



StarStudios

Powered By
Unearthed Productions

**AMPLIFY YOUR
LIVESTREAM**



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Amplify your livestream with a collaboration between CapitaStar and Unearthed Productions bringing you the best in media spaces, production and engagement.



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Why Livestream?

Valued at over SGD 100 Billion worldwide by Forbes, livestreaming is a new way for retailers, influencers and brands to promote and sell products and services online.



Brand Awareness

Reach a wider audience online beyond your physical stores. Tap onto our networks and reach to increase your brand's visibility.



Build Loyalty

Run exclusive promotions online, build a fanbase and brand equity with influencers and celebrities.



Boost Revenues

Changes in consumer behaviour means more stay-home shopping and spend with your hosted promotions and sales.

Beyond Live Stream

Ride the wave and jump into the world of shoppertainment along with our suite of services:

- Studio and Mobile Livestream Production
- Media Amplification
- Engagement of KOLs and Influencers
- Campaign Planning and Execution
- Graphics and Content Creation



Studio Production

With an integrated production team, live-stream from our studios with ease LIVE from Clarke Quay. Centrally located for your convenience.





Mobile Livestream Production

Host your livestreams from your venue. With our mobile production kit, you can produce professional live-streaming to reach a wider audience.



Livestream Package Inclusions



Integration With Any Social Media Platform

Integrate seamlessly with Facebook, Instagram, TikTok, E-Commerce Platforms or even virtual events or meetings platforms like ZOOM/MS Teams.



Livestream Producer

You will be assigned a Livestream producer to plan and execute your livestream from start to finish.



Full Production Team

With a live-streaming team consisting of Camera Operators, Live Streaming Specialist and a Soundman, all you need is your host and you can go LIVE!

Rate Card

Service	Rates	Remarks
Rental of Studio	S\$250/hour	Studio Rental Only
Livestream Package (2 Hours)	S\$3500.00	Inclusive of Studio Rental, AVL Equipment, Production Team and Streaming into your Platform
Mobile Livestream Package (2 Hours)	S\$2500.00 – S\$4000.00	Inclusive of Studio Rental, AVL Equipment, Production Team and Streaming into your Platform

Package Inclusions

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Your Livestream package comes complete with:

Livestream Producer & Director	x1
Live-streaming Engineer	x1
Audio Engineer	x1
Camera Operator	x1

A Complete List of Audio & Visual Equipment within the studio:

LED Studio Lighting c/w Diffuser	x 3
LED Profile Lighting	x 3
Effect Coloured Lighting	x 4
4K Camcorder c/w Tripod Stand	x 3
ATEM Camera Switcher	x 1
HDMI Encoder	x 1
HD Recording Device	x 1
PC c/w VMIX System License	x 1
Lapel/Handheld Microphone	x 2
12 CH Audio Mixer	x 1
Communication ClearComms	x 4
Teleprompter (iPad)	x 1
Preview Monitor 55"	x 2

Livestream Add Ons

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01. Influencer Engagement

Engage a brand ambassador for your live-streaming through StarStudios. Choose from a list of seasoned hosts and influencers

