



Where Brands Become **Stories.**

Video Storytelling · CSI · Visible Authority

Business Proposal



Lost in the Noise

Thousands of brands compete for attention every second. Generic content is invisible. Without a compelling story, your brand is just another voice in the crowd.



No Visible Authority

Prospects buy from experts they trust. Without strategic video content positioning you as the authority, you lose deals to competitors — even inferior ones.



CSI Blind Spots

Corporate Social Investment is powerful but only when it's seen. Invisible CSI work means missed stakeholder trust, regulatory credit, and brand equity.



Motion Graphics Gap

Static ads and plain video no longer cut through. Without motion graphics, commercials and animated content, your brand misses the emotional punch that drives action and recall.



WHO IS

Plugged In Tribe is a creative video production and storytelling studio that helps businesses, brands, and social investors turn their impact into influence.

We specialise in crafting cinematic narratives — from CSI documentation to founder stories, brand authority films and community impact reels — that make the right people take notice.

www.pluggedintribe.com

3+

Video Formats

360°

Story Coverage

CSI

Certified Impact Docs

24/7

Content That Works For You



Video Storytelling

- ✓ Cinematic brand films
- ✓ Founder & team story reels
- ✓ Social media content series
- ✓ Documentary-style narratives
- ✓ Emotion-first, strategy-driven



CSI Documentation

- Impact reports in video
- Community beneficiary stories
- Project milestone films
- Stakeholder-ready content
- B-BBEE narrative alignment



Visible Authority

- ✓ Thought leadership videos
- ✓ Expert positioning content
- ✓ Speaking & keynote reels
- ✓ Media-ready brand presence
- ✓ LinkedIn & digital authority

WHY VIDEO STORYTELLING WORKS

95% of marketers say video is essential to their strategy

22% higher brand recall from narrative video vs. standard ads

31% stronger emotional response from story-driven content

87% of video marketers report increased lead generation

MOTION GRAPHICS: COMMERCIALS & ADS THAT MOVE PEOPLE

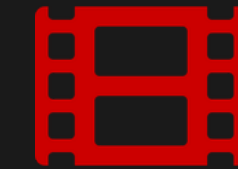
Static content is forgettable. Motion graphics, animated commercials and branded ads create the emotional impact that stops the scroll, builds recall and drives action.



Website Ad



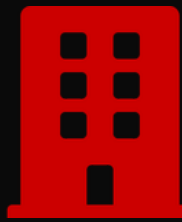
Boxing Commercial



Brand Authority Reel

A cinematic brand identity film demonstrating Plugged In Tribe's ability to craft compelling visual narratives that establish authority, communicate values, and captivate audiences.

Visible Authority · Brand Identity · Digital Presence



Khato Civils CSI Film

A powerful CSI documentation film that captures community investment, infrastructure impact, and real human stories — giving Khato Civils visible proof of their social commitment for stakeholders and regulators.

Botswana's 100km Pipeline Project

B-BBEE Compliance · Impact Documentation · Stakeholder Trust



Founder Story: Luis

A personal narrative storytelling piece that humanises leadership, communicates authentic vision, and builds the emotional connection that turns viewers into believers and clients into advocates.

Personal Narrative · Thought Leadership · Trust Building

Corporate Social Investment is one of the most powerful brand-building tools available — but only when it's visible.

Plugged In Tribe documents your CSI initiatives through cinematic storytelling, transforming community impact into compelling video narratives that speak to regulators, stakeholders, clients and the public.

- ✓ B-BBEE aligned impact documentation
- ✓ Beneficiary stories that humanise your brand
- ✓ Project milestone films for stakeholder reports
- ✓ Community narrative series for social media
- ✓ Annual CSI highlight reels

WHAT GOOD CSI STORYTELLING DELIVERS

Trust & Credibility

Show regulators & investors real-world impact

Brand Equity

Community stories build lasting emotional loyalty

Stakeholder Proof

Video evidence for annual reports and compliance

Social Amplification

Shareable content that extends your CSI reach



People don't just buy products — they believe in people and ideas.

01 Position You as the Expert

We craft thought leadership videos that showcase your knowledge and unique perspective — turning you into the obvious choice in your industry.

02 Build Trust Before the Sale

Buyers research before they buy. Our video content ensures that what they find builds trust, confidence, and desire to work specifically with you.

03 Amplify Across Platforms

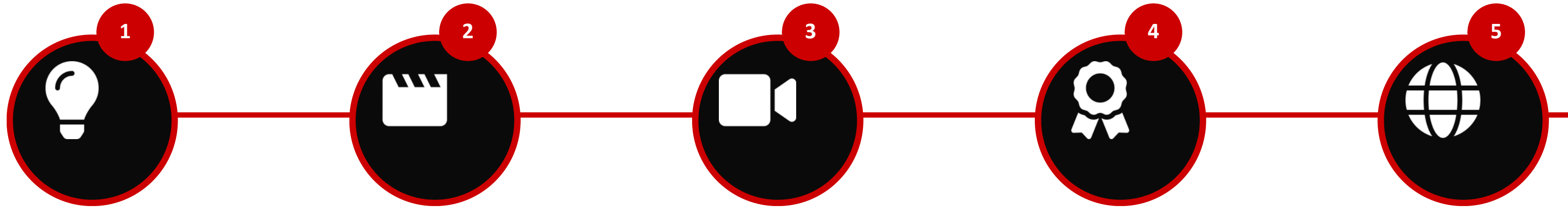
LinkedIn, YouTube, Instagram — your authority content reaches decision-makers exactly where they are, consistently reinforcing your brand.

04 Create Lasting Brand Equity

Video authority content works long after publishing. Each piece compounds your reputation and keeps working 24/7.

HOW WE WORK — OUR PROCESS

From initial brief to final delivery, we manage every step — so you stay focused on your business while we craft your story.



Discovery & Strategy

We listen first. Understanding your brand, CSI goals, and audience before a single frame is shot.

Story Development

Script, structure, and visual storytelling plan tailored to your specific objectives.

Cinematic Production

Professional filming with attention to lighting, sound, and emotion. Authentic moments captured.

Edit & Delivery

Post-production, colour grading, music scoring and final delivery in all required formats.

Amplify & Distribute

Strategy for sharing across LinkedIn, YouTube, social and in-person presentations.

For growing brands

STORY STARTER

- ✓ 1× Brand Story Film (2-3 min)
- ✓ 3× Social Cut-Downs
- ✓ Script & Story Development
- ✓ Professional Cinematography
- ✓ Colour Graded Edit + Music

◆ Most Popular ◆

AUTHORITY BUILDER

- ✓ 3× Video Series (CSI or Brand)
- ✓ Social Media Content Pack
- ✓ Thought Leadership Reels
- ✓ Stakeholder Presentation Cut
- ✓ Quarterly Delivery Schedule

For CSI & Enterprise

IMPACT ENTERPRISE

- ✓ Full CSI Documentation Suite
- ✓ Annual Impact Film (5-8 min)
- ✓ Community Beneficiary Stories
- ✓ B-BBEE Evidence Package
- ✓ Unlimited Revisions + Support

READY TO TELL YOUR STORY?

Let Plugged In Tribe transform your brand, your CSI impact, and your authority into compelling video content that gets seen, remembered, and acted on.

Let's start the conversation:

www.pluggedintribe.com

NEXT STEPS



Book a Discovery Call



Watch Our Showreel



Visit pluggedintribe.com



Request a Proposal