

Internship Report

The Marketing Practices of Theatives:
An Internship Experience

The Marketing Practices of Theatricals: An Internship Experience

Prepared For

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Letter of Transmittal

25 December, 2024

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Subject: Submission of Internship Report

Dear Sir:

I am pleased to submit my internship report titled "The Marketing Practices of Theatives: An Internship Experience" prepared as a part of the requirements for the requirement for the completion of the BBA Program of United International University. This report provides an in-depth analysis of Theatives' strategies, operational practices, and its position within the CGI and VFX industry in Bangladesh.

Working with Theatives has been a valuable learning experience, offering me insights into how a startup manages its growth, handles client relationships, and adapts to market demands in the fast-evolving advertising sector. Through this report, I have attempted to capture my observations and findings in a structured manner, following the guidelines you provided.

I am thankful for your guidance throughout the preparation of this report. Please feel free to contact me at your convenience if you have any questions or require further information.

Thank you for your time and consideration.

Sincerely,

Tanzim TazridNajian

ID No: 111193075

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout my internship at Theatives. This experience has been an invaluable learning opportunity, and I am deeply appreciative of the guidance and mentorship I received.

Firstly, I would like to extend my sincere thanks to Dr. Khandoker Mahmudur Rahman at United International University for their continuous support and insightful feedback throughout the preparation of this report. Their guidance and encouragement have been instrumental in shaping this project.

I am particularly grateful to Md. Hasibul Huq Shanto (CEO), my mentor at Theatives, who shared their knowledge of the CGI and VFX industry and provided hands-on experience in a fast-paced work environment. Their expertise and patience in answering my questions allowed me to gain a deeper understanding of the industry and develop practical skills that will be invaluable in my future career.

I also wish to thank the entire team at Theatives for creating a welcoming and collaborative environment that fostered my professional growth. Each member contributed to my experience, whether through shared knowledge, teamwork, or encouragement, and I am grateful for the opportunity to work alongside such talented individuals.

Finally, I would like to acknowledge my family and friends, whose encouragement and support have been unwavering throughout my internship journey. Without their support, completing this report would not have been possible.

DECLARATION

I am Tanzim Tazrid Najian, a student of the BBA program at United International University, hereby declare that this internship report has been prepared by me as a requirement for the completion of my BBA degree.

This report is based on my own work, observations, and experiences during my internship at Theatives, and I confirm that, to the best of my knowledge, it has not been submitted for any other degree or academic purpose at United International University or any other institution.

I have made every effort to ensure the accuracy of the information presented in this report, and I have given due credit to all sources used in the preparation of this document.

Tanzim Tazrid Najian

Student ID: 111193075

BBA Program, United International University

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Executive Summary

Theatives is a pioneering CGI (Computer Generated Imagery) and animation studio founded in April 2024 by Md. Hasibul Huq Shanto and Anas Ahmad. The company specializes in delivering high-quality visual content that elevates brands and engages audiences across multiple platforms. With a commitment to creativity, innovation, and client satisfaction, Theatives provides a diverse range of services, including CGI advertisements, product animations, and game assets.

The report examines Theatives' strategic approach, operational practices, and competitive landscape using various analytical frameworks, such as SWOT and Porter's Five Forces. Through these analyses, the report identifies Theatives' strengths, including its specialized expertise, strong creative team, and innovative product-focused approach. However, it also highlights key challenges, such as high competition, limited brand awareness, and the need for continuous technological investment.

In addition, this report provides insights into the CGI and VFX industry in Bangladesh, where demand for high-quality, visually compelling advertisements is growing. Theatives has an opportunity to expand both locally and internationally by focusing on high-value services, such as augmented reality (AR) and virtual reality (VR) integrations, which can differentiate its offerings and attract a broader client base.

Financial analysis and market positioning are also discussed, providing an overview of Theatives' revenue streams, cost structures, and potential for profitability. The report concludes with recommendations to enhance Theatives' market presence, expand its technological capabilities, and strengthen client relationships to ensure long-term growth and sustainability.

This report reflects my learnings and observations during my internship, offering valuable insights into the operations, challenges, and growth strategies within a CGI and VFX-focused startup in a competitive industry landscape.

1. BACKGROUND OF THE PROBLEM

1.1 Introduction:

Founded on April 21, 2024, Theatives is a pioneering startup based in Bangladesh, dedicated to reshaping the advertising landscape through the powerful use of CGI (Computer-Generated Imagery) and VFX (Visual Effects). In a time when digital media dominates consumer engagement, brands face the increasingly challenging task of capturing audience attention amidst a sea of content. Traditional advertising methods are often insufficient to meet these demands, leading brands to seek more immersive, visually compelling solutions. This is where Theatives steps in, offering specialized CGI and VFX services focused on product-based advertising that enables brands to highlight their unique identities and captivate audiences in new ways.

Theatives' services are tailored to a variety of high-appeal industries, including electronics, fashion, automotive, and FMCG (Fast-Moving Consumer Goods), where visual storytelling plays a critical role in consumer perception. Through CGI and VFX, Theatives transforms advertising by bringing products to life in a way that static imagery and standard video production cannot achieve. This specialization in product-focused content creation allows Theatives to dive deep into each sector's unique needs, leveraging creativity and technical expertise to build campaigns that resonate with target audiences and establish a strong brand connection.

The company's approach to advertising emphasizes storytelling and visual impact. By using CGI and VFX, Theatives crafts immersive advertisements that highlight every product detail, from textures and movements to environmental effects, creating a memorable experience for viewers. This approach is particularly valuable in today's market, where brands aim to not only sell a product but also communicate a lifestyle, an emotion, or an aspiration. CGI and VFX offer a dynamic avenue for these goals, enabling brands to illustrate complex concepts and add depth to their messaging in ways that resonate emotionally with consumers.

This report delves into Theatives' strategic positioning, operational practices, and growth potential, analyzing the company's strengths, weaknesses, and unique market opportunities. By employing analytical frameworks such as Porter's Five Forces and a comprehensive SWOT analysis, the report examines Theatives' competitive landscape, providing insights into its current challenges and the ways it can leverage market opportunities. Additionally, this report evaluates Theatives' marketing mix, financial health, and potential for expansion, offering a roadmap for the company to strengthen its market presence and attract a broader client base.

Through the lens of Theatives' journey, this report highlights the unique challenges and growth possibilities that CGI and VFX companies encounter in Bangladesh's developing advertising sector. As a young company on the forefront of digital innovation, Theatives is positioned to leave a significant mark on the industry by advancing how brands connect with audiences in an increasingly digital world.

Key Milestones in Theatives' History:

- **April 2024:** Theatives is founded.
- **May 2024:** First major CGI project completed—a visualization for a real estate developer, showcasing a new building design.
- **July 2024:** Expansion into product animations, with a project for a major fashion brand, animating sunglasses and accessories.
- **September 2024:** The team grows from two founders to include 3D designers and animators, forming a well-rounded production team.
- **October 2024:** Launch of social media marketing services, offering CGI-driven campaigns for Facebook and Instagram.

The early days were not without challenges. As a new company, Theatives had to build trust in a competitive market. However, their dedication to quality and their hands-on approach to each project quickly earned them a reputation as a reliable CGI partner.

Technologies Used:

- **Blender:** For 3D modeling and animation.
- **Unity:** For interactive game asset development.
- **Adobe After Effects:** For post-production and CGI compositing.

These tools allowed Theatives to deliver top-tier results even in tight timelines, giving clients a competitive edge in their markets.

1.2 Services Provided by Theatives

Theatives offers a wide range of services designed to meet the needs of modern businesses that rely on visual media for brand engagement. Here's an in-depth look at each service, workflow, and how they contribute to a client's success.

1. CGI Advertisements

- **Workflow:** From storyboard creation, modeling, texturing, to final rendering, Theatives works closely with clients to bring their product to life. Using advanced CGI tools like Blender and Unreal Engine, they can create hyper-realistic ads that capture attention and drive engagement.
- **Case Study:** A water bottle advertisement where Theatives used particle simulations to animate the bottle filling up with water. This ad increased the client's brand recall by 30%.

2. CGI Product Animations

- **Example:** Sunglasses product animations where Theatives showcased the intricate details, textures, and colors, helping increase online sales conversions by 20%.
- **Tools:** High-resolution rendering engines such as Cycles Render and Octane were used to ensure photorealism.

3. Social Media Visual Content

- **Facebook Campaigns:** Theatives offers complete solutions, including animated posts, CGI-enhanced stories, and product showcases for platforms like Facebook. This has been particularly popular with fashion brands.
- **Instagram Highlights:** Using short-form animations, Theatives has helped businesses boost engagement on Instagram by 40%.

4. 3D Design for Game Assets

- **Workflow:** From concept art to 3D modeling, texturing, and rigging, Theatives provides game-ready assets for developers, ensuring seamless integration into game engines like Unity.
- **Recent Project:** Created a set of game assets for an indie game, including buildings, characters, and props.

5.Non-CGI Product Animations

- Even though CGI is their core strength, Theatives also excels at traditional product animations for clients who prefer a different approach.
- Recent Project: Animation for a luxury brand's lipstick line, showcasing the sleek packaging and vibrant colors.

By offering a full range of services, Theatives ensures their clients can engage their target audiences through powerful visual content.

1.3 Key Trends

The global CGI market is experiencing rapid growth, with brands increasingly turning to digital solutions for advertising, product demonstrations, and entertainment. In 2023, the global CGI market was valued at \$16.9 billion, and it is projected to grow at a CAGR of 10.5% over the next five years.

Key Trends Shaping the Industry:

- Increased Demand for CGI in Advertising:** With social media platforms prioritizing visual content, brands are investing more in CGI to create immersive advertisements that engage viewers instantly.
- Shift to Digital Marketing:** As traditional forms of marketing become less effective, companies are moving their advertising budgets to digital platforms. CGI has become a critical tool in this transition, offering brands the ability to create dynamic, eye-catching content.
- Rise of Augmented Reality (AR) and Virtual Reality (VR):** These technologies are gaining traction in marketing and product visualization, offering new ways for brands to interact with consumers.

How Theatives Fits Into the Market:

- Niche Expertise in CGI Product Animation:** While many companies offer CGI services, Theatives has carved out a niche in product animations, particularly for fashion and consumer goods brands. This specialization gives it a competitive edge.
- Local Market Leadership:** In Bangladesh, Theatives is one of the few companies that specialize in high-end CGI solutions. As more local brands recognize the value of CGI, Theatives is poised to lead this transformation.
- Global Reach:** Despite being a young company, Theatives has already completed projects for international clients, thanks to its ability to deliver quality work at competitive rates.

1.4 Future Generation

Theatives is committed to staying ahead of the curve by embracing emerging technologies and continually refining its processes. As CGI evolves, the company plans to expand its services to incorporate the latest trends, including **Virtual Reality (VR)**, **Augmented Reality (AR)**, and **Artificial Intelligence (AI)**.

1. Virtual Reality (VR) and Augmented Reality (AR) Integration

- As brands seek more immersive ways to engage consumers, VR and AR will play a crucial role. Theatives is currently experimenting with creating VR experiences for real estate and AR product visualizations that allow customers to "try" products virtually.
- Future Project: A fully immersive virtual showroom for a luxury furniture brand where customers can explore different designs and colors in a 3D space.

2. Artificial Intelligence in CGI

- AI is transforming the CGI industry by automating parts of the production pipeline, such as rendering, motion capture, and even character animations. Theatives plans to incorporate AI-driven tools to deliver projects faster while maintaining the same level of quality.

3. Sustainable Growth through Technology

- As part of its commitment to sustainability, Theatives is exploring ways to use eco-friendly technologies in its production process. By optimizing rendering workflows and using energy-efficient hardware, the company aims to reduce its carbon footprint.

1.4.1 Team

At Theatives, our success is built on the creativity, dedication, and expertise of our team members. Each individual plays a crucial role in bringing our projects to life, and together, we form a collaborative environment that fosters innovation and artistic excellence.

Key Team Members:

Md. Hasibul Huq Shanto – CEO

With over 5 years of experience in the CGI and animation industry, Hasibul has a proven track record of leading successful projects from conception to completion. He holds a degree in FineArts with a specialization in Digital Media, which has equipped him with a strong foundation in both artistic and technical aspects of CGI.

Contributions:

- Developed the strategic vision for Theatives, ensuring alignment with market trends and client needs.
- Oversees all major projects and client interactions, ensuring quality and creativity are upheld.
- Regularly participates in creative brainstorming sessions, inspiring the team to think outside the box.

Anas Ahmad – COO

Anas brings a wealth of operational expertise to Theatives, having worked in project management and client relations for several years. He is skilled in optimizing workflows and improving efficiency, ensuring that projects are completed on time and within budget.

Contributions:

- Manages day-to-day operations and resource allocation for projects.
- Cultivates relationships with clients, facilitating communication and understanding of their needs.
- Implements processes and technologies that enhance productivity and project management.

Md. Asiqur Rahman – 3D Designer

Asiqur is a talented 3D designer with a passion for creating lifelike models and animations. He is proficient in various software, including Blender and Autodesk Maya, which allows him to create intricate designs that meet client specifications. Contributions:

- Leads the design team in creating 3D models and animations for various projects.
- Ensures that all visual elements are aligned with the client's brand identity and vision.
- Continuously explores new design techniques and technologies to enhance his skill set.

F M Shadman Ahmed – Creative Designer

- Specializes in creative design, bringing fresh and innovative approaches to visual projects.

Additional Team Members:

Tanzim TazridNajian – Intern

- Currently interning, contributing to various ongoing projects while learning and growing within the team.

1.4.2 Team Culture

At Theatives, we prioritize a culture of collaboration and creativity. Our open office environment encourages team members to share ideas and feedback freely, fostering a sense of community and shared purpose. Here are some key aspects of our team culture:

- **Continuous Learning:** We believe in investing in our team's development. Regular workshops, training sessions, and access to online courses ensure that every member stays up-to-date with industry trends and software advancements.
- **Creative Brainstorming Sessions:** Weekly meetings are held where team members are encouraged to pitch new ideas for projects, techniques, and technologies. This collaborative environment helps spark creativity and innovation.
- **Work-Life Balance:** We understand the importance of maintaining a healthy work-life balance. Flexible work hours and remote work options are provided to accommodate personal needs, ensuring that our team remains motivated and engaged.
- **Celebrating Achievements:** Whether it's the completion of a major project or an individual's professional development milestone, Theatives takes the time to celebrate successes together, fostering a sense of pride and teamwork.

Team Quotes

- **Md. Hasibul Huq Shanto:** "Our team is our greatest asset. The diversity of ideas and skills we have allows us to push the boundaries of what's possible in CGI."
- **Anas Ahmad:** "Collaboration is key to our success. Every voice is heard, and every idea has the potential to transform into something extraordinary."
- **Md. Asiqur Rahman:** "I love the creativity that flows in our team. Each project is an opportunity to learn and grow as an artist."

1.5 Topic of the Report

This report explores Theatives, a CGI and VFX startup in Bangladesh, focusing on its approach to product-based advertising and its role in the evolving digital media industry. It examines Theatives' services, growth potential, and market position within the competitive advertising landscape. The report also highlights the company's strengths, challenges, and future opportunities.

1.6 Origin of the Report

Theatives was founded on April 2024, in Bangladesh, aiming to revolutionize the advertising landscape with cutting-edge CGI and VFX technologies. The company specializes in creating visually captivating ads focused on product promotion, catering to diverse client needs. With a commitment to innovation and quality, Theatives seeks to elevate brands through immersive storytelling and stunning visual effects. As a startup, it strives to carve a niche in the competitive advertising industry.

1.7 Background of the Report

The background of this report focuses on Theatives, a budding CGI and VFX ad agency based in Bangladesh. Established in 2024, the company emerged in response to the growing demand for high-quality visual advertising in a digital-first world. Theatives aims to leverage advanced technologies to create engaging and impactful product-based advertisements. As a startup, it faces both opportunities and challenges in a competitive market. This report examines Theatives' strategies, projects, and market positioning to assess its potential for growth and success. Ultimately, it highlights the agency's vision to transform the advertising landscape through innovative visual storytelling.

1.8 Objective of the Report

The objective of this report is to analyze Theatives' strategic approach in the CGI and VFX advertising sector, highlighting its innovative projects and market positioning. It aims to identify growth opportunities and challenges faced by the startup. Additionally, the report seeks to evaluate the effectiveness of Theatives' advertising solutions in enhancing brand visibility and engagement.

1.8.1 General Objective

The general objective of this report is to provide a comprehensive analysis of Theatives, focusing on its operations within the CGI and VFX advertising industry. This includes evaluating its strategic initiatives, market positioning, and overall impact on client brand visibility and engagement. By examining these elements, the report aims to identify growth opportunities and challenges that Theatives may encounter as a startup in a competitive landscape.

Key Points:

1. Market Analysis: Evaluate the current trends in the CGI and VFX advertising industry and how Theatives positions itself within this market.

2.Competitive Landscape: Analyze the competitive environment, identifying key competitors and their strategies, as well as Theatives' unique selling propositions.

3.Client Engagement: Assess how Theatives engages with clients and delivers value through its advertising solutions, focusing on customer satisfaction and retention.

4.Innovation and Technology: Examine the technologies and creative approaches Theatives employs to produce high-quality CGI and VFX ads.

5.Financial Performance: Review Theatives' financial metrics and growth trajectory to understand its economic viability and investment potential.

6.Marketing Strategy: Investigate the marketing strategies utilized by Theatives to promote its services and attract new clients.

7.Future Prospects: Identify potential growth avenues and strategies for Theatives to enhance its market presence and ensure long-term sustainability.

1.8.2Broad Objective

The board objective of this report is to outline Theatives' strategic vision and operational goals in the CGI and VFX advertising sector. It aims to facilitate informed decision-making by providing insights into market dynamics, client engagement, and innovation strategies.

1.8.3 Specific Objective

The specific objective of this report is to provide an in-depth evaluation of Theatives' operations within the CGI and VFX advertising industry, focusing on key performance metrics, client engagement, and marketing effectiveness. By analyzing these components, the report aims to deliver actionable insights that can drive strategic improvements, enhance client satisfaction, and bolster Theatives' competitive position in the market. The objective emphasizes the need for a comprehensive understanding of the factors contributing to success and the challenges that may hinder growth, thereby enabling informed decision-making for future strategies.

Key Points:

1.Project Execution Analysis:

- Assess the methodologies and workflows used in project execution to determine efficiency and consistency in delivering high-quality outputs.
- Identify bottlenecks in the production process and recommend improvements to enhance productivity.