02. Amplification Package

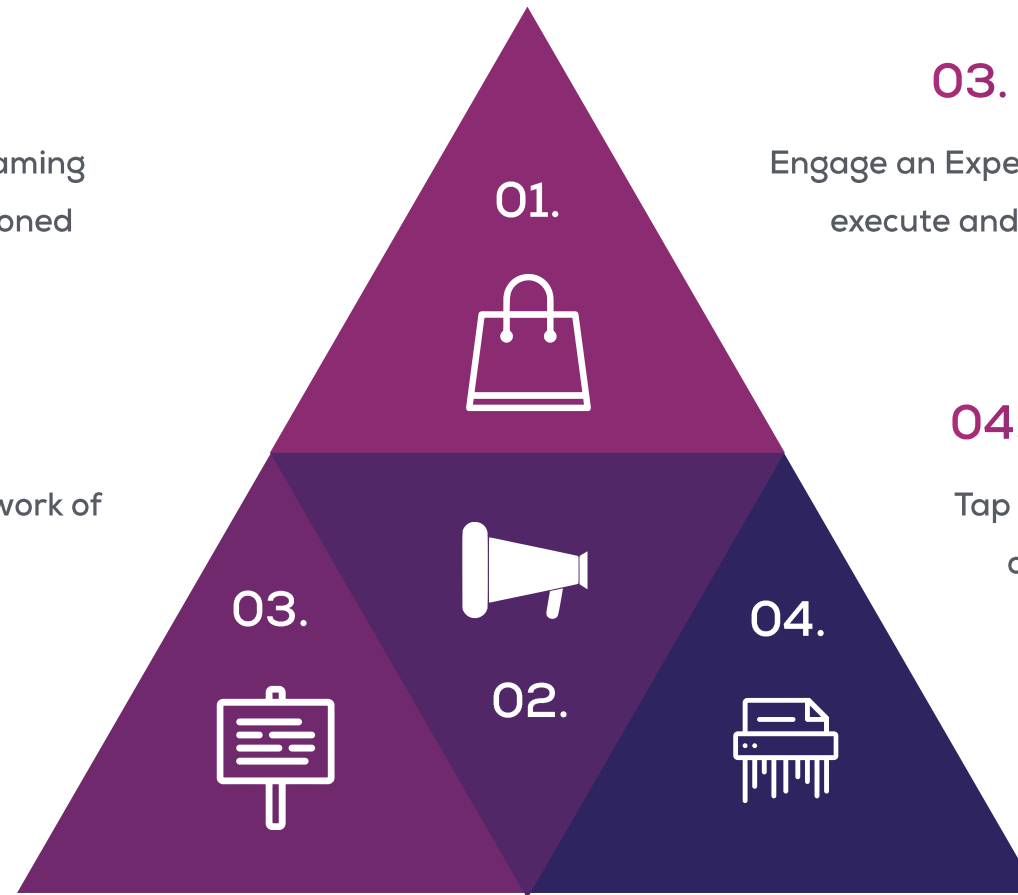
Reach out to a wider audience through our network of media placements.

03. Campaign Management

Engage an Experience Manager to assist you to plan, execute and run your campaign to maximise your engagement via detailed analytics

04. Graphics And Creatives

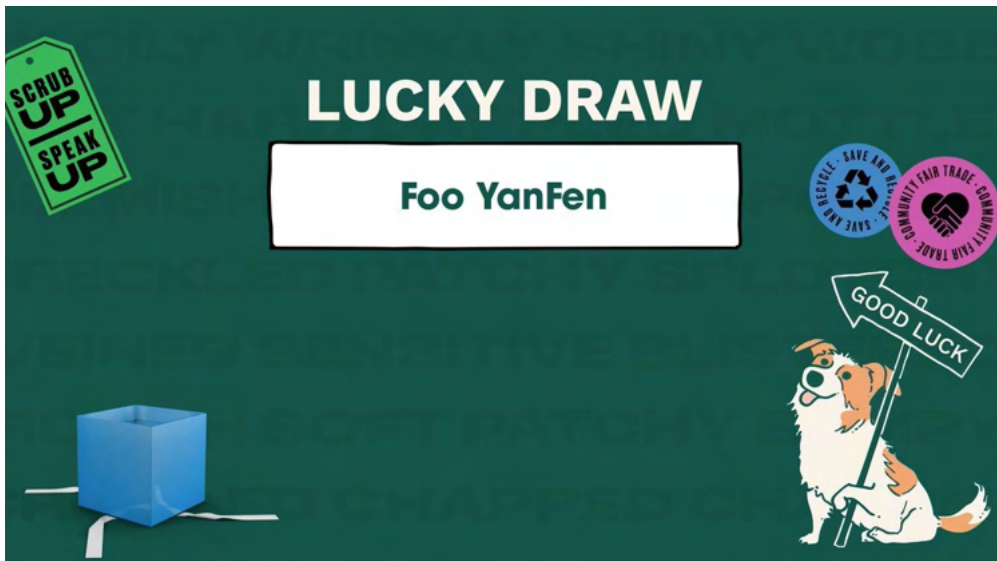
Tap into our in-house team of creatives to craft your visual communications from banners to in-video graphics



Case Study: The Body Shop Activist Launch



Working with The Body Shop for a series of episodes for their members-only exclusive event. With a LIVE experience, members got to preview the latest products and a virtual tour of the new store.



