

An aerial photograph showing a vast expanse of white, fluffy clouds below a clear blue sky. In the distance, a range of mountains is visible under a soft, orange-hued sunset sky. A single, thin white contrail from an aircraft is visible in the upper right portion of the sky.

BE
CREATIVE

VIDEO PRODUCTION AND
CONTENT CREATION
FOR HIGHER EDUCATION



NEED MORE DIGITAL CONTENT WITHOUT GROWING YOUR TEAM?

University marketing teams are under increasing pressure to deliver more content across more channels than ever before. Recruitment campaigns, student experience, widening participation, events and corporate communications all compete for the same limited time, budgets and internal resource.

As a result, many teams struggle to maintain a consistent flow of high-quality content while balancing day-to-day priorities and competing deadlines.

A person with short brown hair, wearing large black headphones and a dark blue t-shirt, is seen from the side and back. They are operating a professional video camera mounted on a black tripod. The camera has a large lens and a small LCD screen on top. The background is a blurred indoor space with wooden beams and a red wall.

THAT'S WHERE BECREATIVE COMES IN

With over 20 years' experience in video, marketing and communications, and having worked within Higher Education, BeCreative understands those pressures.

We offer flexible video and content support that works as an extension of your team. Whether you need professional video production, authentic student-generated content, social media management or ongoing creative support, BeCreative takes the time to understand your objectives and create content that's designed to make an impact.

THE BECREATIVE MODEL

BeCreative provides an end-to-end content solution that gives institutions the additional creative capacity they need to plan, produce and deliver authentic content that keeps campaigns moving



CONTENT DIRECTION AND PLANNING

PLAN:

Shaping video content around your key messages and campaign priorities



PROFESSIONAL VIDEO PRODUCTION

CREATE:

Professional video content tailored to your campaigns, audiences and institutional priorities



STUDENT CREATOR PROGRAMME

AMPLIFY:

Authentic student-led content that connects with the audiences that matter most



SOCIAL MEDIA MANAGEMENT

DELIVER:

Planning, creating and publishing social content that keeps your campaigns visible and engaging

WHY BECREATIVE?

20+ YEARS

MARKETING LEADERSHIP AND COMMUNICATION EXPERIENCE

Understanding recruitment,
engagement and commercial
objectives

10+ YEARS

PROFESSIONAL VIDEO PRODUCTION EXPERIENCE

Producing content that
performs across websites,
social and digital campaigns

EXTENSIVE

HIGHER EDUCATION EXPERIENCE

Including student engagement,
commercial services and
campus life

STRATEGY FIRST

CONTENT WITH PURPOSE

Creating content that
supports institutional
priorities rather than simply
filling channels

ONE PARTNER

MULTIPLE SOLUTIONS

Reducing the need to brief
and manage multiple
suppliers

CONTENT
WITH PURPOSE
CREATIVITY
WITH IMPACT

The background image shows a person from behind, wearing large headphones and operating a professional video camera mounted on a tripod. The camera has a large microphone attached. In the background, another camera on a tripod is visible, and a person is standing further back. The entire scene is overlaid with a dark blue tint.

EXPERIENCE AND RESULTS

CASE STUDY

**TRANSFORMING ENGAGEMENT
THROUGH CONTENT AND
STORYTELLING AT THE
UNIVERSITY OF READING**



WHAT WE ACHIEVED FOR DINING SERVICES

100+

assets and
content
produced

18%

increase
on meal
plan intake

THOUSANDS

of students and
parents reached



Successfully **Rebranded and launched new digital channels** to support student engagement and commercial growth



Produced over **100 video and social media assets** across recruitment, wellbeing and commercial campaigns



Delivered content **viewed by thousands** of students, parents and prospective applicants



Established authentic student creator initiatives to strengthen peer-to-peer storytelling

SUPPORTING THE UNIVERSITY OF READING READING WITH

- Recruitment and promotional campaigns
- Open days and event coverage
- Commercial and conference marketing
- Student engagement initiatives
- Hospitality and catering promotions





A THRIVING SOCIAL EXPERIENCE

Shared dining spaces are a great way to meet friends and feel part of the community. With SIX Dining Venues across campus, there is always somewhere convenient to have breakfast, lunch and dinner.