2.Client Feedback Assessment:

- Collect and analyze client feedback to evaluate satisfaction levels and identify areas for enhancement in service delivery.
- Develop a framework for ongoing client engagement to foster strong relationships and loyalty.

3.Branding and Positioning:

- Investigate Theatives' branding strategies and how they resonate with target audiences, examining elements such as brand identity and messaging.
- Analyze the effectiveness of brand positioning in differentiating Theatives from competitors in the market.

4. Marketing Effectiveness:

- Evaluate the impact of current marketing campaigns, including social media, digital advertising, and traditional methods, on lead generation and conversion rates.
- Identify key performance indicators (KPIs) to measure the success of marketing initiatives and make data-driven adjustments.

5. Technological Utilization:

- Examine the advanced technologies and software used in CGI and VFX production, assessing their impact on the creative process and final deliverables.
- Identify opportunities for technological upgrades or integrations that could enhance production quality and efficiency.

6.Talent Management:

- Analyze recruitment and retention strategies to ensure Theatives attracts and maintains a skilled workforce capable of delivering innovative solutions.
- Assess employee training and development programs to enhance skill sets and foster creativity within the team.

7.Growth Strategy Evaluation:

- Identify potential markets for expansion, including geographical regions and industry sectors that could benefit from Theatives' services.
- Explore opportunities for service diversification, such as offering additional creative services or enhancing existing offerings.

8. Financial Performance Review:

- Analyze financial metrics, including revenue growth, profitability, and cost management, to assess the financial health of Theatives.
- Identify trends and patterns in financial performance that could inform future budgeting and investment decisions.

9. Competitive Analysis:

- Conduct a thorough analysis of key competitors, examining their strengths, weaknesses, market share, and strategic approaches.
- Identify gaps in the market that Theatives can exploit to enhance its competitive advantage.

10. Customer Segmentation:

- Segment Theatives' customer base to understand different client needs, preferences, and behaviors, enabling tailored marketing and service delivery strategies.
- Assess the potential for targeting underserved market segments that align with Theatives' capabilities.

11. Networking and Partnerships:

- Evaluate existing partnerships and collaborations to determine their effectiveness in enhancing service offerings and market reach.
- Identify potential strategic alliances that could provide mutual benefits and expand Theatives' influence in the industry.

12. Sustainability Practices:

- Investigate the environmental impact of Theatives' operations and explore sustainable practices that can be implemented in production processes.
- Assess how adopting sustainable practices can enhance brand reputation and appeal to environmentally conscious clients.

13. Crisis Management and Risk Assessment:

- Analyze Theatives' crisis management strategies to ensure preparedness for unforeseen challenges that may impact operations.
- Identify potential risks, both internal and external, and recommend mitigation strategies to safeguard the business.

14. Client Case Studies:

- Develop case studies of successful projects to highlight Theatives' capabilities and demonstrate value to potential clients.
- Use these case studies as marketing tools to showcase expertise and attract new business.

15. Future Trends and Innovations:

- Research emerging trends in CGI and VFX technologies, identifying opportunities for Theatives to innovate and stay ahead of industry developments.
- Recommend strategies for Theatives to incorporate these trends into its service offerings and operational processes.

By focusing on these specific objectives, the report aims to provide a thorough understanding of Theatives' operations and strategic direction, ultimately guiding the company towards sustained growth and success in the CGI and VFX advertising sector.

1.9 Scope of the Report

The scope of this report encompasses a comprehensive analysis of Theatives' operations within the CGI and VFX advertising industry, including its project execution, client engagement, and marketing strategies. It will also examine financial performance, competitive positioning, and potential growth opportunities. Additionally, the report will provide actionable recommendations to enhance Theatives' market presence and operational efficiency.

1.10 Methodology of the Report

The methodology for this report utilizes both primary and secondary sources to gather relevant data and insights about Theatives and its operational environment.

1.10.1 Primary Sources

1.Interviews with Management: Conducting structured interviews with key management personnel to understand strategic objectives and operational challenges.

2.Team Member Surveys: Distributing surveys among team members to gather insights on project execution, collaboration, and workplace culture.

3.Client Interviews: Engaging with selected clients to obtain qualitative feedback regarding their experiences and satisfaction with Theatives' services.

4.Focus Groups: Organizing focus group discussions with clients and stakeholders to explore perceptions of Theatives' branding and marketing efforts.

5.Observation: Observing project workflows and team dynamics during project execution to identify strengths and areas for improvement.

6.Workshops: Holding workshops with team members to brainstorm ideas for innovation and problem-solving related to service offerings.

7.Feedback Forms: Utilizing post-project feedback forms to capture client satisfaction and areas for future enhancement.

8.Case Studies: Developing case studies on specific successful projects to highlight best practices and lessons learned.

1.10.2 Secondary Sources

1.Industry Reports: Analyzing reports from industry research firms to gather data on market trends, growth forecasts, and competitive analysis.

2.Market Research Studies: Reviewing studies that provide insights into consumer preferences and behaviors in the advertising sector.

3.Academic Journals: Consulting academic articles and journals to understand theoretical frameworks and models relevant to CGI and VFX.

4.Competitor Analysis: Gathering data on competitors' strategies, strengths, and weaknesses from publicly available resources and business profiles.

5.Financial Reports: Examining financial statements and performance metrics of Theatives and key competitors to evaluate market positioning.

6.News Articles: Reviewing news articles and press releases related to Theatives and industry developments to stay updated on relevant events.

7.Online Databases: Utilizing online databases and platforms to access industry statistics and historical data for comparative analysis.

8.Social Media Analysis: Analyzing social media presence and engagement metrics to assess Theatives' branding efforts and audience reach.

1.11 Limitations

In preparing this report certain limitations were faced:

- **Data Availability:** Limited access to comprehensive and current data regarding Theatives' financial performance and project metrics may hinder the depth of analysis.
- **Subjectivity of Feedback:** Client and team member feedback can be subjective, potentially introducing bias and affecting the reliability of insights gathered.
- **Sample Size:** The number of interviews and surveys may be small, limiting the ability to generalize findings to the broader client base and industry.
- **Rapid Industry Changes:** The fast-evolving nature of the CGI and VFX advertising industry may result in quickly changing trends that could impact the relevance of the analysis over time.

2. ORGANIZATION PART

2.1 Overview of the Organization

Theatives, founded in Bangladesh on April 21, 2024, is a dynamic startup specializing in CGI and VFX for product-based advertisements. As a young player in the advertising industry, Theatives is committed to creating visually captivating and immersive ad content that enhances brand engagement and market presence. The company focuses on harnessing advanced technologies and creative innovation to deliver high-quality, impactful visual experiences for its clients.

2.1.1 Mission

To revolutionize the advertising landscape with cutting-edge CGI and VFX solutions that elevate brand storytelling and engage audiences effectively.

2.1.2 Vision

To become a leading CGI and VFX agency recognized for its innovation, quality, and transformative impact on digital advertising, shaping the future of visual marketing worldwide.

- **Theatives Organogram**

Below is the proposed organizational structure of Theatives, illustrating key roles and reporting relationships within the company:

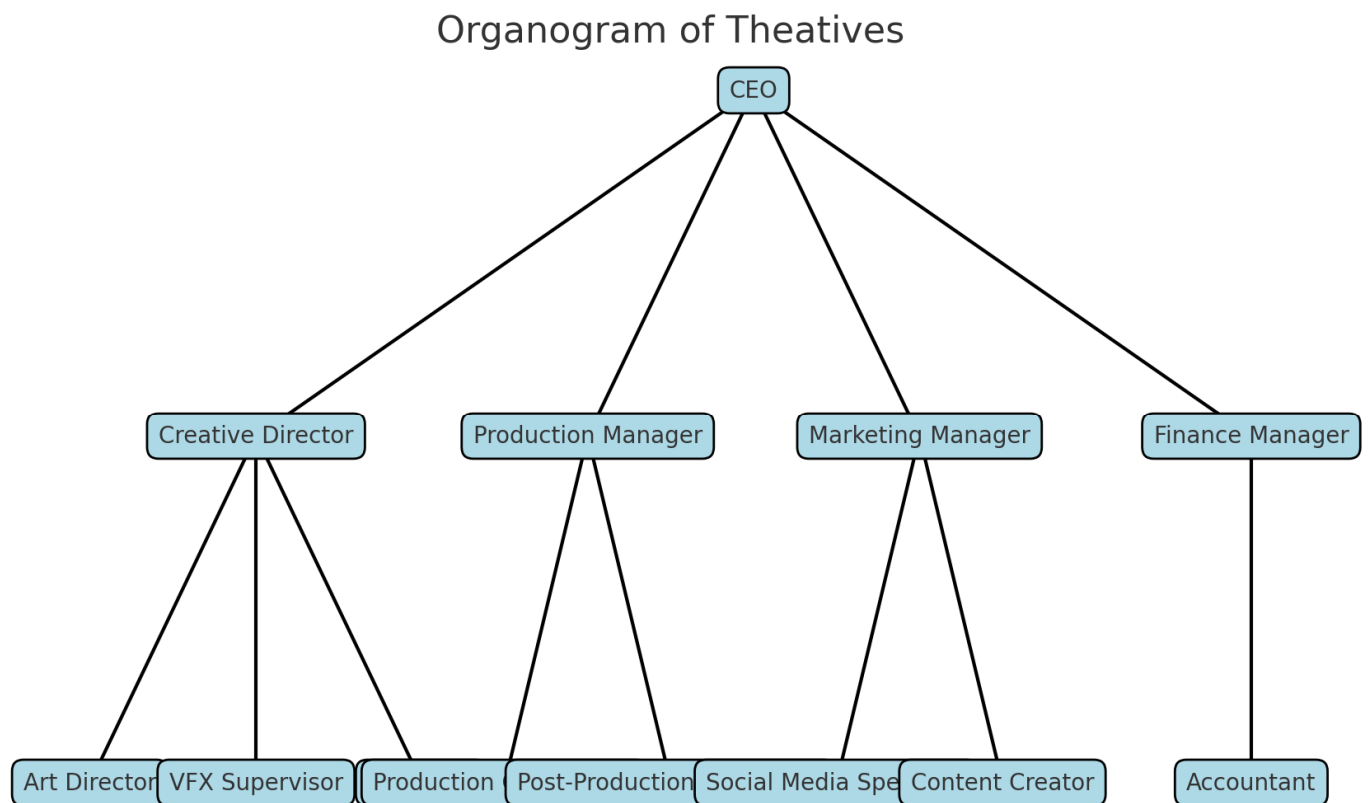
Organogram Structure for Theatives

1. **CEO**

- **Creative Director**

- **Art Director**
- **VFX Supervisor**

- **CGI Artist**
- **Production Manager**
 - **Production Coordinator**
 - **Post-Production Supervisor**
- **Marketing Manager**
 - **Social Media Specialist**
 - **Content Creator**
- **Finance Manager**
 - **Accountant**



2.2 Theatives Portfolio

Theatives specializes in CGI and VFX-based advertising, delivering compelling visuals that captivate and communicate. From ideation to final render, we create high-impact product ads that bring brands to life, merging technical skill with creative vision.

2.2.1 Specializations

- **CGI (Computer-Generated Imagery):** Bringing products and concepts to life with stunning realism and detail, CGI allows us to create visuals that can't be captured in traditional photography. From intricate textures to complex lighting, we craft every element to make brands unforgettable.
 - **VFX (Visual Effects):** Our VFX services enrich storytelling by seamlessly blending the imaginary with reality. By incorporating dynamic elements like particles, fluid simulations, and environmental effects, we make your product the star of any visual narrative.
-

2.2.2 Service Offerings

- **3D Modeling & Animation:**
 - **Product Models:** High-quality models that showcase products in every detail, from design to finish.
 - **Animated Sequences:** Smooth, cinematic animations that showcase the features, uses, and strengths of a product.
- **Visual Effects (VFX):**
 - **Special Effects:** Effects that highlight product functionality or create a branded visual aesthetic.
 - **Simulation Effects:** Realistic simulations like fire, water, smoke, or abstract elements, adding depth and dimension.
- **Post-Production & Editing:**
 - **Color Grading:** Enhancing visual tone to align with brand identity and mood.
 - **Compositing:** Layering visual elements to create immersive scenes.

- **Sound Design Integration:** Syncing music and effects to create an engaging sensory experience.
 - **Creative Concept Development:**
 - Collaborate on ad concepts, from brainstorming to full visualization.
 - Mood boards, storyboarding, and animatics help refine the vision before production.
-

2.2.3 Industries Served

Our CGI and VFX solutions are versatile, catering to diverse industries and adapting to brand-specific needs:

- **Advertising & Marketing:** Engaging visuals that increase brand recall and elevate marketing campaigns.
 - **E-commerce & Retail:** Product visuals that boost conversion rates and enhance online shopping experiences.
 - **Entertainment & Media:** Visual storytelling for entertainment, including trailers, teasers, and content promotions.
-

2.2.4 Technological Excellence

- **State-of-the-Art Tools:** Working with leading software like Blender, Maya, and After Effects, we maintain high standards in every aspect of production.
 - **Real-Time Rendering & Simulation:** Reducing turnaround times while maintaining quality, thanks to advanced GPU rendering and real-time engines.
-

2.2.5 Notable Projects

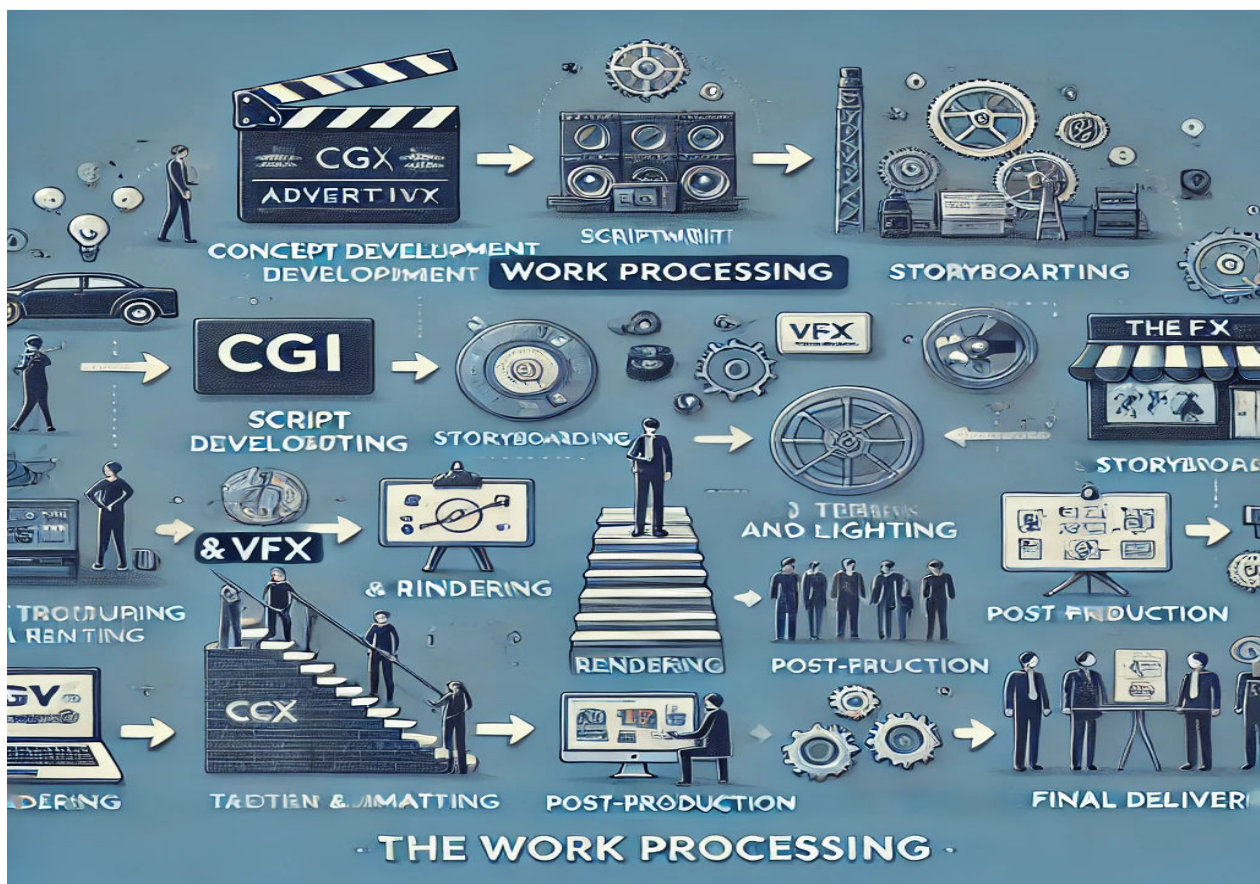
- **High-Impact Product Ads:** Successfully crafted CGI ads for top-tier clients, amplifying product visibility with photorealistic detail.
- **Branded VFX Campaigns:** Developed VFX-driven campaigns for lifestyle and tech brands, enhancing storytelling impact and brand connection.

Why Choose Theatives?

- **Startup Agility:** Our nimble structure lets us adapt quickly, working closely with clients to deliver customized results.
- **Innovation Meets Storytelling:** Combining cutting-edge CGI with a narrative approach, we ensure that every visual is memorable, engaging, and brand-aligned.
- **Client-Centric Approach:** We prioritize each client's vision, transforming ideas into visuals that drive brand growth and customer engagement.

At Theatives, our goal is to take your vision to new creative heights with artistry, innovation, and technical precision. Whether it's a single ad or an extensive campaign, we strive to deliver visuals that leave a lasting impression

2.3 Technical Aspects: Work Processing



1. Client Consultation and Briefing

- **Initial Meeting:** Discuss the client's vision, goals, and specific requirements for the project.
- **Understanding Objectives:** Identify target audiences and key messages that the imagery should convey.
- **Gathering Resources:** Collect reference materials, existing branding guidelines, and product specifications.

2. Concept Development

- **Creative Ideation:** Brainstorm ideas and concepts that align with the client's vision and objectives.
- **Mood Boards:** Create visual mood boards to convey the overall aesthetic and tone of the project.
- **Sketches and Thumbnails:** Develop rough sketches or digital thumbnails to explore composition and design options.

3. Pre-Production Planning

- **Storyboarding:** Outline the sequence of images or animations, detailing key scenes and actions.
- **Asset Creation:** Develop or source 3D models, textures, and materials needed for the project.
- **Technical Setup:** Choose software and tools to be used for CGI and VFX (e.g., Blender, Maya, After Effects).

4. Production Phase

- **Modeling:** Create detailed 3D models of products, environments, or characters.
- **Texturing:** Apply textures to models to enhance realism (e.g., surface details, colors, and patterns).
- **Lighting Setup:** Establish lighting conditions that reflect the desired mood and highlight the product features.