500 MEMBERS-ONLY VIEWERSHIP

Case Study: Under Armour Launch



Under Armour launched their brand-new Phantom Hovr through a live-stream for the Asia Pacific region. With a live call to action for purchase, fans could get their hands on the brand-new kicks. Hosted by Kelly Latimer, this event featured a live running workshop and engagement with the audience.



8000 VIEWERS

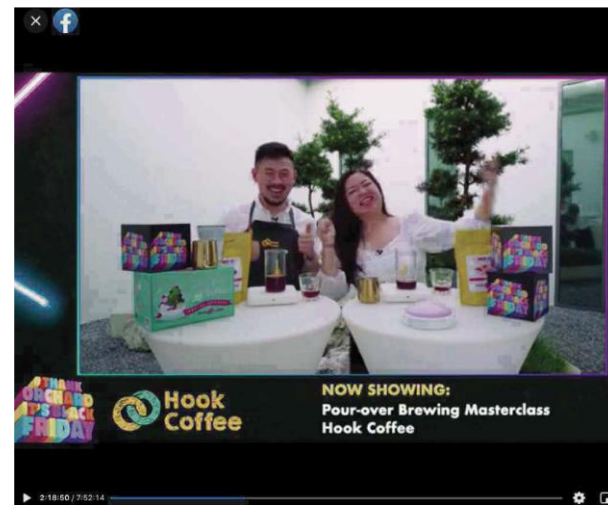
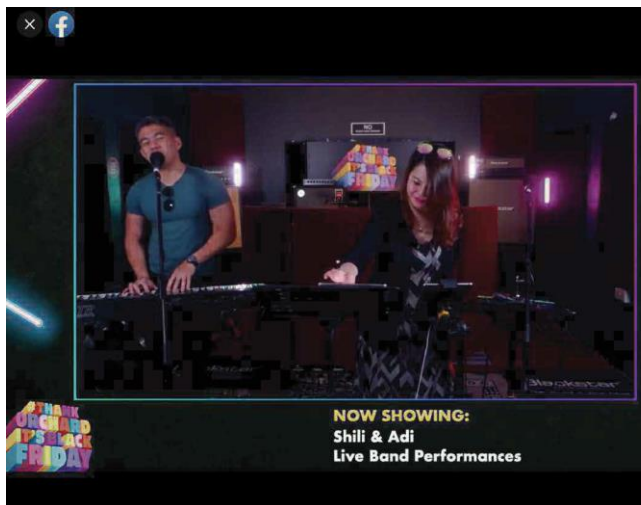


20,000 ENGAGEMENTS

Case Study: Orba Black Friday Sale



An in-augural Orchard Black Friday Festival virtually, presenting 36hours of Live stream with great brands, shopping malls and exclusive discount codes, with branded livestream, Live performance, Singapore tours and workshops, there be something for everyone!



30,000 VIEWERS



65,000 ENGAGEMENTS

Case Study: Singapore Fintech Festival



We worked with Prudential Singapore to produce a series of 20-minute webisodes for the Singapore Fintech Festival. The webisodes, which were aired over 5 days, connected thought leaders from Prudential's regional offices to discuss the future of fintech for insurers. Branding was consistent across every touchpoint.



1000+ DELEGATES

Case Study: National Day at Home LIVE



The National Day at Home LIVE event remains one of the most memorable projects our team has ever worked on. From conceptualising the programme for the afternoon show from scratch to getting soundbites from everyday Singaporeans on the streets, we managed to bring out the Singapore spirit in everyone at home. A heartwarming feat indeed.



OVER 115,000 REACHED, TOTALING
MORE THAN 54,000 VIEWS



OVER 25,000 ENGAGEMENTS



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