

SLASH PROD

SMART EU DIGITAL COMMUNICATIONS



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We are here to help

ABOUT

Slash Prod is a network of professionals under the coordination of Alessandro Cozzutto, a project manager and producer, who will design a strategy and set up the necessary team to implement it.

MISSION

We are particularly good at conveying technical messages to your target audience: we use all sort of web, video, mobile technology to speed up digital change and to reduce the distance between organisations and people,

HOW IT WORKS

Just drop us a message to tell us a bit more about your needs and expectations. We will take care of formulating a proposal, a budget range, a calendar and a list of deliverables.

CLIENTS

We want our work to speak for us: check our portfolio on www.SlashProd.eu



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SERVICES

Find more evidence

PORTFOLIO

Find a selection of our deliveries
www.slashprod.eu

SOCIAL NETWORKS

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[.com/user/slashprodbrux](https://www.youtube.com/user/slashprodbrux)



[.com/slashprodsmartvideos](https://vimeo.com/slashprodsmartvideos)

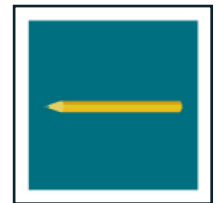
VIDEOS

- Teasers
- Corporate videos
- Motion graphics
- Interviews / Conference coverage
- Live streaming
- VR / 360 degree
- Aerial shooting (drone)



GRAPHICS

- Visual identities
- Logos
- Infographics
- Flyers
- Business cards
- Print
- Press kit and conference tools



WEB

- Mobile responsive webdesign
- Web-applications
- CMS (wordpress, drupal)
- Newsletters
- Content marketing



STRATEGY

- Digital campaigns
- Communication strategies
- Social network management
- Training
- Project management
- Media literacy & tech-education
- Social entrepreneurship



...and more...just ask!

We recruit the best team of professionals
at the best rates on the market.

We like to take care of everything, so that you do not have to!

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CASE STUDIES

WE BUILD BRIDGES

We work closely with partners, peers, clients, and viewers to produce unique and meaningful creative experiences!



WATCH YOURSELF!

<http://conoscituofiglio.savethechildren.it/>

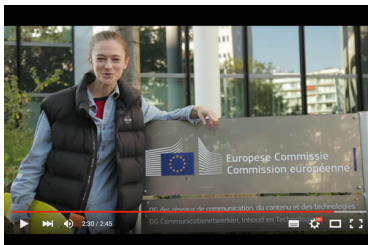
CASE STUDY 1 - Know your kids

In partnership with Latte Creative, an Italian company with a long track of successful digital campaigns in the no-profit sector (www.lattecreative.com), we produced an online application that offered parents and kids a unique opportunity to verify their mutual knowledge. The campaign generated more than 12.000 leads in a few hours. Slash Prod took care of the customer relations and lead Latte's team of developers and designers that produced the technical work. The project was delivered on time and reflects the fresh and colorful layout that SP and LC regards as a contemporary digital standard.

Client: *Save the children Italy*

Category: *Web*

Contribution: *Project management and CRM*



WATCH YOURSELF!

<https://www.youtube.com/watch?v=szErHlw0DCU>

CASE STUDY 2 - the Europop Commission

Slash Prod was awarded a public tender for the production of 3 videos, 1 infographics, and 3 dissemination plans by the European Commission. The topics resonate with Slash Prod's interest for digital technologies' policies and politics: electronic identification/authentication services, smart cities, and eHealth. As you can see from the first production (click on the left), the popular film «Back to the Future» inspired a dynamic and modern elaboration of very complex and technical aspects. This is nothing you would expect from a conservative institution or company. We convince our clients and partners in communication to go bold thanks to the passion that we put in our preparatory work. And they never regret trusting our judgment!

Client: *the European Commission (Digital Agenda for Europe)*

Category: *Videos + Graphics + Advice*

Contribution: *Concept, filming, design, strategy, project management*

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CASE STUDIES



WATCH YOURSELF!

<http://www.youtube.com/watch?v=gSSANohVodU>



WATCH YOURSELF!

<http://www.youtube.com/watch?v=dDvcQTNh6Vk>



WATCH YOURSELF!

<http://www.youtube.com/watch?v=SEqP2gJzLU>

CASE STUDY 3 - In the European Parliament via social media

The ALDE group in the European Parliament asked Slash Prod to elaborate a series of 5 graphical animations to be used as templates for social media contents on a daily basis. The challenge was to produce appealing, easy-to-adapt, and solid structures for a client that works in a sensitive and fast-changing multilingual context.

We were fast to produce, to react, and to deliver.

This collaboration embodies SP's main interest in international relations and EU politics.

Our mission is to help organisations build consensus within an increasingly complex scenario thanks to the cross-border power of colors, visuals, and irony.

Client: ALDE group - Alliance of Liberals and Democrats in the European Parliament

Category: Videos + Social networks

Contribution: project management, motion-graphics, CRM

CASE STUDY 4 - Once upon a time...in Anderlecht

Way before Molenbeek started being depicted as the cradle of European terrorism, «Once upon a time in Anderlecht» decided to set workshops of smartphone videomaking for kids that live in the suburbs of the capital of Europe.

The goal was to make them capable of autonomous representations of themselves, out of any media cliché.

The project has now the endorsement of Angelika Mlinar, member of the European Parliament, and also gathers video interviews with the heterogeneous local population.

Most importantly, this ongoing initiative highlights a multi-layer and politically-sensitive attitude to digital communication, technological innovation, and social complexity.

Client: Personal initiative (funded by the Roi Baudoin Fondation)

Category: Digital campaign

Contribution: Idea, project management, fundraising, dissemination

CASE STUDY 5 - More culture in EU external relations

Slash Prod builds a team around the clients' - rather than its own - needs.

On top of that, we add our expertise and we make proposals with the goal of boosting the cost-benefit ratio of the project at stake.

In the case of this study on cultural external relations, funded by the European Union, customers were more than happy to complement their request of an eBook layout and illustrations with a dynamic motion-graphics.

Click on the left to judge whether they rightly followed our team's advice or not.

No matter if we are asked to follow the path or to go an extra-mile, Slash Prod has the solution that better fits in with your mission.

Client: More Europe (a Brussels based coalition of national cultural institutes)

Category: Videos + Graphics

Contribution: eBook layout, illustrations, motion-graphics, project management

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FEES AND CONDITIONS

(VALID UNTIL APRIL 2018)

FEES

SERVICE	PROFESSIONAL FEE + ADMIN COSTS
1 HOUR FEE	130 + VAT
1 DAY FEE	490 + VAT
1 MONTH FEE (1 person based in Brussels)	9.800 + VAT

INVOICING & PAYMENT

This is how it works.

Clients give written approval of the final product's preview via email.

The delivery of the final product's original files is upon payment, unless different agreements apply.

REVIEW

Our offers include one technical review by default.

A technical review ensures that our productions display no typos, misspelled names, broken links, digital bugs or faulty functionalities.

To avoid extra work and modifications, we make you part of the creative process.

We send you regular requests of feedback, so that the final product and your expectations match perfectly!

NON DISCLOSURE

The client agrees not to share in any way, to use for its own purposes, or to carry out personally/with other suppliers all the creative and technical proposals here described - and/or delivered - without prior written agreement with Slash Prod.

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EU digital communications.

● WWW.SLASHPROD.EU

*Since you are here,
why don't you join Slash Prod's latest initiative?*



by Slash Prod

SMART REVOLUTION

Mobile video strategies for digital change.

● WWW.SMARTREVOLUTION.EU