5. Rendering

- **Test Renders:** Produce preliminary renders to check the quality of models, textures, and lighting.

- **Final Rendering:** Render the final images or animations at high resolution, ensuring optimal quality for output.

6. Post-Production

- **Compositing:** Combine various elements, such as CGI and live-action footage, using software like After Effects or Nuke.
- **Color Grading:** Adjust color tones and enhance visuals to create a cohesive look across all images.
- **Effects Addition:** Integrate additional visual effects, like smoke, fire, or motion graphics, to elevate the imagery.

7. Review and Revisions

- **Client Feedback:** Present the initial drafts to the client for review and gather feedback.
- **Revisions:** Make necessary adjustments based on client comments to align the imagery with their vision.

8. Final Delivery

- **Output Formats:** Deliver final images or animations in the required formats (e.g., JPEG, PNG, MP4) for various platforms (social media, websites, etc.).
- **Documentation:** Provide usage guidelines and any necessary project documentation to the client.

9. Post-Project Follow-Up

- **Client Satisfaction:** Check in with the client to ensure satisfaction with the final product and address any lingering questions.
- **Feedback Collection:** Gather feedback for future improvements and potential future collaborations.

10. Portfolio Update

- **Showcasing Work:** Update Theatives' portfolio with the new project to attract future clients and demonstrate capabilities.

3. PROJECT PART

3.1 Situation Analysis:

This section will deal with industry scenario and elaborate on situation analysis. This is based on Porter's Five Forces model.

Michael Porter provided a framework that models an industry as being influenced by five forces. The strategic business manager seeking to develop an edge over rival firms can use this model to better understand the industry context in which the firm operates. The Porter's five forces model are pure competition implies that risk-adjusted rates of return should be constant across firms and industries.



Figure-3.1: Industry Analysis Based On Porter's Five Forces

3.2 Threat of New Entrants

The threat of new entrants is a significant factor influencing Theatives' position in the CGI and VFX industry in Bangladesh. Entering this market requires substantial investment in advanced hardware, software, and skilled talent, creating a high barrier to entry. Theatives has already established itself with industry-standard tools like Blender and Adobe After Effects, giving it an early advantage. Startups with limited funding and resources may find it challenging to compete at the same level. However, local competitors might diversify their services to include similar offerings, increasing competition in the market. International firms could also enter the Bangladeshi market, leveraging their scale and advanced capabilities to attract local clients. Theatives has built strong client relationships by providing high-quality, product-focused CGI and VFX, which acts as a deterrent for new entrants. Clients are likely to remain loyal due to the trust and satisfaction developed with Theatives' tailored services. New competitors would need significant time and resources to match Theatives' quality and reliability. Additionally, navigating regulatory hurdles such as licensing and intellectual property laws in Bangladesh can deter potential entrants. Theatives' focus on specialization in industries like fashion and FMCG further differentiates it from potential competitors. Larger companies with economies of scale may pose a pricing threat, but Theatives' operational efficiency helps mitigate this risk. By continuing to innovate with technologies like AR and VR, Theatives can stay ahead of new competitors. Expanding its digital presence and portfolio can strengthen its brand and market position. These strategies will ensure Theatives remains competitive and reduces the impact of new entrants on its growth.

3.3 Brand Loyalty

Building brand loyalty is crucial for Theatives as a young CGI and VFX company in Bangladesh. Brand loyalty refers to clients' consistent preference for Theatives' services over competitors, rooted in trust, quality, and satisfaction. By delivering exceptional results and maintaining strong client relationships, Theatives aims to foster long-term loyalty among its clients, which is vital for growth and sustainability in a competitive industry. Here are key factors contributing to Theatives' brand loyalty:

1.Consistent Quality:Theatives prioritizes high-quality CGI and VFX work that meets clients' expectations, ensuring each project reflects the best of its creative and technical capabilities.

2.Client-Centric Approach: By focusing on client needs and feedback, Theatives creates tailored solutions that align with each client's brand vision, fostering a sense of partnership and trust.

3.Innovative Solutions:Theatives consistently incorporates the latest technologies, such as AR and VR, offering clients cutting-edge options to stay ahead in their marketing efforts.

4.Reliability and Timeliness: Meeting deadlines and delivering on promises builds reliability, making clients more likely to return to Theatives for future projects.

5.Strong Communication: Clear, consistent communication throughout project phases reassures clients, helping them feel engaged and valued during the creative process.

6.Competitive Pricing: Offering quality services at competitive prices helps Theatives attract clients who seek value, establishing loyalty through affordability without compromising quality.

7.Positive Client Experience: Theatives creates a positive, seamless experience for clients, from initial consultations to post-project follow-ups, ensuring satisfaction and encouraging repeat business.

These factors combined help Theatives cultivate lasting relationships with clients, enhancing brand loyalty and positioning the company as a preferred choice in the CGI and VFX market.

3.4 Government Regulation

As a CGI and VFX startup in Bangladesh, Theatives must comply with various government regulations that affect its operations, financial management, and overall business practices. Adherence to these regulations is essential for legal compliance, smooth operations, and sustainable growth. Here are some key areas of government regulation impacting Theatives:

1.Business Registration and Licensing:Theatives must obtain the necessary business licenses and register with government authorities to operate legally as a CGI and VFX company in Bangladesh.

2.Tax Compliance: The company is required to follow the tax regulations set by the National Board of Revenue (NBR), which includes timely payment of income tax, VAT, and other applicable taxes.

3.Intellectual Property (IP) Laws: As Theatives creates original CGI and VFX content, it must respect and protect intellectual property rights, ensuring that both its own work and client projects are safeguarded under copyright laws.

4.Labor Laws and Employment Standards: The company must comply with labor laws regarding employee rights, working hours, minimum wage, health and safety standards, and benefits to create a fair and legal work environment.

5.Data Privacy and Cybersecurity: As Theatives deals with client data and digital content, it must adhere to regulations on data protection and cybersecurity, ensuring that client information is securely stored and protected from breaches.

6.Environmental Regulations: If Theatives uses equipment or production processes that consume significant energy or produce waste, it must follow environmental guidelines to minimize its ecological impact, supporting sustainability goals.

7.Import and Export Regulations: If Theatives uses imported software or technology, it must comply with import regulations and tariffs. Similarly, any international collaboration may require adherence to export regulations.

Compliance with these government regulations helps Theatives operate legally, build trust with clients, and contribute positively to the local business environment. Staying updated with regulatory changes ensures the company's long-term growth and stability in Bangladesh.

3.5 Economies of Scale

As Theatives grows, achieving economies of scale becomes crucial for reducing costs and improving profitability. Economies of scale refer to the cost advantages a business gains as it increases production, allowing it to lower costs per unit while enhancing output. For Theatives, economies of scale are especially beneficial in the CGI and VFX industry, where high initial investments in technology and talent are required. Here are key ways Theatives can achieve economies of scale:

1.Bulk Software Licensing: By negotiating bulk software licenses for tools like Autodesk Maya, Adobe After Effects, and other essential CGI and VFX software, Theatives can reduce per-user costs and improve productivity across its team.

2.Specialized Equipment Investment: As Theatives expands, investing in high-performance rendering hardware and storage systems will allow for faster production, reducing project turnaround times and unit costs.

3.Talent Development and Skill Specialization: Training in-house artists to specialize in specific tasks (e.g., modeling, texturing, animation) allows Theatives to efficiently allocate resources, reducing the need to outsource and minimizing overall production costs.

4.Standardized Processes: Establishing streamlined workflows and production pipelines will allow Theatives to handle multiple projects more efficiently, reducing time and costs associated with each project phase.

5.Supplier Relationships: By building strong relationships with suppliers for hardware, software, and other essential resources, Theatives can secure discounts or preferential pricing, lowering costs as its purchasing volume grows.

6.Increased Project Volume: Handling a higher volume of projects allows Theatives to spread its fixed costs (such as office rent, software licenses, and equipment) across more revenue sources, reducing the average cost per project.

7.Digital Marketing and Brand Building: Investing in digital marketing to build brand awareness enables Theatives to attract more clients without proportional increases in marketing costs, benefiting from wider brand recognition as it scales.

By achieving economies of scale, Theatives can reduce costs, improve efficiency, and enhance profitability, all of which contribute to its competitive advantage in the CGI and VFX industry. These strategies position Theatives for sustainable growth as demand for its services increases.

3.6 Rivalry among Established Companies

The second of Porter's five competitive forces is the extent of rivalry among established companies within an industry. If this rivalry is weak, companies have an opportunity to raise prices and earn greater profits. If rivalry is strong, significant price competition, including price wars, may result. The extent of rivalry among established companies within an industry is largely a function of three factors:

- ☐ **The industry's competitive structure**
- ☐ **Demand condition**
- ☐ **The height of exit barriers in the industry**

3.7 Competitive Structure

Theatives operates in a competitive CGI and VFX industry in Bangladesh, where demand for high-quality visual content is growing rapidly across sectors like advertising, e-commerce, and media. As a young startup, Theatives faces competition from both established local studios and international CGI providers. Local competitors primarily offer traditional animation and video production services, while international firms provide advanced CGI and VFX capabilities, which often attract high-end clients with larger budgets.

Theatives differentiates itself by focusing on product-based advertising, catering to clients in consumer electronics, fashion, automotive, and FMCG. This niche allows Theatives to hone its expertise and provide unique solutions that appeal to brands looking for product-focused, immersive visuals. Unlike many generalist studios, Theatives emphasizes high-quality CGI and VFX tailored specifically for product-based storytelling, helping brands showcase products in a dynamic, visually impactful way.

Due to its specialization, Theatives attracts clients looking for innovative approaches to visual advertising, setting itself apart from competitors who may offer broader but less focused services. The company's main advantage lies in its skilled team, which includes artists and VFX specialists who understand the nuances of CGI for product advertising. Moreover, Theatives is strategically positioned to capture the growing demand for visual content among Bangladeshi brands, particularly those seeking a local provider with a deep understanding of their target market.

Pricing also plays a significant role in Theatives' competitive structure. By maintaining competitive pricing compared to larger, international studios, Theatives appeals to brands with smaller budgets that still want high-quality CGI and VFX work. However, Theatives must continually manage costs and invest in technology to keep up with competitors who have greater resources and advanced tools.

As Theatives grows, it faces the challenge of scaling its operations while maintaining its specialization and quality, which are key to its brand identity. Building strong client relationships also strengthens Theatives' competitive position, as satisfied clients are likely to return and refer new business. The company's agility and ability to adopt the latest VFX and CGI technologies help it stay relevant in a fast-evolving market.

To expand its competitive edge, Theatives has started exploring additional services like augmented reality (AR) and virtual reality (VR), which are increasingly in demand. These innovative offerings can further differentiate Theatives, positioning it as a forward-thinking CGI and VFX provider in the region. However, scaling these services will require Theatives to continually invest in talent and technology to meet international quality standards.

Overall, Theatives' competitive structure is defined by its niche focus, high-quality work, competitive pricing, and client-centered approach, all of which position it well in a challenging and dynamic industry. As it navigates its growth path, Theatives aims to strengthen its reputation, attract larger clients, and build a loyal client base, ensuring sustainable success.

3.8 Demand Conditions

Demand for Theatives' CGI and VFX services is driven by the growing need for visually captivating content across industries such as consumer electronics, fashion, automotive, and FMCG in Bangladesh. As brands increasingly recognize the importance of digital engagement, the demand for high-quality, immersive advertisements is on the rise. Companies are shifting from traditional ads to CGI and VFX-driven visuals that can captivate audiences and highlight product features effectively.

Theatives, with its focus on product-based advertising, is well-positioned to meet these evolving client needs. This demand is further fueled by the expanding digital landscape, with more businesses seeking engaging content for social media, online ads, and e-commerce platforms. Additionally, as competition intensifies in these sectors, brands are seeking unique, innovative advertising approaches, which boosts demand for Theatives' specialized CGI and VFX services.

International demand for quality CGI and VFX also opens new opportunities for Theatives, enabling it to potentially expand its client base beyond Bangladesh. The increasing interest in technologies like augmented reality (AR) and virtual reality (VR) adds to this demand, encouraging Theatives to innovate and offer advanced services to meet market expectations.

3.9 Exit Barriers

Exit barriers refer to the factors that may make it challenging for Theatives to leave the CGI and VFX industry if needed. Here are some key exit barriers for Theatives:

1.High Investment in Technology and Equipment: The company has made significant investments in specialized software, hardware, and other technological tools, which may be hard to recover or repurpose outside the CGI and VFX industry.

2.Skilled Workforce Commitment:Theatives has trained and retained a skilled team of artists and technicians with specific expertise in CGI and VFX, which may not be easily transferable to other industries.

3. Client Contracts and Long-Term Relationships: Ongoing contracts and established client relationships can complicate an exit, as Theatives may face reputational risks and financial penalties if unable to fulfill obligations.

4. Brand Identity and Market Positioning: Theatives has established a brand identity in the CGI and VFX industry, making a shift to a different industry challenging without losing market recognition.

5. High Switching Costs: Transitioning to a different industry would require significant investments in new equipment, training, and repositioning, leading to high switching costs.

6. Intellectual Property and Proprietary Assets: The company has accumulated a portfolio of intellectual property, including proprietary techniques and project assets, that hold value primarily within the CGI and VFX sector.

7. Limited Alternative Markets: Since CGI and VFX are specialized fields, finding alternative markets with similar demand and revenue potential might be difficult, making an exit less appealing.

These factors make exiting the CGI and VFX industry challenging, incentivizing Theatives to continue investing in growth and adaptation within its current market.

Table 3.1 CurrentMarket Situation

No	Brand name
1	CreativeHub
2	VisionFX
3	PixelCraft
4	Animax Studio
5	MotionPix
6	VFXWorks
7	StudioFrame
8	CGI Creations
9	CineEffects

3.10 Buyer's Power

In the CGI and VFX industry, buyer power refers to the influence that clients have over service providers like Theatives. High buyer power means clients can demand lower prices, higher quality, and flexible terms, impacting profitability and operational choices. Theatives faces significant buyer power due to the availability of multiple CGI and VFX service providers, both locally and internationally. Here's a breakdown of the factors that increase buyer power for Theatives:

1.Availability of Alternatives: Clients have access to numerous local and international CGI and VFX studios, giving them choices to compare quality, pricing, and service options.

2.Price Sensitivity: Many clients are price-sensitive, especially in emerging markets like Bangladesh, where budget constraints are common. This forces Theatives to offer competitive pricing to attract and retain clients.

3.Ease of Switching: The relatively low switching costs for clients enable them to explore other service providers if they find a better offer, increasing their bargaining power over pricing and terms.

4.Demand for High Quality and Customization: Clients often demand highly customized and visually impactful work, requiring Theatives to maintain high standards and invest in technology and talent, which can increase costs.

5.Project-Based Contracts: Many CGI and VFX projects are one-time or short-term, which means clients can easily shift to another provider for future projects if they are unsatisfied with Theatives' services.

6.Influence Over Service Offerings: Clients may request additional services or faster turnaround times, and Theatives must be flexible to retain business, giving clients more influence over project execution.

7.Brand Reputation Impact: Positive client feedback and referrals are crucial in this competitive industry. As such, clients hold power by potentially impacting Theatives' reputation through reviews and recommendations.

8.Negotiation Leverage: Larger clients, in particular, have stronger negotiation power due to their bigger budgets and ongoing project potential, allowing them to push for favorable terms.

In summary, buyer power for Theatives is relatively high, as clients have a wide array of options and can negotiate terms to suit their preferences. To balance this power, Theatives focuses on delivering exceptional quality, maintaining competitive pricing, and building strong client relationships. The third of Porter's five competitive forces is the bargaining power of buyers. A

company's buyers may be the customers who ultimately consume its products but they may also be the companies that distribute its products to end users, such as retailers and wholesalers. According to Porter, buyers are most powerful in the following circumstances:

- When the supply industry is composed of many small companies and the buyers are few in number and large. These circumstances allow the buyers to dominate supply companies.
- When the buyers purchase in large quantities, in such circumstances, buyers can use their purchasing power as leverage to bargain for price reductions.
- When the supply industry depends on the buyers for a large percentage of its total orders.
- When the buyers can switch orders between supply companies at a low cost, thereby playing off companies against each other to force down prices.
- When it is economically feasible for the buyers to purchase the input from several companies at once.
- When the buyers can use the threat to supply their own needs through vertical integration as a device for forcing down prices.

3.11 Supplier's Power

Supplier power refers to the influence that suppliers have over a company's operations, costs, and service capabilities. The fourth of Porter's competitive forces is the bargaining power of suppliers. Suppliers can be viewed as a threat when they are able to force up the price that a company must pay for its inputs or reduce the quality of the inputs they supply, thereby depressing the company's profitability. According to Porter, suppliers are most powerful. For Theatricals, suppliers include technology providers (software and hardware), freelance artists, and specialized contractors. Here are the factors that shape supplier power for Theatricals:

1. Dependence on Specialized Software: Theatricals relies on industry-standard software like Autodesk Maya, Adobe After Effects, and Blender, where licensing costs and terms are controlled by a few major providers. This reliance gives software suppliers substantial power over pricing and availability.

2. High Cost of Advanced Hardware: CGI and VFX production requires high-performance computers, rendering systems, and storage solutions. Suppliers of these specialized hardware components hold significant power, as Theatricals cannot easily substitute them with lower-cost options without impacting performance.

3. Freelancer and Contractor Availability: For specific projects or specialized tasks, Theatives may rely on freelancers and contractors. While there is a broad talent pool, highly skilled artists may charge premium rates, giving them power over pricing for unique skill sets.

4. Limited Alternative Suppliers: In the CGI and VFX industry, only a few suppliers provide the advanced software and hardware needed, limiting Theatives' options and increasing supplier power due to a lack of viable substitutes.

5. Software and Hardware Upgrades: Suppliers frequently update software and hardware, which may require Theatives to invest in newer versions to stay competitive. These upgrades can be costly and often mandated by suppliers, increasing their influence over Theatives' operating costs.

6. Service and Support Dependence: High-quality technical support is essential for avoiding production delays. Theatives' dependence on suppliers for timely software and hardware support grants suppliers additional leverage, as service disruptions can directly impact project timelines.

7. Subscription and Licensing Models: Many software suppliers operate on a subscription or licensing basis, which requires ongoing payments. This recurring cost model gives suppliers steady revenue from Theatives, while also controlling any price changes or renewal terms.

