRTUAL REALITY

Best-in-class Virtual Reality development comes with unique challenges, demanding specialized experience and technical know-how. That's where we can help. We are experts in developing VR apps that compellingly immerse users.



## MOBILE APPS

Whether looking to create a mobile application for smartphones, tablets, or both, MAGIKA STUDIOS has your organization covered regardless of the platform it is to be built on or the device it uses.

# OUR CUSTOMERS

With 20 years of experience in the field and our range of empowered talent, our customers always get the most innovative and multidimensional concepts expressed through video, audio, interactive, web, photography, and graphic design.

Since our foundation, we have collaborated with many companies in the United States, Mexico, South America, and Europe. We help brands grow through strategies built for each one, finding what makes unique brands and communicating them in a relevant way to the public.





**MAGIKA STUDIOS VFX LLC**

401 Westpark Ct. Suite 200  
Peachtree City, GA 30269  
Phone: +1 (678) 274-9094  
info@magikastudios.com

**www.magikastudios.com**  
**www.facebook.com/magikastudios**



© MAGIKA STUDIOS VFX LLC  
Printed in USA  
01.2023

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