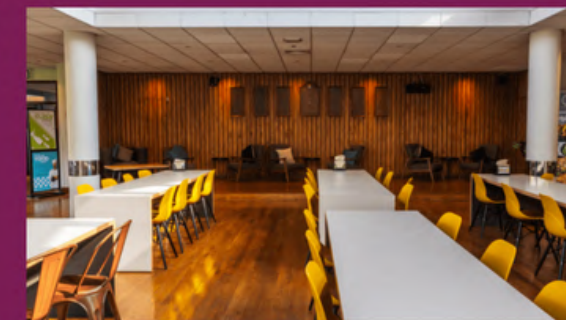
EAT AT THE SQUARE

[Find out more](#)



THE DAIRY

[Find out more](#)



ST PATRICK'S DINING HALL

[Find out more](#)



PARK EAT

[Find out more](#)



WILDERNESS CAFÉ

[Find out more](#)



WANTAGE DINING HALL

[Find out more](#)

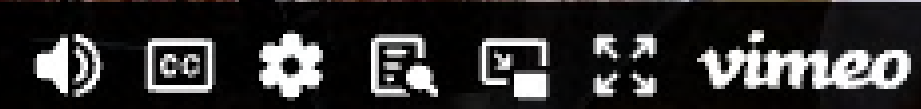




Ben



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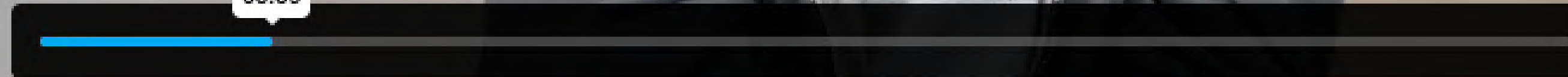
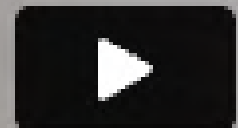




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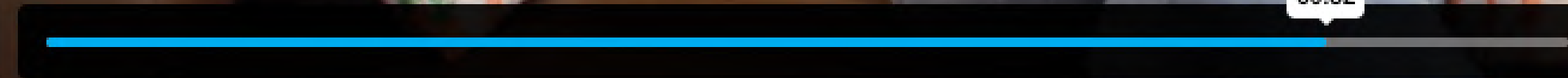
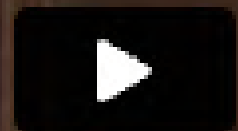




Ben



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A person with short hair, wearing large headphones, is seen from the side, looking into the viewfinder of a professional video camera mounted on a tripod. The camera has a large microphone attached to it. In the background, another camera on a tripod is visible, and a person in a light-colored shirt is standing further back. The entire scene is overlaid with a dark blue tint.

WHO'S IT FOR?

WHO'S IT FOR?

Including but not limited to...