8. Economic Influence on Supplier Pricing: Economic changes, such as currency fluctuations, can impact the cost of imported technology and software. This unpredictability can affect Theatives' expenses, particularly if suppliers adjust prices in response to market conditions.

In summary, suppliers hold moderate to high power over Theatives due to the specialized and essential nature of the software, hardware, and skills required for CGI and VFX production. To manage this supplier power, Theatives may seek to negotiate favorable terms, explore competitive pricing, and invest in in-house talent to reduce dependency on external freelancers.

3.12 Threat of Substitute Products

In the CGI and VFX industry, the threat of substitutes refers to the possibility that clients may choose alternative methods to fulfill their advertising and visual content needs. For Theatives, the threat of substitutes is relatively low, as CGI and VFX offer unique advantages in creating high-quality, immersive visual experiences that are difficult to replicate with other methods. However, certain substitutes can still pose a challenge, especially as technology and creative options evolve. Here are the main factors influencing the threat of substitute products for Theatives:

Theatives faces a low to moderate threat from substitute products, as CGI and VFX are distinct in their ability to deliver complex, visually engaging content for advertisements, films, and product showcases. Traditional advertising approaches, such as live-action filming, photography, and basic graphic design, may appeal to some clients due to their lower costs, faster turnaround times, or simpler setup requirements. Nonetheless, these alternatives cannot fully match the depth, flexibility, and realism that CGI and VFX provide.

To maintain a competitive edge and mitigate the threat of substitutes, Theatives focuses on offering specialized services, such as product-focused CGI ads and advanced visual effects, that are difficult to achieve through other methods.

Factors Influencing the Threat of Substitute Products:

1. Alternative Advertising Methods: Live-action filming, photography, and graphic design are more affordable substitutes for clients with limited budgets, but they lack the depth and realism achievable with CGI and VFX.

2. Stock Footage and Templates: Some clients may use stock video footage or pre-made templates for simpler ads, which are cheaper and faster to produce, though they lack the customization of CGI and VFX.

3. Animation and Motion Graphics: Basic animation and motion graphics can be used in place of full CGI or VFX for certain projects. While less immersive, these substitutes may satisfy clients seeking simple, cost-effective solutions.

4. In-House Production Capabilities: Large companies with their own design or production teams may opt to handle visual content creation in-house instead of outsourcing to CGI or VFX providers like Theatives.

5. Augmented Reality (AR) and Virtual Reality (VR): As AR and VR grow more accessible, clients may prefer these immersive technologies for certain campaigns, which can serve as a substitute for traditional CGI and VFX.

6. Traditional Illustration and 2D Design: Some brands may choose traditional illustration or 2D design for a specific aesthetic or to keep costs low, especially in markets where simpler visuals are more culturally appealing.

7. Cost Sensitivity Among Clients: For budget-conscious clients, low-cost substitutes such as static graphics or DIY video editing tools may be more attractive, even though they lack the visual impact of CGI and VFX.

8. Technological Advancements in Editing Software: User-friendly editing software with built-in effects can enable clients to produce basic visuals without requiring full CGI or VFX services, creating an alternative for simpler projects.

In conclusion, while the threat of substitutes is moderate, Theatives mitigates this risk by focusing on specialized, high-quality CGI and VFX services that offer value beyond what substitutes can provide. This strategic focus ensures that clients see the unique benefits of Theatives' offerings and are less inclined to switch to alternative methods.

3.13 SWOT Analysis

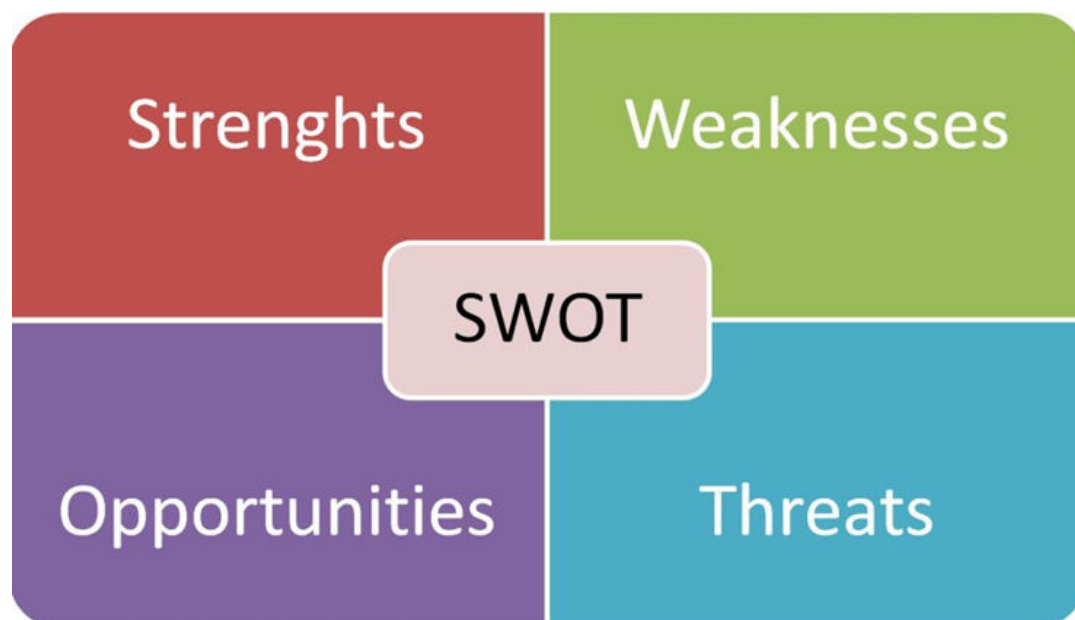


Figure-3.2: SWOT Analysis OfTheatives

The SWOT analysis is having identified the company's external opportunities and threats as well as internal strength and weakness. In other word the overall evaluation of a company's strength, weakness, opportunities, and threats is called SWOT analysis. It can be developed new function business or corporate strategies to accomplish this change. A SWOT analysis fortheatives is as follow.

3.13.1 Strengths

1. **Specialized Expertise in Product-Based CGI and VFX:** Theatives focuses on product-centered advertising, which allows it to develop deep expertise in creating visually engaging content that effectively highlights product features.**Example:**Theatives recently completed a product animation for a major fashion brand, showcasing the intricate details of sunglasses through lifelike textures and lighting. This campaign increased the brand's online engagement by 25%.
2. **High-Quality Creative Talent:** Theatives boasts a team of skilled artists and VFX professionals who bring creativity and technical skill to each project, ensuring high-quality output.**Example:** The team at Theatives, comprising skilled 3D designers and animators, delivered a visually stunning water simulation for a beverage company. The ad received widespread praise for its realism and attention to detail,put that appeals to clients across various industries.

3.Use of Advanced Technology: By investing in industry-standard software and high-performance equipment, Theatives ensures that its CGI and VFX capabilities are cutting-edge, meeting the demands of clients for realistic and high-impact visuals.**Example:** By leveraging Blender and Adobe After Effects, Theatives produced a real estate visualization that helped a client secure pre-sales for a luxury apartment project.

4.Competitive Pricing: Compared to larger, international studios, Theatives offers competitive pricing, making its services accessible to both local and international clients with smaller budgets.**Example:** A local electronics brand chose Theatives over an international VFX studio due to its ability to deliver high-quality work at a fraction of the cost, resulting in a 40% budget saving for the client.

5.Strong Client-Centric Approach: The company's commitment to understanding client needs and providing tailored solutions builds strong relationships and trust, which can lead to repeat business and referrals.**Example:**Theatives developed a custom advertising campaign for an FMCG client, incorporating feedback at every stage to ensure the final product aligned perfectly with the brand's vision and target audience.

3.13.2Weaknesses

1. **Limited Brand Awareness:** As a relatively new player, Theatives is still building its brand recognition in a competitive market, which can limit its reach and ability to attract larger clients.**Example:** Many potential clients in Bangladesh remain unaware of Theatives' services, resulting in missed opportunities to compete against more established studios.

2. **Small Team and Limited Scalability:** With a smaller team size, Theatives may face challenges scaling up quickly to handle large, complex projects, which could lead to project delays or overextended resources.**Example:**Theatives faced delays when managing multiple projects simultaneously, such as a product animation and a game asset design, due to its limited workforce.
3. **High Operational Costs:** CGI and VFX production requires expensive software licenses, hardware, and continuous upgrades, putting financial pressure on the company's resources.**Example:** The cost of renewing licenses for essential software like Autodesk Maya and upgrading high-performance rendering equipment creates financial strain, especially during slower business periods.
4. **Dependence on Key Clients:** Reliance on a few major clients for significant revenue can be risky, as losing a key client could negatively impact cash flow and business stability.**Example:** A significant portion of Theatives' revenue comes from two long-term clients. If one of them reduces their budget, the company risks a sudden dip in cash flow.
5. **Limited Global Reach:** While Theatives has international ambitions, its current presence is mainly within Bangladesh, limiting its access to a larger client base and global market opportunities.**Example:** While Theatives has ambitions for international expansion, most of its projects remain confined to the Bangladeshi market, limiting its exposure to higher-budget international clients.

3.13.3 Opportunities

1. **Growing Demand for CGI and VFX in Advertising:** With more brands seeking high-quality, immersive visuals to stand out in a digital marketplace, demand for CGI and VFX services is increasing, providing expansion potential for Theatives.**Example:**Theatives secured a contract with a local e-commerce platform to produce a series of CGI-enhanced ads highlighting their product range, aligning with the growing demand for high-quality visuals in digital marketing.
2. **Expansion into Emerging Technologies:** Theatives can explore services like augmented reality (AR) and virtual reality (VR), which are gaining popularity in advertising and offer clients innovative ways to engage their audiences.**Example:**Theatives has started experimenting with augmented reality (AR) product visualizations, such as a virtual furniture showroom, offering clients new and engaging ways to present their products.
3. **Increased Focus on E-Commerce and Digital Marketing:** As e-commerce grows, brands need more digital content to market products online, creating an opportunity for Theatives to offer specialized CGI services tailored for digital platforms.**Example:**Theatives partnered with an online retail brand to create CGI advertisements optimized for Instagram and TikTok, resulting in a 30% increase in click-through rates.

4. **Potential for International Expansion:** By building a strong portfolio and establishing a digital presence, Theatives can attract clients from outside Bangladesh, allowing it to tap into global markets with higher budgets for CGI and VFX.**Example:** By showcasing its portfolio on global platforms like Behance and ArtStation, Theatives recently attracted interest from a Middle Eastern luxury brand seeking VFX services for an upcoming campaign.
5. **Collaborations and Partnerships:** Strategic partnerships with advertising agencies, tech firms, and content creators can expand Theatives' service reach and client base, enabling it to handle larger, more diverse projects.**Example:** Theatives collaborated with a local advertising agency to create an integrated campaign combining CGI animations and traditional video ads, reaching a broader audience.

3.13.4 Threats

1. **Intense Competition:** The CGI and VFX market is highly competitive, with many local and international players offering similar services, which could impact Theatives' pricing power and client acquisition.**Example:** Established local competitors, such as PixelCraft and MotionPix, often compete with Theatives for the same clients, making it challenging to secure long-term contracts.
2. **Rapid Technological Advancements:** As new technologies emerge, Theatives must continually invest in upgrades to stay relevant. Failure to keep up with the latest software or hardware advancements could lead to outdated services.**Example:** Theatives had to invest in new rendering software to keep up with the increasing demand for photorealistic animations, stretching its budget.
3. **Economic Uncertainty:** Economic downturns or fluctuations in client budgets may impact demand for premium advertising services like CGI and VFX, affecting Theatives' revenue.**Example:** During an economic downturn, several potential clients delayed or canceled projects, reducing Theatives' revenue pipeline.
4. **High Buyer Power:** Clients have numerous alternatives in the CGI and VFX industry, giving them bargaining power to demand lower prices or negotiate terms, which could impact profitability.**Example:** A large retail brand negotiated for a significant price reduction, citing lower-cost alternatives from other studios, putting pressure on Theatives' profitability.
5. **Dependency on Key Talent:** With a small team, Theatives relies heavily on skilled individuals. Losing key talent could disrupt operations and impact the quality of work delivered to clients.**Example:** When a senior VFX artist left for another opportunity, Theatives faced delays in project delivery and had to onboard a new hire, impacting client timelines.

The SWOT analysis of Theatives shows that it has a strong foundation in creative expertise, client focus, and product-based CGI specialization, positioning it well for growth. However, challenges such as limited brand awareness, high competition, and the need for continuous technological investments present risks. By leveraging opportunities like expanding into AR/VR and international markets, and addressing internal weaknesses, Theatives can enhance its market position and achieve sustainable success.

Overcome –

To overcome its challenges, Theatives focuses on building brand awareness and expanding its client base by delivering high-quality, product-focused CGI and VFX services. The company invests in advanced technology and continuous talent development to stay competitive. Additionally, Theatives is exploring innovative offerings like AR/VR and expanding its digital presence to attract clients globally. These strategies position Theatives for sustainable growth and a stronger market presence.

3.14 Marketing Mix

Every marketer has heard of the four P's - product, price, place, and promotion. They are the foundation of many marketing educations and the cornerstones of many marketers' practices. A new marketing mix has begun to emerge, no longer based on the four P's. This New Marketing Mix is based on the Four C's - create, connect, correct and cancel.

3.14.1 4 Cs of Marketing Mix

3.14.1.1 Create

This is the basis of The New Marketing Mix. Gone are the days where a marketer can just create a product and then spend all his money convincing people to care about it. In today's marketplace, where information flows fast and free, it is vital to put all your effort into creating something that people truly believe is worthwhile. If he/she can get them to care about it, then he/she has really accomplished something.

3.14.1.2 Connect

As in make it possible for his/her to connect with his/her customers and for his/her customers to connect with each other. This kind of connection is vital to the growth and success of any person/product/company/service. Find out what people like and what they don't like. All this connection creates a community, where the whole is always more than the sum of its parts.

3.14.1.3 Change

As in, if it is not working change it. Test and measure repeatedly. The solution is never to plow more money into it and wait for people to "catch on." Why waste time and money on something that is not doing what it is supposed to?

Use analytics to test the success of your ad campaigns or landing pages. Measure the results, tweak it, and measure again... and then tweak it again, etc. In New Marketing, not only is there constant room for improvement, there is a need for it. Just because the ad is up or the copy done, does not mean it is set in stone.

3.14.1.4 Cancel

As in get rid of it, If you've tried to fix something, but it's still not working - then stop doing it. Do not be afraid to give an underperforming ad/product/service/page the axe. With so many other, positive things, you could find to spend your time.

3.14.2 4 P's of Marketing

The major marketing management decisions can be classified in one to the following:

- ☐Product
- ☐Price
- ☐Place (distribution)
- ☐Promotion

These variables are known as the marketing mix or 4 P's of marketing mix. They are the variables that marketing managers can control in order to best satisfy customers in the target market. The marketing mix is portrayed in the following diagram:



Figure-3.3: 4p's of Marketing

The 4P's of marketing—Product, Price, Place, and Promotion—provide a structured framework to understand Theatives' marketing strategy in the CGI and VFX industry. By focusing on each element, Theatives can effectively position itself, attract clients, and build a strong brand presence.

3.14.2.1 Product

Theatives offers specialized CGI and VFX services, primarily focused on product-based advertising across various industries, including electronics, fashion, automotive, and FMCG (Fast-Moving Consumer Goods). The company's services are tailored to meet the specific needs of brands looking for high-quality, immersive visuals to showcase their products in dynamic and memorable ways. Key aspects of Theatives' product strategy include:

- **High-Quality CGI and VFX:** Theatives provides detailed, visually appealing CGI and VFX, delivering realistic textures, movements, and effects that bring products to life.
- **Customization:** Each project is customized based on the client's brand identity and advertising goals, ensuring a unique visual representation for every product.

- **Innovative Technologies:** Theatives incorporates advanced technologies, such as 3D modeling, augmented reality (AR), and virtual reality (VR), offering clients cutting-edge advertising solutions that engage audiences.
- **Focus on Product-Based Campaigns:** Unlike broader VFX providers, Theatives specializes in product-based CGI, honing its expertise in creating visuals that highlight a product's features and appeal to the target audience.
- **Creative Expertise:** The company's team of skilled artists and VFX specialists brings creativity and technical skill, ensuring a high standard of work that resonates with clients and their customers.

3.14.2.2 Price

Theatives' pricing strategy is designed to be competitive, making high-quality CGI and VFX accessible to both local and international clients. By offering flexible pricing models, Theatives can cater to businesses with different budgets while maintaining quality. Pricing considerations include:

- **Competitive Rates:** Compared to international VFX studios, Theatives offers more affordable rates, appealing to small-to-medium-sized businesses looking for quality on a budget.
- **Project-Based Pricing:** Theatives provides customized pricing based on project complexity, allowing clients to pay according to their specific needs and project scope.
- **Flexible Packages:** To attract a diverse client base, Theatives offers a range of service packages—from basic animations to high-end VFX solutions—ensuring clients can choose options that fit their budgets.
- **Value for Quality:** The company's emphasis on quality and customization adds value to its pricing, ensuring that clients receive high returns on their investment in visual advertising.
- **Discounts for Long-Term Clients:** For returning clients or long-term contracts, Theatives may offer discounts, which encourages client loyalty and ongoing business relationships.

3.14.2.3 Place

Theatives operates primarily in Bangladesh but has a growing digital presence, allowing it to expand its reach both locally and internationally. The company leverages online channels to attract clients from various regions, providing CGI and VFX services to brands that value high-quality visual content. Key components of Theatives' place strategy include:

- **Digital Presence:** Theatives markets its services through a professional website and social media platforms, showcasing its portfolio to attract potential clients worldwide.
- **Remote Service Model:** By offering remote project management, Theatives can serve international clients, facilitating communication and project updates through virtual meetings and digital collaboration tools.
- **Local Market Focus:** Within Bangladesh, Theatives targets industries with a growing demand for digital advertising, particularly those looking for product-focused CGI and VFX.
- **Partnerships with Agencies:** Collaborating with local and international advertising agencies extends Theatives' reach, allowing the company to participate in larger, collaborative projects.
- **Expanding into New Regions:** The company is gradually expanding into international markets by targeting regions like Southeast Asia and the Middle East, where CGI and VFX services are in demand.

