

sleepless

TOKENS MENU

FOOTAGE PRODUCTION

(The budget will vary depending on the type of footage, talent, locations, and actions required. Please request a tailored budget in tokens.)

UGC Starter Pack

220



A simple, budget-friendly production designed to deliver authentic UGC-style content with minimal crew and equipment. -> 60 shots, 1 UGC talent, shot in the USA.

What's inside this pack:

- 1 shoot day
- 1 talent (selected by our team based on your target persona).
- 1 SKU (must be easily shippable – shipping cost not included).
- Up to 60 shots total, broken down into:
 - Up to 20 wildlines/sound bites
 - Up to 40 B-roll shots

Style & Production Approach:

- Shot on iPhone for a native, user-generated look. [CLICK HERE FOR EXAMPLE](#)
- Talent and location curated by our team to streamline production.
- Raw footage delivery – editing, and post-production can be quoted separately with the Sleepless team. [CLICK HERE FOR EXAMPLE](#)

Custom Footage Pack

[CLICK HERE FOR EXAMPLE](#)

TBD



Tailored production for brands with specific needs beyond our standard package. We'll scope the project and build a custom quote based on your production needs.

- Multiple talents.
- Unique profiles (babies, pets, etc.).
- Specific locations.
- Hard-to-ship or complex products.
- Larger volume of content.
- Custom creative needs.

We'll tailor the shoot to fit your vision and quote accordingly.



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CREATIVITY

(All costs may vary depending on the complexity of the request)

Pipeline of Creative Concepts	20	slp
Shotlist (25 shots approx)	20	slp

VIDEO EDITING

(All costs may vary depending on the complexity of the request)

Video Ads (includes 2 revisions and 4 variations)	25	slp
General video editing	20	slp
Ad update	15	slp

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	0	slp
Each round from the 3rd onward	2	slp

BRIEF

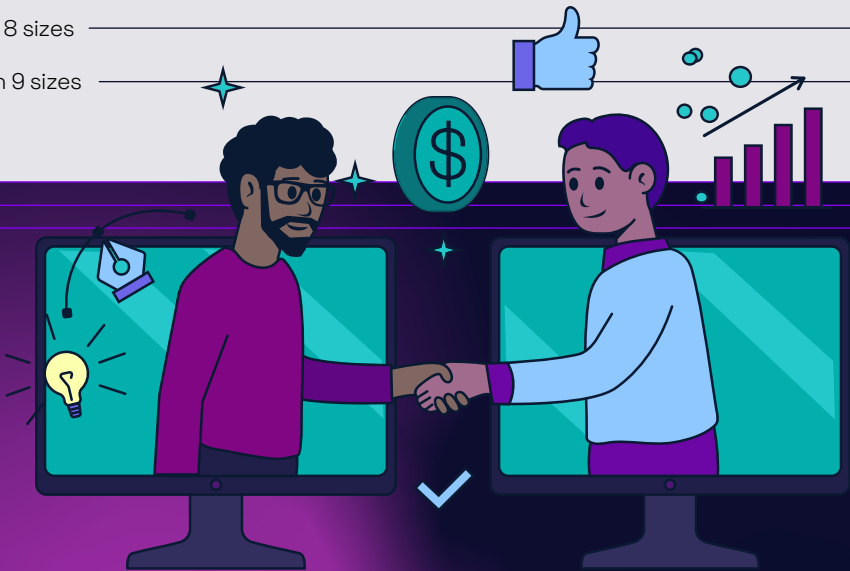
No Copy/VO provided	5	slp
Needs footage from our internal library	5	slp
Needs footage from an external Stock library / AI generation	10	slp
Needs VFX	10	slp

VARIATIONS

Up to 4 variations	0	slp
From 5 to 8 variations	5	slp
From 9 to 12 variations	10	slp
More than 12 variations	15	slp

RESIZES

Up to 3 sizes delivered	5	slp
From 4 to 8 sizes	8	slp
More than 9 sizes	12	slp



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GRAPHIC DESIGN

(All costs may vary depending on the complexity of the request)

Graphic design	20	slp
Illustration	20	slp
Social Media Still Ads	10	slp
Memes	5	slp
Logo design	20	slp
E-mail marketing	20	slp
DOOH	30	slp
OOH	15	slp

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	0	slp
Each round from the 3rd onward	2	slp

BRIEF

No Copy/VO provided	5	slp
Needs footage from our internal library	3	slp
Needs footage from an external Stock library / AI generation	10	slp

VARIATIONS

Up to 4 variations	0	slp
From 5 to 8 variations	3	slp
From 9 to 12 variations	6	slp
More than 12 variations	9	slp

RESIZES

Up to 3 sizes delivered	3	slp
From 4 to 8 sizes	5	slp
More than 9 sizes	9	slp



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ANIMATION

(All costs may vary depending on the complexity of the request)

Motion Graphic Ads - Animation	• 30	slp
2D Animation	• 30	slp
VFX	• 10	slp
3D Animation	• 160	slp
End card (design and animation)	• 15	slp

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	• 0	slp
Each round from the 3rd onward	• 3	slp

BRIEF

No Copy/VO provided	• 5	slp
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VARIATIONS

Up to 4 variations	• 3	slp
From 5 to 8 variations	• 5	slp
From 9 to 12 variations	• 10	slp
More than 12 variations	• 15	slp

RESIZES

Up to 3 sizes delivered	• 5	slp
From 4 to 8 sizes	• 8	slp
More than 9 sizes	• 12	slp

WEB DESIGN

(All costs may vary depending on the complexity of the request)

Banners	• 20	slp
Landing Page	• 40	slp

MODIFIERS

This will depend on the complexity of the task and the information provided.	• 5 to 100*	slp
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