DINING SERVICES

Promoting facilities, meal plans, events and student engagement initiatives

ACCOMMODATION PROVIDERS

Showcasing halls, student experience and accommodation services

STUDENT EXPERIENCE TEAMS

Creating authentic content that fosters community and belonging

COMMERCIAL SERVICES

Promoting retail outlets, conferences, events and campus services

RECRUITMENT & MARKETING TEAMS

Supporting student recruitment, open days and institutional campaigns

EVENTS TEAMS

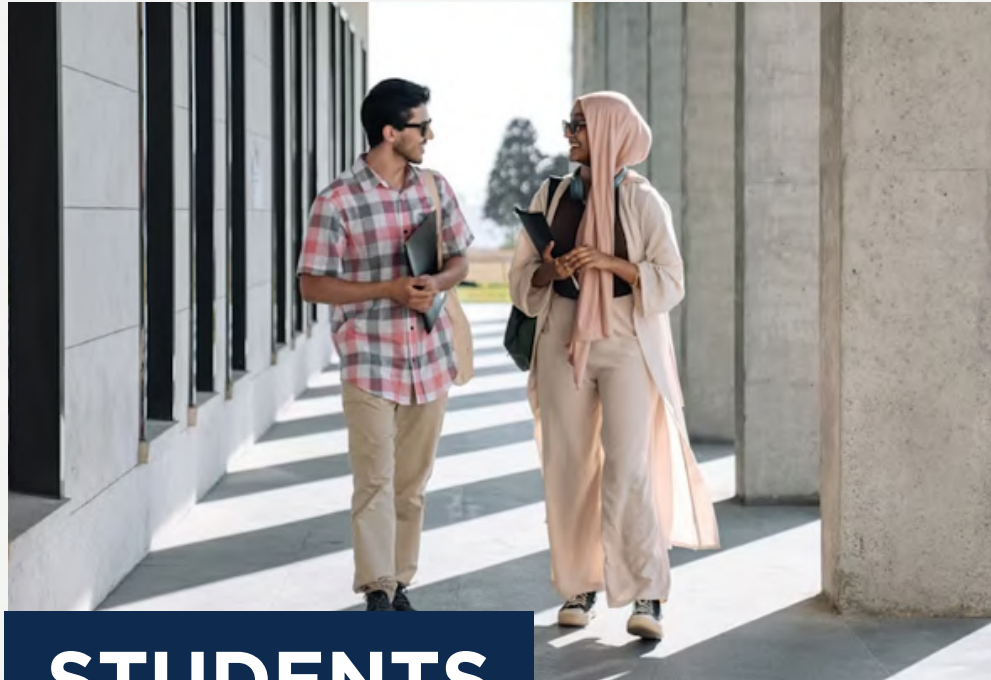
Capturing and promoting events that engage students, staff and external audiences



A person is seen from behind, wearing headphones and operating a professional video camera mounted on a tripod. The camera has a large microphone attached to it. In the background, another camera on a tripod is visible, and a person is standing, though they are out of focus. The entire scene is overlaid with a dark blue semi-transparent filter.

WHAT DOES
SUCCESS
LOOK LIKE?

SUCCESS LOOKS LIKE



STUDENTS

- Stronger engagement and sense of belonging
- Better awareness of services, events and opportunities
- More authentic and engaging student experiences



UNIVERSITIES

- Increased recruitment and retention support
- Consistent, strategic content delivery
- Stronger institutional brand and reputation



TEAMS

- Additional creative resource without increasing headcount
- Consistent, strategic delivery of high quality content
- A growing library of reusable digital assets

A person with short, dark hair is seen from the back, wearing large headphones and operating a professional video camera mounted on a tripod. The camera has a large microphone attached to it. In the background, another camera on a tripod is visible, and a person in a light-colored shirt is standing. The entire scene is overlaid with a dark blue tint.

CONTENT EXAMPLES

A professional video camera is mounted on a black tripod. The camera's LCD screen shows a woman with dark hair, wearing a white top, holding a smartphone and smiling. The camera has a large microphone with a fuzzy windscreen attached to the top. In the background, a blurred image of a woman's face is visible.

PROFESSIONAL VIDEO PRODUCTION

PERFECT FOR CREATING:

- Campus and facilities showcases
- Course and faculty highlights
- Staff and student spotlights
- Research and innovation stories
- Event highlights
- Commercial and venue showcases
- Social-first promotional content
- Short-form campaign content



STUDENT AMBASSADOR PROGRAMME

PERFECT FOR CREATING:

- Day in the life videos
- Week in my life videos
- Campus tours
- Student Q&As
- Society spotlights
- Accommodation and student life
- International student stories
- Study tips and advice

BESPOKE SERVICES

BESPOKE PRODUCTIONS AND/OR ADDITIONAL FILMING DAYS FROM £995

ADDITIONAL STUDENT CREATOR DAYS FROM £95

Looking for a one-off project, or need something beyond your package?