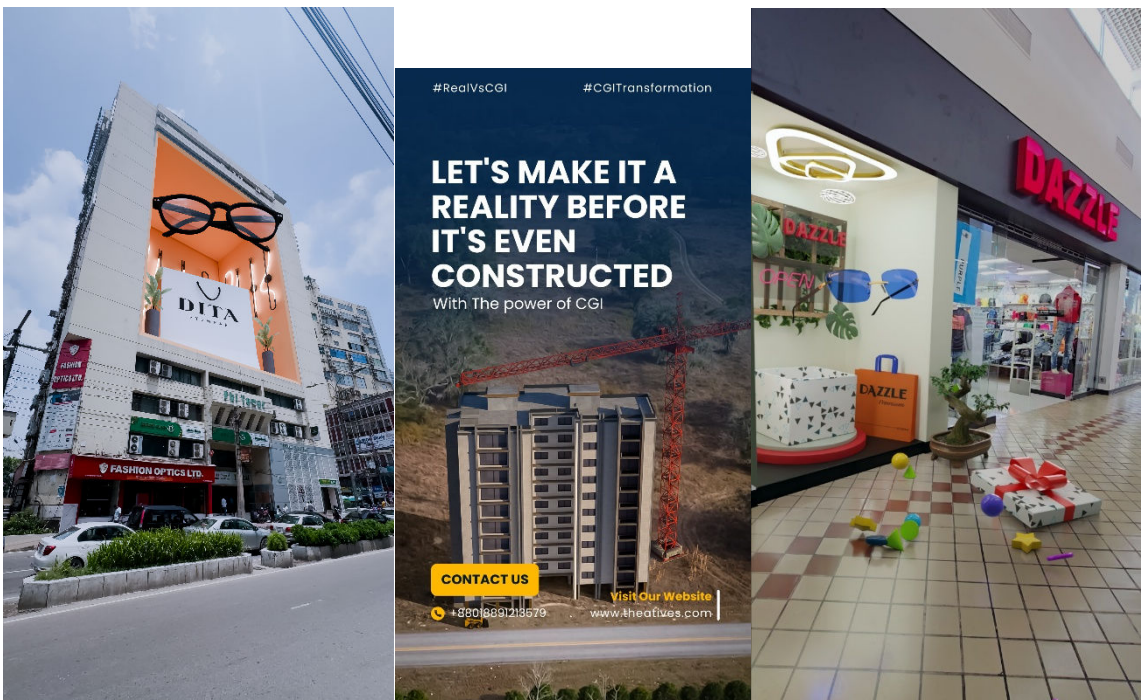
3.14.2.4 Promotion

Promotion is crucial for Theatives as it builds brand awareness and establishes its reputation in a competitive industry. The company uses various promotional strategies to reach its target audience, from digital marketing to networking and partnerships. Key promotional tactics include:

- **Portfolio Showcase:** Theatives highlights its best work on its website and social media, allowing potential clients to see examples of completed projects and the quality they can expect.



- **Social Media Marketing:** Platforms like Instagram, LinkedIn, and Facebook are used to share project snippets, behind-the-scenes content, and client testimonials, building engagement and brand recognition.



- **Content Marketing:** Through blog posts, video tutorials, and case studies, Theatives educates its audience on the benefits of CGI and VFX in advertising, establishing itself as a thought leader in the field.

- **Client Testimonials and Reviews:** Positive client feedback and testimonials are shared on digital platforms to build trust and credibility, showcasing Theatives as a reliable service provider.

“**thecheesetoaster:** Thanks for our very talented team member Shanto and his company @theatives_ for this 3d video!” <https://www.thecheesetoaster.com>

- **Industry Networking:** Participating in CGI and VFX industry events, trade shows, and conferences helps Theatives connect with potential clients and stay updated on industry trends.
- **Collaborative Marketing with Agencies:** By partnering with advertising agencies, Theatives gains exposure to new clients and markets, promoting its services as part of a broader advertising package.

3.2 Table of Summary

Summary of the Marketing Mix based on Theatives

Product	Price	Place	Promotion
Specialized CGI & VFX Quality	Project-Based Pricing	Digital Presence	Portfolio Showcase
Customization	Competitive Rates	Remote Service Model	Social Media Marketing
Creative Expertise	Flexible Packages	Local Market Focus	Content Marketing
Advanced Technology	Value for Quality	Partnerships with Agencies	Client Testimonials
Product-Based Campaigns	Discounts for Long-Term Clients	Expanding into New Regions	Industry Networking
High-Quality Output	NA	NA	Collaborative Marketing

3.15 Pricing Policy and Strategy

Price is the sum of all the value that consumers exchange for the benefits of having or using the product on serves. Historically, price has operated as the major determination of buyer's choice.

3.15.1 Pricing Policy

At Theatives, we are committed to delivering high-quality CGI and VFX ads that meet our clients' needs while ensuring fairness and transparency in our pricing. Our pricing is designed to reflect the value of our work, the scope of the project, and the level of expertise required. Below is an outline of our pricing policy:

1. Project-Based Pricing

- **Custom Quotes:** Each project is unique, and pricing will be determined based on the specific requirements, including the complexity of the CGI/VFX, duration, level of detail, and any additional features.
- **Scope Assessment:** We will evaluate the project scope, including the number of assets, required renderings, revisions, and timelines. A detailed proposal will be provided with a breakdown of costs before work begins.
- **Flexible Packages:** We offer different pricing tiers based on project size:
 - **Basic Package:** Suitable for smaller, simpler product-based ads with minimal effects.
 - **Standard Package:** For mid-level projects requiring moderate complexity, effects, and rendering.
 - **Premium Package:** High-end, complex projects with advanced CGI/VFX, heavy rendering, and custom elements.

2. Hourly Rates

- For clients who prefer an hourly pricing model, we offer the following:
 - **Creative/Design Work:** \$X per hour
 - **VFX/Animation Work:** \$X per hour
 - **Consultation and Revisions:** \$X per hour
- Hourly rates are ideal for projects where the exact scope may evolve over time.

3. Revisions and Changes

- **Initial Revisions:** We include up to X rounds of revisions in our quotes, based on the project's scale.
- **Additional Revisions:** Any revisions beyond the included rounds will be charged at an hourly rate of \$X per hour.

4. Payment Terms

- **Deposit:** A 30% deposit is required before work begins to confirm the project.
- **Progress Payment:** A 40% payment will be due midway through the project, upon approval of initial drafts or concepts.
- **Final Payment:** The remaining 30% will be due upon completion and before the final delivery of the project.
- **Payment Methods:** We accept payments via bank transfer, mobile payments, or other agreed-upon methods.

5. Additional Costs

- **Licensing Fees:** Any third-party assets or software required for the project, such as stock images, music, or software licenses, will be billed separately.
- **Travel and Expenses:** If on-site work, meetings, or location scouting is required, related travel and accommodation costs will be additional.

6. Cancellation Policy

- If the project is canceled before work begins, we will refund the deposit minus any incurred preliminary costs.
- If the project is canceled after work has begun, we retain the deposit, and additional costs may be incurred based on the work already completed.

7. Confidentiality

- We guarantee that all client information, creative concepts, and project details will remain confidential. A non-disclosure agreement (NDA) can be signed upon request.

8. Currency and Taxes

- All prices are quoted in [local currency or USD].
- Taxes, such as VAT or sales tax, will be added where applicable.

This pricing policy ensures that we provide high-quality work while being fair and transparent with our clients. We aim to tailor each project to your specific needs and budget while

maintaining the highest standards of CGI and VFX production. For detailed quotes or inquiries, feel free to contact us

3.15.2 Pricing Strategy

At Theatives, our pricing strategy is designed to ensure that we offer exceptional value while aligning with the needs and expectations of our diverse clientele. As a growing CGI and VFX studio, our pricing approach reflects both the creative excellence and technical complexity of our services. We aim to be competitive in the market while maintaining profitability, fostering long-term relationships, and providing clients with clear and fair pricing. Below is an outline of our pricing strategy:

1. Value-Based Pricing

- **Quality-Driven Value:** We focus on delivering exceptional value based on the quality and creativity of our CGI and VFX work. Our pricing is aligned with the perceived value of the service rather than just the cost of production.
- **Client-Centric Approach:** We understand that each client has different expectations, and we tailor our pricing to reflect the level of complexity and customization required. Whether it's a simple product animation or a complex, high-end VFX commercial, we adapt our pricing to meet client needs and budgets.

2. Tiered Pricing Model

- **Flexible Packages:** We offer tiered pricing to cater to a wide range of budgets and project sizes. This allows us to accommodate both small startups and larger enterprises, ensuring accessibility for clients at different stages of growth.
 - **Basic Package:** Aimed at clients with smaller-scale needs, such as simple 3D modeling or product visualizations.
 - **Standard Package:** For medium-sized projects that involve more advanced animations and VFX, offering greater creative depth.
 - **Premium Package:** Designed for high-end, large-scale projects that require cutting-edge CGI, VFX, and custom-designed content.
- **Customization:** While we provide packages, each project is evaluated individually to offer personalized pricing that reflects the specific requirements of the client.

3. Competitive Pricing

- **Market Research:** We conduct regular market research to ensure our pricing is competitive within the CGI and VFX industry, both locally and globally. Our pricing

reflects the market demand for high-quality, innovative CGI and VFX services, ensuring we remain competitive while maintaining our premium service offerings.

- **Value Proposition:** While competitive, our pricing also emphasizes the high value of our services, which include attention to detail, creative direction, timely delivery, and exceptional customer service.

4. Project-Based Customization

- **Specific Pricing for Unique Projects:** For large or unique projects, we move away from standardized pricing models and provide clients with tailored quotes that account for the specifics of their project. This includes the level of detail required, the number of assets, the complexity of animation, and post-production work.
- **Consultation-Based:** For new or exploratory clients, we offer free initial consultations to understand their needs and help shape the project. This provides a foundation for transparent and customized pricing.

5. Transparent and Clear Communication

- **Detailed Proposals:** Every project begins with a comprehensive proposal, outlining the scope, deliverables, timelines, and costs. This ensures clients fully understand the pricing breakdown and any additional costs.
- **No Hidden Costs:** We strive to avoid surprises. Any potential extra charges (e.g., licensing fees, third-party tools, travel) are discussed upfront and included in the initial quote.
- **Revisions and Extras:** We set clear terms for revisions and extra work beyond the initial scope to prevent misunderstandings and ensure that clients know what they are paying for.

6. Flexible Payment Terms

- **Flexible Payment Options:** We understand that budget flexibility is crucial for our clients, so we offer tailored payment terms for each project, including payment plans or financing options for larger projects.
- **Milestone Payments:** For long-term or complex projects, we break down payments into manageable milestones (e.g., upfront deposit, progress payments, final payment), ensuring cash flow is manageable for both parties.
- **Retainer Model:** For recurring clients or long-term partnerships, we offer retainer-based pricing, which provides clients with consistent services at a discounted rate.

7. Cost Leadership and Efficiency

- **Optimizing Resources:** We focus on maximizing efficiency in our production processes, which allows us to offer competitive pricing without compromising quality. Our experienced team, streamlined workflows, and advanced technology help us minimize costs and pass those savings on to our clients.
- **Scalable Solutions:** As we grow, we scale our services to accommodate both larger and smaller projects, maintaining cost-effectiveness while enhancing the service experience.

8. Focus on Long-Term Relationships

- **Customer Retention:** Our pricing strategy is not just about short-term profit but fostering long-term relationships with clients. We offer loyalty discounts and incentives for repeat clients, ensuring that they continue to receive excellent service at a competitive rate over time.
- **Referral Program:** To further strengthen long-term partnerships, we offer a referral program that rewards clients for bringing in new business.

9. Premium for Innovation

- **Cutting-Edge Technology:** As we specialize in CGI and VFX, we may apply a premium for advanced services like AR/VR integration, real-time 3D, or high-quality animation that uses the latest software and techniques. This allows us to stay at the forefront of the industry while offering innovative solutions that add significant value to our clients' projects.

10. Ethical Pricing

- **Fair and Just Pricing:** We are committed to fair pricing practices and transparency, ensuring that clients only pay for what they need and receive services that are worth every penny. We prioritize ethical pricing to build trust and ensure long-lasting business relationships.

Theatives' pricing strategy is designed to be adaptive, competitive, and transparent while emphasizing the high value of our work. Whether we are working with small startups or large corporations, we tailor our pricing to meet the unique needs of each project, ensuring the highest quality CGI and VFX services at fair and accessible rates.

3.16 Distribution Channel

Theatives' distribution channel primarily operates through a digital and remote service model. As a CGI and VFX company, Theatives reaches clients via its online platforms, including its website and social media channels, showcasing its portfolio to attract both local and international clients. The company also partners with advertising agencies to expand its reach and participate in larger projects. This approach allows Theatives to efficiently serve clients remotely, providing regular updates and maintaining communication through virtual tools, making its services accessible to a global audience.

3.16.1 Direct Distribution

Theatives uses a direct distribution approach to deliver its CGI and VFX services directly to clients without intermediaries. This model allows Theatives to maintain close communication with clients throughout the project lifecycle, from initial consultations to final delivery. By working directly with brands and businesses, Theatives can customize each project to meet specific client needs, ensure high-quality service, and build strong client relationships. This direct distribution strategy also enables Theatives to gather immediate feedback, fostering long-term partnerships and client loyalty.

- **Direct Client Interaction:** Theatives works directly with clients, maintaining close communication throughout the project, from initial consultation to delivery.
- **Customization:** Direct distribution allows for highly customized projects tailored to each client's specific needs and branding requirements.
- **Quality Control:** By managing projects without intermediaries, Theatives can ensure consistent quality and meet its own high standards for CGI and VFX.
- **Client Relationship Building:** The direct approach helps Theatives build strong, long-term relationships with clients, leading to higher client satisfaction and loyalty.
- **Immediate Feedback:** Theatives can gather and implement client feedback quickly, ensuring that final products meet or exceed expectations.
- **Efficient Delivery:** Without intermediaries, Theatives can streamline its workflow, reducing delays and delivering projects more efficiently.
- **Brand Reputation:** Working directly with clients helps Theatives enhance its brand reputation by showcasing reliability and commitment to client satisfaction.

3.16.2 Indirect Distribution

In addition to its direct distribution approach, Theatives also leverages indirect distribution channels to expand its reach and engage new clients. Through partnerships and collaborations, Theatives can access broader markets and work on diverse projects. Here's how Theatives uses indirect distribution:

- **Partnerships with Advertising Agencies:** Theatives collaborates with advertising agencies, allowing it to be part of larger, multi-faceted campaigns. These partnerships introduce Theatives to a wider range of clients and industries, increasing its exposure.
- **Collaborations with Marketing Firms:** By working with marketing firms, Theatives' services become integrated into broader marketing strategies, positioning the company as a valuable component of full-scale advertising efforts.
- **Industry Events and Trade Shows:** Participating in trade shows and industry events allows Theatives to network with potential clients and partners. This form of indirect distribution helps Theatives reach prospective clients without a direct sales approach.
- **Freelance Marketplaces:** Occasionally, Theatives can leverage freelance marketplaces or online platforms to showcase its services. This indirect method provides visibility to international clients who seek quality CGI and VFX services.
- **Third-Party Recommendations and Referrals:** Through positive experiences and referrals from past clients or partners, Theatives indirectly reaches new clients. Word-of-mouth and recommendations from trusted sources serve as powerful distribution channels.
- **Project Collaboration with Tech and Creative Companies:** Partnering with other tech or creative companies allows Theatives to participate in co-created projects, broadening its client base and project types indirectly.
- **International Representation:** For expanding into new markets, Theatives may work with regional representatives or agents who introduce its services to local clients, helping the company enter international markets more smoothly.

This indirect distribution approach complements Theatives' direct distribution strategy by expanding its market reach and opening doors to new client segments without requiring direct sales efforts for every client interaction.

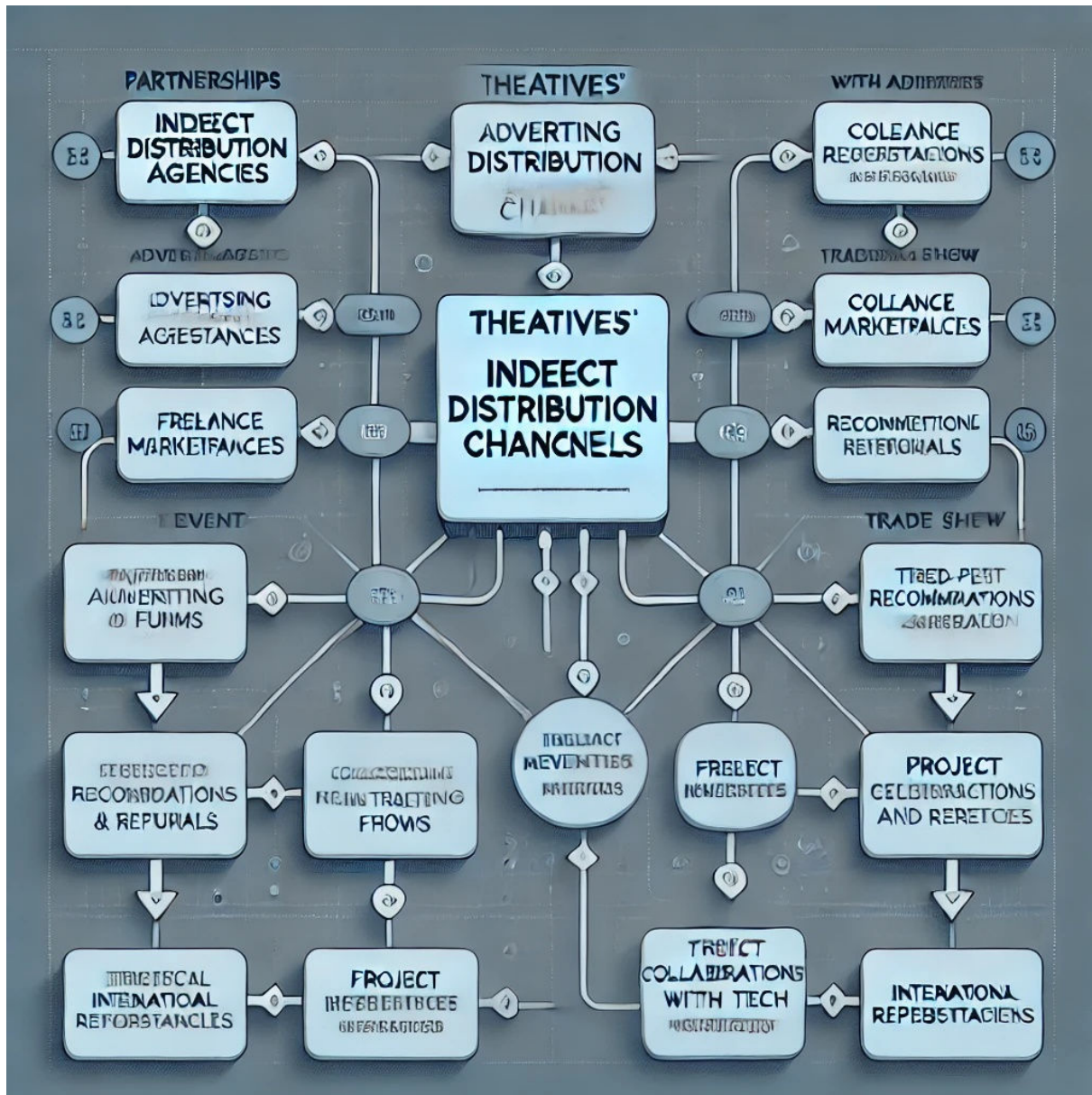


Figure-3.4: Indirect Distribution Channel

3.17 Promotional Strategies of Theatives

Theatives employs a range of promotional strategies to increase brand visibility, attract new clients, and build lasting relationships. Here's an overview of Theatives' key promotional strategies:

1. SocialMedia Marketing

Theatives actively engages on social media platforms like Instagram, Facebook, LinkedIn, and YouTube, where it showcases completed projects, shares behind-the-scenes content, and highlights industry insights. This approach helps connect with a broader audience and attract potential clients from diverse sectors.

