

## NICK CREATOR COLLECTIVE PAYMENT MATRIX

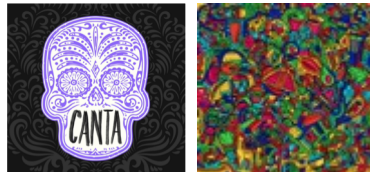
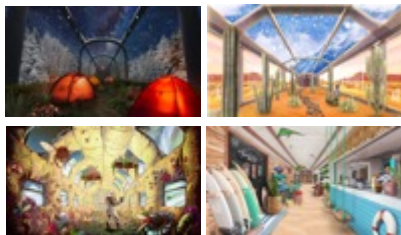
This matrix shows the fidelity (i.e. production value), turnaround timing, associated cost, number of creative pitches to be presented to Nick, round of notes on creative pitches, and whether there's a pre-pro phase & revisions phase. There is **set pricing** depending on the fidelity and turnaround time.

	LIGHT FIDELITY PROJECTS						MEDIUM FIDELITY PROJECTS						HIGH FIDELITY PROJECTS					
REQUESTED TURNAROUND TIME:	24 HR	48 HRS	72 HRS	1 WK	2 WKS	1 MO+	24 HRS	48 HRS	72 HRS	1 WK	2 WKS	1 MO+	24 HR	48 HRS	72 HRS	1 WK	2 WKS	1 MO+
Total Cost	\$500	\$415	\$330	\$300	\$300	\$300			\$1.6K	\$1.5K	\$1.5K	\$1,250				\$4.2K	\$3K	\$2K
Creative Takes from Creator Collective	1	1	1	2	2	3			1	2	2	3				2	2	3
Round of Notes on Creative Take																		
Pre-Production Phase																		
Revisions Phase (up to 2 rounds)			Light	Light					Light	Light						Light		

Light revisions means minor edits (i.e. font change/size, background color change, placement of design assets, etc.)

# SOCIAL-FIRST CONTENT

(FIDELITY: LIGHT)



**tru**TV

**OVERVIEW:** truTV wanted Tongal creators to develop a suite of 1:1 social media frame designs to promote guest stars, clips, and content from season 3 of *At Home with Amy Sedaris* on truTV. [CLICK HERE](#) to see the final frames.



**OVERVIEW:** To promote the premiere of *Snowpiercer* on TNT, Tongal artists designed an original suite of train cars, the post-apocalyptic perpetually-moving train built to save humanity, which lived on the official *Snowpiercer* website. [CLICK HERE](#) to see the final train car designs.

**turner**

**OVERVIEW:** To celebrate National Hispanic Heritage Month, Tongal creators designed fun and shareable graphic design, artwork and GIFs for Turner networks TNT, TBS & truTV social channels. [CLICK HERE](#) to see the final designs.

**turner**

**OVERVIEW:** During the lockdown, fans and creators hilariously recreated their favorite scenes and moments from movies and TV shows airing on TBS, TNT and truTV, and the best UGC videos were released on the various brand IG channels. [CLICK HERE](#) to see the final videos.

# SOCIAL-FIRST CONTENT

(FIDELITY: MEDIUM)



**OVERVIEW:** To celebrate Elmo's birthday, a Tongal creator developed a fun & dynamic GIF using existing Elmo artwork that lived on Sesame's IG and FB. [CLICK HERE](#) to see the final video.



**OVERVIEW:** Tongal creators built a suite of Halloween recipe videos for chocolate-dipped marshmallows incorporating Malt-O-Meal's new Churr-Os Cereal for Post's social channels. [CLICK HERE](#) to see the final videos.



**OVERVIEW:** For Pride Month, Tongal creators developed fun & dynamic shareable social assets to celebrate Sesame's friends and families of all shapes sizes and colors! The designs got tons of fan engagement, and under enormous request by fans, the design ended up turning into merch! [CLICK HERE](#) to see the final videos.



**OVERVIEW:** As part of its commitment to be the home for sci-fi fans everywhere, SYFY enlisted fan creators to develop a series of :15 brand idents that would bring the SYFY logo to life in a way that authentically celebrates the genre and season – in this example, it was all about Christmas! [CLICK HERE](#) to see the final videos.

# SOCIAL-FIRST CONTENT

(FIDELITY: HIGH)



**OVERVIEW:** To support the unscripted series launch of *Tirdy Works* on truTV, Tongal creators developed a hilarious, original animated series called *The Tirdy Truth* that lived on truTV's IG and FB channels. [CLICK HERE](#) to see the final videos.



**OVERVIEW:** MTV was looking for fun and attention-grabbing videos that would celebrate MTV Movie & TV Awards and the VMAs for their FB pages. [CLICK HERE](#) to see the final videos.



**OVERVIEW:** BET wanted Tongal filmmakers to create authentic profiles of three of BET's spotlighted entrepreneurs as part of the hit show *The Grand Hustle* with T.I. The final videos were released on BET's social channels. [CLICK HERE](#) to see the final videos.



**OVERVIEW:** A Tongal animator created a fun original animated video for social that celebrated the high-octane energy of AEW wrestlers – one of the featured wrestlers tweeted it and tons of fans requested for an original animation show to be developed! [CLICK HERE](#) to see the final video.