We also deliver bespoke productions and additional filming days tailored to your institution's requirements

Ideal for:

- Full Open Day and Applicant Visit Day coverage
- Full event filming (Graduation, Welcome Week, Freshers and Student Awards)
- Longer-form campaign and promotional films
- Research impact and case study films
- Venue hire and commercial marketing
- Employer partnership and business engagement stories
- International recruitment campaigns
- Multi-campus productions
- Drone filming and aerial photography

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PACKAGES

THE FOUNDATION PACKAGE

IDEAL FOR TEAMS LOOKING TO STRENGTHEN THEIR CONTENT WITH PROFESSIONAL VIDEO PRODUCTION, AUTHENTIC STUDENT STORIES AND SOCIAL MEDIA SUPPORT

VIDEO PRODUCTION

- **10** professionally produced short-form videos (30–60 seconds)
- Content planned around your campaigns, priorities and objectives
- Filmed, edited and delivered ready for use across your channels

£4,495

STUDENT CREATOR PROGRAMME

- **10** authentic student-led videos (30–60 seconds)
- Real student perspectives that complement your professional content
- Fully managed, reviewed and quality assured before delivery

+£1,995

SOCIAL MEDIA MANAGEMENT

- Campaign content calendar
- Copywriting for **up to 20** social posts
- Scheduling and publishing across your chosen channels
- Ongoing channel support and content management

+£1,490

PLEASE NOTE: ALL PRICES ARE SUBJECT TO CHANGE AND WILL BE CONFIRMED AT THE TIME OF QUOTATION

THE GROWTH PACKAGE

DESIGNED FOR BUSY MARKETING TEAMS WANTING TO OUTSOURCE A SIGNIFICANT PROPORTION OF THEIR CONTENT CREATION WHILE RETAINING FLEXIBILITY

VIDEO PRODUCTION

- **20** professionally produced short-form videos (30–60 seconds)
- Content planned around your campaigns, priorities and objectives
- Filmed, edited and delivered ready for use across your channels

£8,295

STUDENT CREATOR PROGRAMME

- **20** authentic student-led videos (30–60 seconds)
- Real student perspectives that complement your professional content
- Fully managed, reviewed and quality assured before delivery

+£3,595

SOCIAL MEDIA MANAGEMENT

- Campaign content calendar
- Copywriting for **up to 40** social posts
- Scheduling and publishing across your chosen channels
- Ongoing channel support and content management

+£2,690

PLEASE NOTE: ALL PRICES ARE SUBJECT TO CHANGE AND WILL BE CONFIRMED AT THE TIME OF QUOTATION

THE COMPLETE PACKAGE

OUR MOST COMPREHENSIVE SOLUTION FOR INSTITUTIONS LOOKING TO OUTSOURCE THE MAJORITY OF THEIR VIDEO CONTENT PRODUCTION AND SOCIAL MEDIA DELIVERY

VIDEO PRODUCTION

- **30** professionally produced short-form videos (30–60 seconds)
- Content planned around your campaigns, priorities and objectives
- Filmed, edited and delivered ready for use across your channels

£11,495

STUDENT CREATOR PROGRAMME

- **30** authentic student-led videos (30–60 seconds)
- Real student perspectives that complement your professional content
- Fully managed, reviewed and quality assured before delivery

+£4,995

SOCIAL MEDIA MANAGEMENT

- Campaign content calendar
- Copywriting for **up to 60** social posts
- Scheduling and publishing across your chosen channels
- Ongoing channel support and content management

+£3,790

PLEASE NOTE: ALL PRICES ARE SUBJECT TO CHANGE AND WILL BE CONFIRMED AT THE TIME OF QUOTATION



PAYMENT AND TERMS

PAYMENT AND TERMS

Full Terms & Conditions are available on request and will also be provided upon quotation.

Typical payment schedules are:

- Foundation Package – Up to three staged payments
- Growth Package – Up to four staged payments
- Complete Package – Up to six staged payments

- Additional filming days and bespoke services are quoted and agreed in advance
- Reasonable travel expenses outside the local area will always be agreed in advance
- All prices are subject to change and will be confirmed at the time of quotation
- Prices exclude VAT

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NEXT STEPS



NEXT STEPS

- Discovery session
- Content planning
- Filming and editing
- Delivery and management

Let's work together to create authentic content that delivers meaningful outcomes across your institution

My aim is not simply to produce content, it's to become a trusted partner who understands your institution, your students, and your priorities.

Let's start the conversation



BE
CREATIVE

THANK YOU