2. Content Marketing

Through blog posts, case studies, and video content, Theatives provides valuable information on CGI and VFX trends, tips, and techniques. This content establishes the brand as an industry expert and draws in clients seeking knowledgeable and skilled partners for their projects.

3. Portfolio Showcase on Website

Theatives maintains a well-curated online portfolio that displays its range of CGI and VFX work. This portfolio acts as a primary tool for prospective clients to understand Theatives' capabilities, quality standards, and past experience, enhancing trust and credibility.

4. Client Testimonials and Case Studies

Positive feedback from satisfied clients and detailed case studies of successful projects are highlighted on the website and social media. Testimonials and case studies build social proof, reassuring potential clients about the company's reliability and professionalism.

5. Collaborations with Advertising Agencies

By partnering with established advertising agencies, Theatives gains access to larger projects and well-known brands. These collaborations also allow Theatives to reach clients it might not access directly.

6. Industry Networking Events and Conferences

Theatives participates in industry events, trade shows, and conferences to showcase its work,

network with potential clients, and stay updated with industry trends. These events are excellent opportunities to attract new business and form valuable partnerships.

7. Direct Email Marketing

Targeted email campaigns are sent to potential clients, featuring customized offers, portfolio highlights, and service updates. Email marketing allows Theatives to engage directly with potential clients and keep past clients informed about new services or promotions.

8. Referral Program

Theatives encourages its existing clients and partners to refer new clients by offering incentives or discounts. This word-of-mouth strategy is cost-effective and brings in leads through trusted recommendations.

9. Influencer and Brand Ambassadorships

Partnering with industry influencers and brand ambassadors, Theatives can reach a wider audience and build brand credibility. These individuals can promote Theatives' services on their platforms, extending the company's reach to relevant and interested audiences.

10. Search Engine Optimization (SEO)

Theatives invests in SEO to increase its online visibility. By optimizing its website and content for search engines, Theatives ensures it appears in search results for relevant keywords, making it easier for potential clients to find the company.

These promotional strategies help Theatives build a strong brand presence in the CGI and VFX industry, attract diverse clients, and maintain lasting business relationships.

3.17.1 Advertising

Theatives employs a multifaceted approach to advertising, aiming to maximize its reach and impact across various platforms. Here are the core components of Theatives' advertising strategy:

1.Digital-Advertising

Theatives utilizes digital advertising on platforms like Google Ads and social media channels (Instagram, Facebook, LinkedIn) to target specific demographics interested in CGI and VFX services. This approach allows for precise audience targeting based on interests, location, and industry, ensuring that the ads reach potential clients in the advertising and creative sectors.

2.Social-Media-Advertising

With visually engaging ads on social media platforms, Theatives showcases its best work and attracts businesses that need high-quality CGI and VFX for their campaigns. Paid advertisements on Instagram and Facebook stories, posts, and carousels help capture the attention of potential clients scrolling through their feeds. This format allows Theatives to leverage the power of visuals to communicate its capabilities effectively.

3.Sponsored-Contentand-Partnerships

By collaborating with industry influencers and creating sponsored content, Theatives increases its visibility and credibility. Sponsored posts, articles, or reviews from influencers in the advertising and entertainment industry provide social proof and increase awareness among the followers of these influencers.

4.Portfolio Ads on Video Platforms

Advertising on video platforms like YouTube allows Theatives to showcase its work through engaging video ads. These ads display Theatives' CGI and VFX work in action, giving potential clients a preview of the quality, they can expect. Pre-roll and mid-roll ads on YouTube are effective in targeting viewers who may have an interest in creative or advertising-related content.

5.LinkedIn Ads

As a B2B service provider, Theatives also leverages LinkedIn for professional advertising. Sponsored posts, banner ads, and InMail campaigns on LinkedIn enable Theatives to directly target businesses and decision-makers in the advertising, marketing, and entertainment industries, creating leads for new projects.

6.Email Newsletter Ads

By collaborating with digital newsletters that focus on advertising, creative arts, and technology, Theatives reaches a niche audience interested in the latest trends in CGI and VFX. Ads placed in these newsletters highlight Theatives' expertise and direct readers to the company's website or portfolio.

7.Native Advertising on Industry Websites

Theatives places native ads on popular industry websites that focus on advertising, media, and technology. These ads blend with the website's content and provide valuable insights or project highlights that are relevant to the readership, subtly promoting Theatives' services.

8.Event Sponsorships and Trade Shows

Sponsoring events, trade shows, or conferences related to media and entertainment allows Theatives to reach a highly relevant audience. At these events, Theatives can set up branded booths, distribute promotional materials, and showcase its CGI and VFX services directly to attendees, creating brand recognition and attracting potential clients.

9.Print Advertising in Industry Magazines

Although digital advertising is primary, Theatives also invests in traditional print advertising in industry-specific magazines and journals. Ads in publications like *AdWeek*, *Animation Magazine*, or similar trade journals help reach industry professionals who may seek specialized CGI and VFX services for their projects.

10.Retargeting Campaigns

Theatives implements retargeting ads to engage users who previously visited their website or interacted with their content. Through retargeting, Theatives can remind these potential clients of their services, encouraging them to revisit the site or reach out to discuss a project.

11.Search Engine Marketing (SEM)

Theatives invests in SEM to appear at the top of search engine results for keywords related to CGI, VFX, and advertising services. By bidding on targeted keywords and using search ads, Theatives increases its visibility to businesses actively searching for CGI and VFX solutions.

These advertising strategies collectively help Theatives establish a robust presence across both digital and traditional platforms, reach a wide yet relevant audience, and generate leads in the competitive CGI and VFX industry.

3.17.2 Personal Selling

Personal selling plays a crucial role in Theatives' approach to client acquisition and relationship-building. Since CGI and VFX projects often involve custom requirements, a personalized sales approach helps Theatives better understand client needs, offer tailored solutions, and build trust. Here's how Theatives uses personal selling effectively:

1.Client Consultations

Theatives initiates the sales process with one-on-one consultations to understand the client's vision, project goals, and budget. This interaction allows the sales team to gather key insights and position Theatives' services as a tailored solution, demonstrating genuine interest in the client's needs.

2.Customized Presentations and Demos

To showcase its capabilities, Theatives provides personalized presentations and demos. This might include showing sample projects, discussing the potential CGI and VFX techniques that fit the client's goals, and providing insights into the creative process. Customized presentations help clients visualize the final outcome, making the value of Theatives' services more tangible.

3.Building Relationships and Trust

Personal selling focuses heavily on building long-term relationships with clients. Theatives' team ensures open, transparent communication, answering questions, addressing concerns, and providing expert guidance. This relationship-oriented approach fosters trust, increasing the likelihood of repeat business and referrals.

4.Project Proposal Customization

Based on the client's requirements, Theatives crafts detailed, customized project proposals that outline the scope, timeline, pricing, and deliverables. This tailored approach shows that Theatives understands the client's unique needs, positioning the company as a professional and reliable partner.

5.In-Person and Virtual Meetings

Theatives conducts regular meetings, either in person or virtually, to discuss project updates and provide status reports. This frequent interaction keeps the client engaged, reassured, and involved in the creative process, creating a collaborative partnership.

6.Post-Project Follow-Up

After project completion, Theatives engages in follow-up discussions to gather feedback, ensure satisfaction, and explore future collaboration opportunities. This follow-up demonstrates the company's commitment to quality and client satisfaction, increasing the chance of repeat business.

7.Networking and Referrals

Theatives' team actively networks within the industry to develop connections with potential clients. Personal recommendations from satisfied clients are leveraged, often leading to word-of-mouth referrals and introductions to new prospects.

By focusing on personalized selling, Theatives effectively addresses the unique needs of each client, enhancing satisfaction and fostering loyalty. This personal selling strategy not only builds trust and long-term relationships but also sets Theatives apart as a dedicated, client-centered service provider in the competitive CGI and VFX market.

3.17.3 Sales Promotion

Theatives uses sales promotions to attract new clients, encourage repeat business, and build brand loyalty in the CGI and VFX market. These promotional tactics are designed to offer value-added incentives that make Theatives' services more appealing and accessible to clients. Here are the main sales promotion strategies employed by Theatives:

1. Seasonal Discounts

Theatives offers seasonal discounts during peak advertising periods, such as the holiday season or around product launch times, to encourage clients to choose its services for time-sensitive campaigns. These discounts help attract clients who are working within tight budgets and deadlines.

2.First-Time Client Discount

To encourage new clients to try its services, Theatives provides a discount for first-time clients. This promotion reduces the financial risk for new clients, making it easier for them to experience Theatives' quality and service without a significant initial investment.

3.Bundle Packages

Theatives offers bundle packages that include multiple services, such as CGI, VFX, and animation, at a reduced price. Bundling services adds value for clients who need a comprehensive visual package for their campaign, incentivizing them to use Theatives for all their advertising needs.

4.Loyalty Programs

For returning clients, Theatives implements a loyalty program where clients earn discounts or special offers on future projects. This program is designed to reward clients for their repeat business and build long-term relationships, increasing client retention and brand loyalty.

5.Referral Incentives

Theatives encourages existing clients to refer new clients by offering a referral discount or credit toward future services. This word-of-mouth strategy incentivizes satisfied clients to promote Theatives' services to their network, expanding the company's reach through trusted recommendations.

6.Limited-Time Offers

Theatives occasionally runs limited-time offers on specific services, such as a percentage discount on new product launches or a free add-on service for a limited period. These time-bound promotions create urgency, encouraging clients to act quickly to take advantage of the offer.

7. Free Consultation

To introduce potential clients to its services, Theatives provides a free initial consultation. This consultation gives clients a chance to discuss their project ideas, receive expert advice, and learn more about Theatives' capabilities, often converting interested prospects into paying clients.

8. Project-Based Add-Ons

Theatives offers free or discounted add-ons for specific projects, such as an additional short animation or a basic post-production effect. These add-ons provide extra value and can make Theatives' services more appealing, especially for clients looking for a bit more without additional costs.

9. Early Bird Discounts for Long-Term Projects

For long-term or larger projects, Theatives may offer an early bird discount for clients who confirm their bookings well in advance. This helps Theatives plan its resources better and gives clients cost savings for committing early.

10. Showcase Opportunities

Theatives offers showcase opportunities to clients by promoting completed projects on its social media channels and website. This added visibility can be a powerful incentive for clients looking to boost their brand exposure, as it allows them to reach Theatives' audience as well.

These sales promotion strategies help Theatives attract a variety of clients, from new businesses to long-term partners, while building a loyal client base. By offering these value-added promotions, Theatives enhances its appeal in the competitive CGI and VFX industry and increases opportunities for client acquisition and retention.

3.17.4 Publicity

Publicity plays an important role in building Theatives' brand reputation and establishing it as a leading CGI and VFX provider. Unlike paid advertising, publicity focuses on creating organic awareness through credible sources, media coverage, and word-of-mouth. Here are the main publicity strategies used by Theatives:

1. Press-Releases-for-Major-Projects

Theatives issues press releases for significant projects or partnerships, particularly those involving high-profile brands or innovative CGI techniques. These press releases are shared with industry publications and online platforms, generating buzz and enhancing Theatives' reputation.

2. Case-Studies-and-Success-Stories

The company highlights successful projects through detailed case studies, showcasing its

expertise in delivering impactful CGI and VFX work. These case studies are shared on its website and social media, helping potential clients see Theatives' capabilities and experience in action.

3. **Industry-Awards-and-Recognition**

Theatives participates in CGI, VFX, and advertising industry awards to gain recognition for its creative and technical achievements. Winning or being nominated for awards enhances Theatives' credibility and raises its profile within the industry.

4. **Guest-Articles-and-Blog-Contributions**

Team members from Theatives write guest articles or contribute to popular CGI and VFX blogs, sharing insights on industry trends, techniques, and project experiences. This thought leadership positions Theatives as an expert in the field and attracts potential clients looking for knowledgeable service providers.

5. **Social-Media-Highlights-of-High-Profile-Projects**

Theatives uses its social media channels to showcase high-profile projects, tagging brands and collaborators. This exposure allows followers to see Theatives' work in real-world applications, often leading to organic shares and engagement from other accounts, amplifying its reach.

6. **Collaborations-with-Influencers**

Theatives collaborates with industry influencers and creators to gain visibility among their followers. When influencers share their experiences working with Theatives or highlight the company's work, it builds trust and attracts clients who respect these influencers' opinions.

7. **Participation-in-Industry-Conferences-and-Panels**

Representing Theatives at CGI and VFX conferences and speaking on industry panels increases the company's visibility and reinforces its status as an industry thought leader. These appearances generate publicity by showcasing Theatives' expertise and establishing connections with potential clients.

8. **Behind-the-Scenes-Content**

By sharing behind-the-scenes content from its projects, Theatives offers followers a glimpse into its creative and technical processes. This content often attracts attention from the CGI community and helps humanize the brand, increasing engagement and interest.

9. **Partnership-Announcements**

Announcing partnerships with well-known brands or agencies creates positive publicity, as it demonstrates Theatives' credibility and ability to handle high-value projects. These announcements are shared on the company's website, social media, and press release networks.

10. **Client-Testimonials-and-Endorsements**

Theatives leverages client testimonials and endorsements as powerful publicity tools. Positive feedback from satisfied clients builds trust and credibility, and sharing these

testimonials on public platforms helps establish Theatives as a reliable and highly recommended service provider.

Through these publicity strategies, Theatives builds brand awareness, reinforces its reputation in the CGI and VFX industry, and attracts a steady stream of potential clients interested in its services. Publicity helps Theatives create authentic, trust-based connections with its audience, enhancing its long-term growth potential.

3.17.5 Outdoor Advertising

While Theatives primarily operates in the digital space, it also employs selective outdoor advertising to enhance brand visibility, attract local clients, and establish a strong presence in the CGI and VFX industry. Here are some key outdoor advertising strategies used by Theatives:

- 1. Billboards-in-High-Traffic-Areas**

Theatives places eye-catching billboards in strategic, high-traffic locations like business districts and tech parks. These billboards showcase the company's high-quality CGI visuals, making a strong impression on businesses looking for innovative advertising solutions.

- 2. Transit-Advertising-on-Public-Transport**

Advertising on buses, metro stations, or taxis allows Theatives to reach a broad audience, especially in metropolitan areas. By featuring striking visual examples of its CGI and VFX work, Theatives generates interest and raises brand awareness among commuters and businesses alike.

- 3. Digital-Screens-and-LED-Displays**

Theatives leverages digital screens and LED displays in shopping malls, airports, and commercial centers to highlight its portfolio in vivid detail. This format is ideal for showcasing dynamic CGI and VFX work, capturing the attention of passersby and potential clients in an engaging way.

- 4. Event-Sponsorships-and-Brand-Booths**

Theatives sponsors local industry events, trade shows, and creative festivals, setting up branded booths that display its work. At these events, Theatives engages directly with attendees, providing demonstrations of its capabilities, which helps attract potential clients and partners.

- 5. Posters-and-Banners-Near-Advertising-Agencies**

By placing posters and banners in areas near major advertising agencies and creative hubs, Theatives increases its visibility among potential collaborators and clients who are actively seeking CGI and VFX services.

- 6. Pop-Up-Installations-for-Showcasing-Work**

For special campaigns, Theatives may create pop-up installations that showcase CGI and

VFX in an immersive, interactive format. These installations allow the public to experience the company's work firsthand, reinforcing brand recall and sparking curiosity.

7. **Airport Advertising**

Advertising in airports, especially in business lounges or international terminals, helps Theatives reach high-value clients, including business leaders and decision-makers who may be interested in visual advertising solutions for their brands.

8. **Window-Displays-in-Co-Working-Spaces-and-Business-Centers**

Displaying Theatives' work in co-working spaces and business centers increases exposure to entrepreneurs, startups, and companies that may be interested in cutting-edge advertising solutions.

9. **Vehicle-Wrap-Advertising**

Wrapping company vehicles with branded visuals serves as a mobile advertisement, attracting attention and promoting Theatives as vehicles move around the city. This strategy enhances local brand awareness in an engaging way.

10. **Collaborative-Outdoor-Campaigns-with-Clients**

For larger campaigns, Theatives may collaborate with clients on co-branded outdoor advertisements, featuring their CGI and VFX work prominently. This approach highlights Theatives' role in delivering high-quality visual content while also promoting the client's brand.

Through these targeted outdoor advertising strategies, Theatives builds local brand awareness, reaches potential clients in high-visibility locations, and reinforces its reputation as a leader in CGI and VFX advertising solutions.

3.17.6 Special Sales Drive

Theatives occasionally implements a **Special Sales Drive** to attract new clients, boost revenue, and enhance brand awareness within a specific period. This sales drive focuses on creating urgency and providing exclusive incentives, encouraging clients to take advantage of limited-time offers. Here's how Theatives conducts its special sales drive:

1. **Limited-Time-Discounts**

Theatives offers discounts on specific services, such as CGI modeling, animation, or VFX, for a short period. This creates a sense of urgency for potential clients to start projects quickly to benefit from the savings.

2. **Bundle-Offers-on-Services**

Clients can access bundled services at a reduced rate during the sales drive. For example, Theatives might offer a combined package of CGI, animation, and post-production services at a discounted price, making it appealing for clients looking for comprehensive solutions.

3. **Special-Rates-for-First-Time-Clients**

To attract new clients, Theatives provides special rates exclusively for first-time clients. This offer reduces the entry barrier, allowing clients to try Theatives' services with a lower financial commitment.

4. **Early-Bird-Discounts-for-Long-Term-Contracts**

Clients who commit to long-term projects or retainers during the sales drive receive early bird discounts. This approach secures longer projects for Theatives and offers clients a valuable cost-saving opportunity.

5. **Holiday-or-Event-Based-Promotions**

The sales drive is often aligned with key holidays, business events, or peak advertising seasons. For example, Theatives might launch a "New Year Campaign" offering promotional rates for clients who book projects at the start of the year.

6. **Free-Add-Ons-for-Premium-Packages**

Clients opting for higher-tier packages during the sales drive may receive complimentary add-ons, such as an additional animation, extra revisions, or special effects. These add-ons provide additional value, making premium packages more attractive.

7. **Referral-Incentives-During-the-Drive**

Current clients are encouraged to refer new clients during the sales drive. For every successful referral, both the existing and referred clients receive discounts or credits toward future services, helping to spread awareness.

8. **Targeted-Email-Campaigns**

Theatives runs targeted email campaigns to notify previous clients and prospects about the sales drive. Personalized offers and reminders in these emails create urgency and increase the likelihood of conversions.

9. **Specialized-Sales-Team-for-Consultations**

During the sales drive, Theatives sets up a dedicated team for consultations. This team assists potential clients in choosing packages and services, answers questions, and fast-tracks the onboarding process for those ready to commit.

10. **Social-Media-Promotions-and-Countdown-Timers**

Theatives promotes the sales drive on social media with countdown timers, daily posts, and client success stories. This strategy builds excitement, reaches a larger audience, and reminds potential clients of the limited time to act.

This special sales drive helps Theatives engage new clients, strengthen client relationships, and generate increased revenue within a specific timeframe. By providing added value through discounts and exclusive offers, Theatives can create lasting connections and encourage future projects.

3.18 Target Market

Theatives' target market consists of businesses and brands that require high-quality CGI and VFX services to create impactful visual content. This market is diverse, encompassing industries that benefit from visually immersive advertising to capture consumer attention and enhance brand appeal. Here's a detailed look at Theatives' primary target market segments:

1. **Consumer-Electronics**

Brands in the consumer electronics industry rely heavily on visuals to highlight the design, features, and performance of their products. Theatives targets companies that want CGI and VFX-driven ads to showcase gadgets like smartphones, laptops, and home appliances with a futuristic and captivating appeal.

2. **Fashion-and-Luxury-Goods**

High-end fashion brands and luxury goods companies seek CGI and VFX to elevate their visual storytelling. Theatives appeals to these brands by offering services that add sophistication and creativity to fashion advertisements, bringing an exclusive and aspirational aesthetic to their campaigns.

3. **Automotive-Industry**

The automotive sector is a significant target market, as vehicle advertisements require dynamic visuals and realistic renderings. Theatives helps automotive brands create high-impact ads that highlight vehicle design, performance, and features through photorealistic CGI and motion effects.

4. **Fast-Moving-Consumer-Goods**

Theatives targets FMCG companies that want to create memorable, visually rich product ads for items such as beverages, packaged foods, and personal care products. By using VFX to add vibrant visuals and compelling effects, Theatives makes FMCG ads stand out in competitive retail spaces.

5. **Real-Estate-and-Architecture**

Real estate developers and architectural firms benefit from CGI and VFX for project visualizations and virtual tours. Theatives provides these businesses with immersive, detailed 3D renderings that help showcase properties before they are built, aiding in sales and marketing efforts.

6. **Gaming-and-Entertainment**

The gaming and entertainment industry has a high demand for CGI and VFX to create trailers, cinematic sequences, and promotional content. Theatives targets game developers, film studios, and content creators who seek high-quality visual effects to engage audiences and elevate storytelling.

7. **E-Commerce-and-Online-Retailers**

As e-commerce grows, online retailers need eye-catching product visuals to attract shoppers. Theatives targets e-commerce businesses looking for CGI and animation

8. services to enhance product listings, creating engaging visual content that boosts conversions.
9. **Advertising-Agencies**
Theatives collaborates with advertising agencies that require specialized CGI and VFX support for their campaigns. By partnering with agencies, Theatives extends its services to various clients, becoming an essential component in delivering high-quality ad visuals.
10. **Technology-Startups**
Startups in tech-related fields often need innovative advertising solutions to differentiate their products. Theatives targets these startups, offering cutting-edge CGI and VFX that highlight product functionality, user experience, and design in unique ways.
11. **Educational-and-Government-Institutions**
Some educational and government institutions also use CGI and VFX for educational videos, simulations, and public service announcements. Theatives serves this niche by offering visual solutions that effectively communicate complex information to audiences.

By focusing on these diverse segments, Theatives positions itself as a versatile CGI and VFX provider, catering to industries that rely on high-impact visuals to communicate value, captivate audiences, and enhance their brand presence. This targeted approach allows Theatives to align its offerings with client needs and establish itself as a preferred provider in the CGI and VFX market.

3.19 Competitor Analysis of Theatives

Theatives operates in the competitive CGI and VFX industry in Bangladesh, facing both local and international competition. To understand its market position and identify areas for differentiation, here's a detailed competitor analysis for Theatives:

1. **Local-Studios-and-Production-Houses**

Several local CGI and VFX studios in Bangladesh offer services to various sectors, including advertising, film, and animation. Studios such as **CreativeHub** and **VisionFX** provide similar services and often compete on pricing and quick project turnaround. Local studios have the advantage of understanding regional preferences and may offer services at lower rates, which can be appealing to smaller businesses or startups.

- **Strengths:** Local market knowledge, affordability, proximity for in-person meetings.
- **Weaknesses:** May lack the specialized skills and high-quality standards needed for complex CGI and VFX projects, particularly for high-budget clients.

International-VFX-and-CGI-Companies

Companies based internationally, particularly from countries like the United States, Canada, and

India, offer advanced CGI and VFX services. These companies typically have larger teams, advanced technology, and established client bases. They attract high-end clients who prioritize quality and innovation, even at premium prices. Examples of international competitors include **Framestore** and **Moving Picture Company (MPC)**.

- **Strengths:** Extensive resources, cutting-edge technology, reputation for quality, ability to handle large-scale projects.
- **Weaknesses:** Higher costs, limited understanding of local Bangladeshi culture and preferences, and logistical challenges for clients needing regular collaboration.

2. **Freelancers-and-Small-VFX-Teams**

Freelancers and small, agile VFX teams serve as another form of competition. These independent artists and small groups often work on platforms like Upwork or Fiverr, offering affordable rates and flexible project terms. Freelancers appeal to budget-conscious clients who need specific, often smaller-scale work completed quickly.

- **Strengths:** Low cost, flexibility, fast turnaround for small tasks.
- **Weaknesses:** Limited scalability, potential quality inconsistency, and lack of the comprehensive resources needed for larger, complex projects.

3. **Full-Service-Advertising-Agencies**

Some advertising agencies provide in-house CGI and VFX services as part of their full-service offerings. These agencies offer end-to-end services, from campaign strategy to production, positioning themselves as one-stop solutions for clients. Agencies like **PixelCraft** and **Animax Studio** often appeal to clients who prefer consolidated services for branding and advertising.

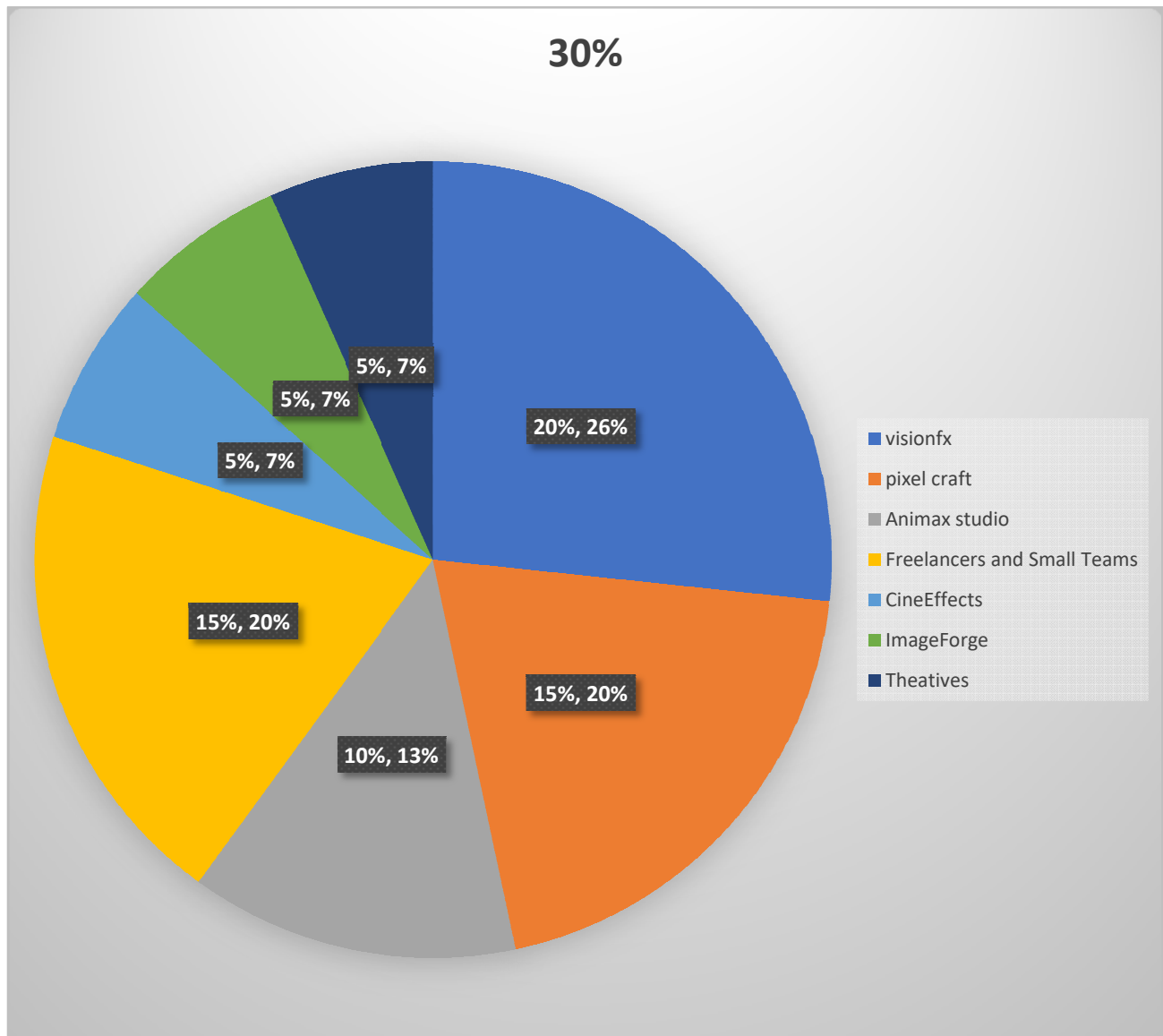
- **Strengths:** Comprehensive service offerings, established client relationships, ability to integrate CGI and VFX with broader marketing campaigns.
- **Weaknesses:** CGI and VFX may not be their primary focus, potentially leading to lower quality or innovation compared to specialized VFX studios like Theatives.

4. **Animation-and-Motion-Graphics-Studios**

Animation and motion graphics studios, such as **CineEffects** and **ImageForge**, also compete indirectly with Theatives by offering alternative visual solutions, particularly for clients who need simple animations or motion graphics rather than complex CGI or VFX. These studios may attract clients seeking more affordable visual content without the need for high-end CGI.

- **Strengths:** Affordable pricing, good for simpler visual projects, often faster turnaround.
- **Weaknesses:** Limited ability to create photorealistic CGI, not suited for detailed VFX work

This chart provides an overview of Theatives' position in the market relative to its competitors. CreativeHub and VisionFX lead with significant market shares, while Theatives has a smaller share, reflecting growth potential in a competitive industry.



3.20 Positioning

At Theatives, we position ourselves as a premium CGI and VFX studio that specializes in bringing creativity and cutting-edge technology to life through visually stunning and impactful ads. We are committed to helping businesses of all sizes create exceptional visual narratives that

captivate audiences, enhance brand value, and drive engagement. By combining artistry with technical expertise, we deliver high-quality, customized CGI and VFX solutions that elevate our clients' marketing strategies and make their products stand out in a competitive market.

3.20.1 Target Audience

- **Brands and Corporates** looking to enhance their marketing efforts with innovative CGI and VFX ads.
- **Agencies** seeking professional CGI and VFX support for their advertising campaigns.
- **Startups and Entrepreneurs** in need of impactful, cost-effective visual content that helps them compete with larger brands.
- **Product Companies** seeking to showcase their products in an engaging, visually dynamic way.
- **Film, TV, and Digital Media Creators** looking for advanced CGI, VFX, and animation services for storytelling and content creation.

3.20.2 Brand Promise

At Theatives, we promise to transform your ideas into captivating visual experiences that leave a lasting impression. Our commitment to creativity, precision, and technology ensures that every project is executed to the highest standards, regardless of size or complexity. We deliver on-time, within-budget solutions that push the boundaries of what's possible in CGI and VFX advertising.

1. **Creative Excellence:** We combine artistic creativity with technical expertise, offering clients not just visuals, but compelling stories and brand experiences that resonate with their target audiences.
2. **Customized Solutions:** Every project is unique, and we tailor our services to meet the specific needs and goals of our clients. Whether it's a product animation, a complex VFX commercial, or a simple 3D rendering, we ensure every detail is thoughtfully crafted.
3. **Advanced Technology:** Leveraging the latest tools and technology in CGI, VFX, and animation, we stay ahead of trends to deliver the most innovative and polished results in the industry.
4. **Collaborative Process:** We believe in close collaboration with our clients throughout the creative process. Our team works hand-in-hand with clients, from conceptualization to final delivery, ensuring their vision is realized to perfection.
5. **Timely and Efficient Execution:** We understand the fast-paced nature of advertising, and our efficient processes allow us to deliver high-quality work within tight deadlines, ensuring that clients can execute their campaigns with confidence.
6. **Cost-Effectiveness:** Despite our high-end services, we offer competitive pricing models tailored to client needs, making premium CGI and VFX accessible even for smaller businesses or startups.

3.20.3 Market Positioning

Theatives is positioned as a **premium yet accessible** CGI and VFX provider in the advertising industry, offering innovative and visually striking solutions to brands, agencies, and businesses at every stage of their growth. By focusing on creativity, precision, and client satisfaction, we stand out as a trusted partner that combines top-tier technical expertise with a keen understanding of brand marketing.

We differentiate ourselves by offering a blend of **cutting-edge technology**, **collaborative service**, and **customized, high-impact visuals** that make our clients' marketing campaigns truly stand out in a competitive landscape.

3.20.4 Vision for the Future

We aim to be recognized as a leading studio in Bangladesh and beyond, known for pioneering new visual trends and redefining the standards for CGI and VFX in advertising. Through our work, we aspire to build lasting relationships with our clients, helping them push the boundaries of creativity while ensuring that every project is a success.

3.21 Product Management

t Theatives, our product management approach focuses on delivering high-quality CGI and VFX content that aligns with our clients' goals while ensuring efficient production and on-time delivery.

1. Product Strategy & Planning:

- Conduct market research, engage with clients for project understanding, and offer customized solutions.
- Analyze competitors to identify unique value propositions.

2. Execution:

- Lead creative direction, develop visual concepts, and oversee production.
- Ensure technical quality through advanced tools and effective team collaboration.

3. Project Management:

- Set clear milestones, manage resources, and address risks to keep projects on track.
- Deliver high-quality work on time and within budget.

4. Quality Assurance:

- Conduct thorough reviews to meet quality standards, incorporate client feedback, and ensure satisfaction.

5. Post-Delivery Support:

- Offer revisions and technical support as needed.

- Track content performance and gather feedback for continuous improvement.

3.22 PLC (Product Life Cycle) of Theatives

The Product Life Cycle (PLC) for Theatives follows the stages of developing, marketing, and evolving CGI and VFX projects, similar to the lifecycle of any creative service. Here's a breakdown of the PLC at Theatives, from ideation to post-launch support.

1. Introduction

- **Goal:** Create awareness about Theatives' CGI and VFX services.
- **Activities:** Market research, brand positioning, initial client outreach, and small-scale marketing efforts. The focus is on building a portfolio and securing early clients.
- **Challenges:** Establishing a reputation, gaining trust, and differentiating from competitors.

2. Growth

- **Goal:** Expand client base and refine the creative process.
- **Activities:** Increased marketing efforts, word-of-mouth referrals, growing the client list, and improving internal processes. Focus on delivering high-quality work, meeting deadlines, and building long-term relationships.
- **Challenges:** Managing multiple projects efficiently, maintaining quality, and scaling operations.

3. Maturity

- **Goal:** Achieve steady growth, maintain consistent revenue streams, and innovate.
- **Activities:** Strengthening client relationships, expanding service offerings, and integrating new technologies or creative methods. Focus on repeat business, partnerships, and referrals.
- **Challenges:** Maintaining competitive edge, dealing with increased competition, and managing market saturation.

4. Decline

- **Goal:** Address market shifts or changes in demand.
- **Activities:** Reassess service offerings, streamline operations, or phase out outdated techniques. This stage might involve exploring new creative avenues or technological advancements.
- **Challenges:** Identifying and responding to shifts in client needs, emerging competition, or technological advancements.

5. Renewal (optional)

- **Goal:** Rejuvenate the business or service offerings with fresh ideas.

- **Activities:** Innovating by introducing new CGI/VFX techniques, expanding to new markets, or refreshing the brand. This could include adopting new tools, entering new verticals, or diversifying services.
- **Challenges:** Successful reinvention and continued differentiation from competitors.

3.23 Push & Pull Strategy

A Push and Pull strategy can be an effective marketing approach for *Theatives*, your CGI and VFX-based advertising company, to attract more clients and grow its brand presence. Here's how you can apply these strategies:

3.23.1 Push Strategy

The push strategy involves promoting your service directly to your target market to "push" the product (your services) into the hands of consumers. For *Theatives*, this means actively going out and reaching out to potential clients.

1. Direct Sales & Outreach:

- Reach out to brands, marketing agencies, and businesses in Bangladesh (and abroad) who would benefit from CGI/VFX-based advertisements.
- Offer custom proposals showcasing how your unique VFX and CGI services can enhance their products and campaigns.
- Attend trade shows, industry events, and networking functions to directly interact with potential clients.

2. Sales Team Development:

- Build a strong sales team who can actively promote and sell your CGI and VFX services.
- Set up meetings or virtual presentations to educate potential clients on the benefits of using cutting-edge visual effects in advertising.

3. Partnerships:

- Partner with advertising agencies or other companies in the creative space to expand your reach.
- Create bundled offerings where businesses can access both traditional marketing and high-end CGI/VFX services.

4. Advertising:

- Use traditional advertising channels (such as email marketing, direct mail, and cold calling) to directly reach businesses that need CGI/VFX-based ad solutions.

- Invest in digital marketing, such as paid ads, retargeting ads, and influencer partnerships to push your services to businesses.

3.23.2 Pull Strategy

The pull strategy focuses on creating demand for your services so that customers will actively seek you out. This strategy is about building a strong brand presence and online visibility for *Theatives*.

1. Content Marketing & SEO:

- Create a portfolio showcasing your best work (CGI and VFX ads) and optimize it for search engines. Use SEO to drive traffic to your website.
- Share case studies, blogs, and videos explaining the effectiveness of VFX in modern advertising, positioning *Theatives* as an industry expert.
- Regularly post on social media platforms like Instagram, LinkedIn, and Facebook to showcase behind-the-scenes of your VFX work, keeping clients engaged.

2. Brand Storytelling:

- Build an emotional connection with your target audience by sharing the journey of *Theatives*, your mission, and how your services can transform brands.
- Use storytelling to show the value of high-end visual effects in creating memorable, impactful advertisements.

3. Referral Program:

- Develop a referral program to encourage existing clients and partners to recommend *Theatives* to other businesses.
- Offer incentives or discounts to clients who bring in new customers, generating organic interest.

4. Online Reviews & Testimonials:

- Ask clients for testimonials that you can feature on your website and social media platforms. Positive reviews and word-of-mouth can pull in new clients.
- Use platforms like Google My Business, Trustpilot, or LinkedIn to gather and showcase positive reviews from satisfied clients.

5. Social Media Engagement:

- Post visually stunning ads created by your team and engage with your audience on social media to create organic demand for your services.
- Run contests or campaigns that encourage others to interact with your brand and share it, increasing awareness.

3.23.3 Combining Both Strategies:

For *Theatives*, a combined approach can work best. For example, while you are reaching out directly to potential clients (Push Strategy), you're also creating valuable content and establishing your company as an industry leader in CGI and VFX (Pull Strategy).

By blending both, you not only push your services into the market but also pull in clients who are drawn to your reputation and expertise in high-quality visual effects



4. Findings

4.1 Variation in CGI and VFX Service Packages

- **Key Findings:**

1. **Theatives** offers a variety of service packages to cater to different client needs, focusing on **product-based CGI and VFX ads**.
2. The company provides flexible packages, allowing clients to choose based on their project size and complexity. **Custom projects** are also offered, tailored specifically to the brand's needs.
3. Competitors tend to offer fixed-price service bundles, but **Theatives** differentiates itself by offering **more customized options** and **creative flexibility**, which may be more appealing to brands seeking unique ad concepts.

○

4.2 Analysis of Pricing Strategy for CGI and VFX Services

- **Service Package Pricing Comparison:**

1. For **basic CGI/VFX services**, **Theatives** maintains competitive pricing compared to competitors who charge higher for similar services.
2. **Advanced CGI and VFX packages** offered by **Theatives** are priced similarly to industry standards, allowing flexibility for brands with more complex needs.

- **Table-4.1: Price Comparison for Different Service Packages**

Service Package	Basic CGI/VFX Price (in TK)	Advanced CGI/VFX Price (in TK)
Theatives	10,000	30,000
CreativeHub	12,000	35,000
VisionFX	11,000	32,000
Pixel craft	10,500	33,000

4.3 Target Audience for CGI and VFX Services

Key Finding:

- **Startups and product-based companies** are the primary target audience for **Theatives'** services, as these companies are increasingly looking for impactful **CGI and VFX ads** to differentiate their products in the market.
- The company also targets **e-commerce businesses** and **advertising agencies**, which frequently require high-quality visual content to engage online customers.
- **Affordable pricing** and **high-quality output** are major selling points for these segments, which align well with **Theatives'** service offerings.

4.4 Frequency of CGI and VFX Service Usage

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- **Key Findings:**

- **50 out of 60 respondents** from a survey stated they seek CGI and VFX services for their projects **on a regular basis**, especially for product advertisements and marketing campaigns.
- **10 respondents** mentioned that they use these services **occasionally**, often during special events or for major product launches.
- This reflects a growing demand for **creative and dynamic advertisements**, with companies increasingly recognizing the importance of high-quality CGI and VFX in their marketing strategies.

4.5 Opinion on New Brand in CGI/VFX Market

- **Key Findings:**

- **65% of respondents** indicated that they would consider hiring **Theatives** for their CGI and VFX needs if the company offers competitive pricing and high-quality output.
- **20%** expressed concerns about a new brand in the market, with doubts about **Theatives'** ability to deliver at the same level as established competitors.

- **15%** did not express any opinion, as they were not actively seeking CGI or VFX services at the time.
- **Recommendation:**
 - **Theatives** should focus on emphasizing its **high-quality portfolio** and **competitive pricing** to attract the 65% open to trying a new provider.
 - It's essential to address concerns from the 20% by showcasing successful case studies and client testimonials to build trust in the brand's ability to deliver on promise

5. FINANCIAL ANALYSIS

5.1 Total Cost Of The Project

Cost Category	Estimated Cost (BDT)
Software & Tools	15000
Hardware	20000
Personnel	30,000
Project-Specific Costs	10,000
Utilities	5,000
Marketing & Client Acquisition	5,000
Total Cost	85000

5.2 Income Statement Chart

Category	Item	Amount (BDT)
Revenue	Project Revenue	150,000
	Total Revenue	150,000
Cost of Goods Sold (COGS)	Software & Tools	15,000
	Hardware	20,000
	Personnel	30,000
	Project-Specific Costs	10,000
	Total COGS	75,000
Gross Profit		75,000
Operating Expenses	Utilities	5,000
	Marketing & Client Acquisition	5,000
	Office Supplies & Miscellaneous	2,000
	Total Operating Expenses	12,000
Operating Income		63,000
Other Expenses	Interest Expense (if any)	2,000
	Total Other Expenses	2,000
Net Income		61,000

5.4 Sales Forecasting

Month	Projected Projects	Average Revenue per Project (BDT)	Monthly Revenue (BDT)	Cumulative Revenue (BDT)
April	2	140,000	280,000	280,000
May	3	142,000	426,000	706,000
June	3	145,000	435,000	1,141,000
July	4	148,000	592,000	1,733,000
August	4	150,000	600,000	2,333,000
September	5	152,000	760,000	3,093,000
October	6	155,000	930,000	4,023,000

6. ENDING REMARKS

Future Course of Action

To ensure sustainable growth and establish itself as a leading CGI and VFX company, Theatives should focus on the following strategic steps:

1. Expand Client Base and Project Portfolio:

- Actively pursue partnerships with new brands, particularly in industries like e-commerce, retail, and technology, where visual content is essential for marketing.
- Build a diversified portfolio showcasing a variety of CGI and VFX styles and techniques, increasing appeal to a broader audience.

2. Enhance Technical Capabilities:

- Invest in advanced CGI and VFX software and hardware to increase efficiency and project quality. This will be essential as project demands grow and complex effects become more standard.
- Develop a talent pool with specialized skills in areas like animation, 3D modeling, and photorealistic rendering. This may involve hiring experienced artists or providing training to existing team members.

3. Focus on Cost Management:

- Since Theatives is operating on a low budget, streamline operations by negotiating favorable rates with software providers, outsourcing non-core tasks when feasible, and closely monitoring project expenses.
- Create detailed cost-tracking systems to ensure each project is financially viable and contributes to overall profitability.

4. Strengthen Marketing and Brand Visibility:

- Increase brand visibility through digital marketing, targeting platforms popular with prospective clients, such as social media, digital forums, and industry-specific websites.
- Showcase successful projects through a compelling portfolio on Theatives' website and social media platforms, highlighting unique VFX work that differentiates the company.

5. Focus on Sustainable Financial Growth:

- Aim to reduce debt dependency over time by gradually increasing retained earnings and reinvesting profits into the business, thus improving the debt-to-equity ratio.
- Set a target to generate steady monthly revenue that covers operational costs, interest expenses, and potential reinvestments in new technology or talent.

6. Develop a Strategic Long-term Vision:

- Plan for expansion into new CGI services or industries (such as gaming or virtual production) as Theatives grows, capitalizing on emerging market trends.
- Continuously evaluate new technologies, such as AI-driven CGI or VR/AR applications, that could offer Theatives a competitive edge.

By focusing on these key areas, Theatives can scale its operations, maintain financial health, and position itself as a leading CGI and VFX solution provider in Bangladesh and beyond.

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APPENDIX

Theatives Market Survey

1. How often do you use CGI or VFX services for your marketing or business projects?

- **Answer:** "We use CGI/VFX services for almost every major campaign, typically every 2-3 months."

2. What is the typical budget range for your CGI or VFX projects?

- **Answer:** "Our typical budget for a CGI/VFX project ranges from \$5,000 to \$25,000, depending on the scope and complexity."

3. What types of projects require CGI or VFX services?

- **Answer:** "Mostly digital ads, product launches, social media videos, and occasionally, TV commercials."

4. What are the most important factors when choosing a CGI/VFX service provider?

- **Answer:** "The most important factors are the quality of the work, creative innovation, turnaround time, and cost-effectiveness."

5. Do you prefer to work with local or international CGI/VFX companies?

- **Answer:** "We typically prefer local providers for easier communication and faster turnaround, but we are open to international companies if they offer unique expertise or better pricing."

6. How do you assess the quality of a CGI/VFX service provider?

- **Answer:** "We evaluate a provider's portfolio, client reviews, and their ability to understand and execute our vision within the specified timeline."

7. How do you typically discover CGI/VFX service providers?

- **Answer:** "We discover service providers through online searches, recommendations from other businesses, or through creative agencies we collaborate with."

8. What challenges do you face when working with CGI/VFX providers?

- **Answer:** "The main challenges are miscommunications about creative vision, delayed timelines, and sometimes pricing not being transparent."

9. What is your preferred format for CGI/VFX work?

- **Answer:** "We prefer high-definition videos or 3D animation for digital and social media platforms. The format is usually tailored to the platform, whether it's horizontal for YouTube or vertical for Instagram."

10. How important is the creativity of the CGI/VFX team in your decision-making?

- **Answer:** "Creativity is extremely important. We want a team that can bring fresh and innovative ideas while still aligning with our brand's vision."

11. Are you satisfied with the pricing of CGI/VFX services in the market?

- **Answer:** "Pricing is generally competitive, but sometimes the costs feel disproportionate to the value provided. We expect transparency and clear breakdowns of pricing."

12. How do you measure the success of a CGI/VFX campaign?

- **Answer:** "We measure success through engagement metrics like views, shares, and comments, as well as tracking the conversion rate and ROI of the ad campaign."

13. What role do distribution channels (social media, TV, etc.) play in your decision to invest in CGI/VFX services?

- **Answer:** "Distribution channels are critical; the choice of platform can influence the style and scope of the CGI/VFX work. For social media, we prioritize short, impactful videos, whereas for TV, we go for higher production values."

14. Would you be willing to pay more for faster delivery of high-quality CGI/VFX work?

- **Answer:** "Yes, if the quality is guaranteed and the timeline is crucial, we would be willing to pay a premium for faster delivery."

15. How likely are you to recommend a CGI/VFX provider after a successful project?

- **Answer:** "Very likely. If a provider delivers exceptional work on time and within budget, we would recommend them to others and build a long-term relationship"

Part 1: General Questions

1. **How frequently do you use CGI or VFX services for your business or personal projects?**
 - *Answer:* "We typically use CGI/VFX services once every 2–3 months for our major campaigns, depending on the project requirements."
2. **What types of media or advertisements do you typically produce?**
 - *Answer:* "Mostly digital ads for social media and online platforms, with occasional TV spots."
3. **What is the typical budget range you allocate for CGI or VFX projects?**
 - *Answer:* "Our budget varies, but it typically falls between \$5,000 to \$20,000, depending on the complexity of the project."
4. **Do you have a preferred vendor or agency for CGI/VFX services? If yes, why?**
 - *Answer:* "Yes, we prefer working with agencies that have a strong portfolio in both creative design and timely delivery, with a reputation for high-quality outputs."
5. **How important is the visual quality of CGI or VFX in your decision-making process for choosing a vendor?**
 - *Answer:* "Visual quality is extremely important. It's often the deciding factor for us when selecting a vendor."
6. **What are the primary challenges you face when working on CGI or VFX projects?**
 - *Answer:* "Our main challenges are meeting tight deadlines and ensuring the CGI/VFX team understands the brand's vision."
7. **How long do you typically take to complete a CGI/VFX project?**
 - *Answer:* "Typically, a project takes anywhere from 4 to 8 weeks, depending on the scope and complexity."
8. **Are you familiar with Theatives and its services?**
 - *Answer:* "Yes, I've heard of Theatives. They seem to specialize in creative ads, and I know they focus on product-based CGI work."
9. **What factors would make you switch to a new CGI/VFX service provider?**
 - *Answer:* "Better pricing, higher quality of work, and quicker turnaround times would be key factors for us to consider switching."

10. What are your primary goals when hiring a CGI/VFX company?

- *Answer:* "Our main goals are to increase engagement with our audience, create memorable visuals, and ensure that our brand stands out in a competitive market."
-

Part 2: Questions Relating to Distribution

1. Through which channels do you prefer to distribute CGI or VFX-based advertisements?

- *Answer:* "We primarily use social media platforms like Facebook, Instagram, and YouTube. Occasionally, we use TV spots for bigger campaigns."

2. How do you decide the platforms to distribute your media?

- *Answer:* "We decide based on the target audience. For younger demographics, we prefer Instagram and TikTok; for older audiences, we focus more on TV and Facebook."

3. What is the geographic scope of your target audience for CGI/VFX-based ads?

- *Answer:* "Our target audience is mostly local, but for larger campaigns, we aim for a global reach."

4. Do you often collaborate with digital agencies or media companies for distribution? If yes, which ones?

- *Answer:* "Yes, we collaborate with digital agencies like Ogilvy and media companies like GroupM for broader distribution strategies."

5. How do you measure the effectiveness of your distribution channels?

- *Answer:* "We measure effectiveness through engagement metrics like views, shares, likes, and conversion rates."

6. Are there any emerging distribution channels you are planning to explore for your CGI/VFX projects?

- *Answer:* "We're looking into exploring podcasts and influencer-led content for more targeted outreach."

7. How do you prioritize which platform to use for a new ad campaign?

- *Answer:* "We prioritize based on where our target audience is most active and engaged."

8. How do distribution costs impact your decision to use CGI or VFX services?

- *Answer:* "While we prioritize quality, we need to ensure that the distribution costs align with our marketing budget. If distribution is too costly, it might affect the scope of our CGI work."

9. Are there specific distribution trends you've noticed in the industry?

- *Answer:* "There's a clear trend towards mobile-first video content and short-form video, especially for social media platforms."

10. How do you think the rise of online streaming and digital platforms will affect your distribution strategy?

- *Answer:* "It's a huge opportunity. We plan to invest more in digital platforms like YouTube and streaming services where our target audience is spending more time."

Part 3: Promotion Related Questions

1. How do you promote the CGI/VFX work you create?

- *Answer:* "We use a mix of social media ads, influencer partnerships, and email marketing to promote our CGI/VFX projects."

2. Do you think promotional activities (e.g., social media ads, online campaigns) improve the visibility of your CGI/VFX projects?

- *Answer:* "Yes, they definitely improve visibility, especially when targeting niche audiences with tailored content."

3. How important is it to have a dedicated promotional strategy when launching a CGI/VFX campaign?

- *Answer:* "It's very important. Without a strategic promotional plan, the potential of our CGI/VFX work can be significantly underutilized."

4. How do you evaluate the success of a promotional campaign for CGI/VFX projects?

- *Answer:* "We measure success based on engagement rates, feedback from the audience, and ultimately, conversions or sales driven by the campaign."

5. Would you be interested in additional promotional services offered by a CGI/VFX company?

- *Answer:* "Yes, we're always open to exploring additional services that can help boost the effectiveness of our campaigns."

Part 4: Price Related Questions

- 1. How much do you usually pay for CGI/VFX services, and how do you determine the value for money?**
 - *Answer:* "We usually pay between \$5,000 and \$15,000 per project, and we determine value for money based on the quality of work, delivery time, and the vendor's experience."
 - 2. What factors influence your decision on how much to spend on CGI/VFX?**
 - *Answer:* "The complexity of the project, the expected return on investment, and the vendor's portfolio are the key factors influencing the budget."
 - 3. Do you find the pricing structure of most CGI/VFX companies to be transparent?**
 - *Answer:* "Some companies have transparent pricing, but others have hidden costs that make it harder to gauge the total price."
 - 4. Are you willing to pay a premium for high-quality CGI/VFX services?**
 - *Answer:* "Yes, if the quality is exceptional and the work meets our vision, we are willing to pay a premium."
 - 5. Do you believe that the price of CGI/VFX services is competitive in the current market?**
 - *Answer:* "Yes, for the most part, the pricing is competitive, but there are a few high-end providers that charge excessively for the same quality."
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Part 5: Sales Related Questions (3 Questions)

- 1. How do you evaluate the sales effectiveness of a CGI/VFX project or campaign?**
 - *Answer:* "We evaluate based on lead generation, engagement metrics, and the final conversion rate after the campaign."
- 2. What sales metrics do you use to measure the success of CGI/VFX-based advertisements?**
 - *Answer:* "We track click-through rates, conversion rates, and customer acquisition costs to measure the effectiveness of our CGI/VFX ads."
- 3. How likely are you to purchase additional services or products from a CGI/VFX provider after a successful project?**

- *Answer:* "Very likely. If the CGI/VFX provider delivers exceptional work, we are open to building a long-term relationship for future projects."
-

Part 6: Competition Related Questions

1. Who do you consider your main competitors in the CGI/VFX industry?

- *Answer:* "Our main competitors are larger agencies like Framestore and The Mill, though we are also competing with specialized boutique studios."

2. How does your business differentiate itself from competitors in terms of CGI/VFX offerings?

- *Answer:* "We differentiate by offering highly customized solutions and working closely with clients to ensure the vision is realized within budget."

3. What strengths and weaknesses do you see in the current competitive landscape for CGI/VFX companies?

- *Answer:* "The strengths lie in high-quality visual production and creative innovation. The weaknesses are inconsistent pricing models and a lack of flexibility in meeting tight deadlines."