



astramediasolutions

Prospectus

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## EXECUTIVE SUMMARY

Astral Media Solutions, also known as Astral Studios, is an award-winning media production and animation studio. Established in 1991 with extensive experience in **Corporate Media & Content Production** for high performance brands and international organizations.

Astral Production Showcase <https://vimeo.com/119534943>

Astral Studios recognised as a Top Creative & Design Company.  
<https://www.astralstudios.co.za/astral-studios-recognized-as-a-top-creative-design-company-by-clutch/>

Our production facility offers an integrated full turnkey marketing, advertising and production service, throughout Southern Africa and internationally, that caters for all internet and broadcast media and communications, TV & radio advertising, videos and documentaries, corporate presentations, training, Virtual (green screen studios) and live event content development and AV staging.

This includes full production services, such as development of concepts, scripting, in studio or location video and photography shoots; graphic design, infographics, 2D & 3D animation and visual FXs; virtual pre-recordings and presentation development; design, digital content development, and management of worldwide virtual and hybrid live streaming transmissions, traditional AV staging, (live mix, lights, staging and broadcast) and digital content development for social media marketing.

We work together with United Nations vetted translators and Interpreters, to provide Live simultaneous Interpretation and Translation services as well as Sign Language Interpretation.

OUR STUDIOS: <https://vimeo.com/338288654>



We are situated in a film and production hub in the **Fourways** area of Sandton, part of Johannesburg's business district.

We are an empowering supplier in terms of the dti codes of good practice, with Level 2, BBBEE Procurement certificate.

## OUR VISION

To produce and create media content to empower executives and organizations worldwide to excel in their marketing, branding and communication objectives.

To contribute towards a sustainable growth and development in business and industry and enhance human potential through creative content media production and interactive virtual space programming in training, marketing and advertising.



## MISSION STATEMENT

1. To develop and acquire **new technologies** in media production, to help companies with the execution of their corporate communication strategies through Advertising, Marketing, Branding and Promotional activities.
2. To source and manage inspired and **dedicated teams** of specialists in the digital arts, locally and from around the world and to embrace every project with passion and excitement.
3. To masterfully create unique media products and services to serve industry applications using **smart AI technologies**, developed with clear insight to clients objectives.
4. To continuously acquire and develop new products and services in emerging market spheres in **Augmented and Virtual Reality** space.
5. Design and implement interactive **e-Learning** Course Material for the evolved future of online education and training.



## VIDEO PRODUCTION SERVICES

### 1. Marketing and Promotions

Promotional video content provides a great opportunity to engage and connect with potential and repeat customers. Customer interaction and response provides valuable insight to products and services on offer. Promo videos can include animation such as Infographics and Motion Graphics, 2D and 3D animation for eye catching product awareness and promotion.

### 2. Corporate Communication

Video content creation for internal and external strategic corporate business communication includes:

- Internal communication
- Interviews & presentations
- Franchisee and retail updates
- Motivation and incentives
- Recruiting / induction
- Health and safety
- Testimonials / case studies
- Corporate functions & events
- Corporate overviews and documentaries
- Corporate social responsibility

### 3. Advertising and Branding

Exciting story telling content creation for brand awareness. Video and animation can be a visually compelling approach, especially when demonstrating complex products or services.

### 4. E-Learning and TRAINING

Training and skills development programs are video recorded with Interactive programming, converting classroom **training to an easy online platform.**



## MARKETING AND PROMOTIONS

Marketing videos can be produced with shoot footage on location, usage of stock footage from our extensive libraries, combined with animation and or visual effects.



**VIDEO  
MARKETING**  
CREATING A POWERFUL  
PERSONEL CONNECTION  
WITH YOUR CUSTOMER

Marketing and Company Profile Videos

<https://vimeo.com/251612223>

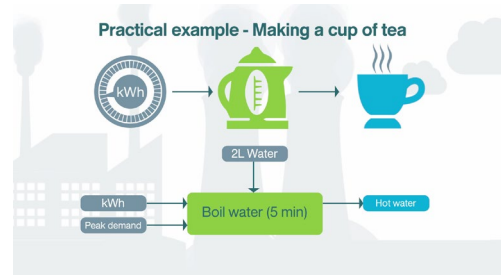
Our animated videos can include illustrations, motion graphics and special visual effects to create a high-impact marketing product. 2D Animation includes flat characters with detailed 2D appropriate scenes, text and effects whereas 3D animation is appropriate for the realism, detail and depth of microcosms, internal workings, assembly and interactions depicting technical aspects.

Animated video creation has unlimited potential for informing consumers and creating excitement about a product.

## INFOGRAPHICS and MOTION GRAPHICS ANIMATION

Infographics & Motion Graphics

<https://vimeo.com/341833252>



## CHARACTER AND DETAILED SCENE ANIMATION

2D Animation Explainer Video

<https://vimeo.com/342972778>

3D Animation Explainer Videos

<https://vimeo.com/341827207>



## MARKETING AND PROMOTIONS

### Financial and Insurance Sector Examples



#### Differential Capital

Live and stock footage with animated visual effects:

<https://vimeo.com/349713635/2318721706>



#### XBRL EXPLAINED:

3D animation and 3D Infographics explaining CIPC submissions & compliance requirements

<https://vimeo.com/267836860>



The CIPC's XBRL Programme explained live video presenters shot our green screen studio, with superimposed digital background

<https://vimeo.com/259713202>



#### BONITAS INSURANCE

Live and stock footage with animated infographics & visual effects:

<https://vimeo.com/133735170/f519fc1694>



## CORPORATE COMMUNICATION

Corporate Communication & Training

<https://vimeo.com/252118079>



## INDUSTRY EXPERIENCE

### CORPORATE COMMUNICATION PRODUCTION

- Corporate documentary with case studies and interviews.
- Corporate social responsibility
- Board member reviews and presentations
- Company overview and induction programs
- Health and safety
- Instructional training video
- Incentive and company news

- Banking and financial
- Health, wellness and medical
- Hotel and tourism
- Fast-moving consumer goods (FMCG)
- Industrial, mining and manufacturing
- Sport and recreation
- Civil, mechanical and electrical engineering
- Information and communication technologies
- Green technology and sustainable development
- Government initiatives
- Socio-economics and culture

## CORPORATE COMMUNICATIONS

### INTERVIEWS AND PRESENTER STUDIO PRODUCTIONS

INTERVIEWS & TESTIMONIALS <https://vimeo.com/366759114>



#### ICT RDI ROADMAP

Imran Patel Interview

Including stock footage, illustrations, animations & VFXs

<https://vimeo.com/324229453>

### CORPORATE OVERVIEWS



#### IMPERIUM CLUB

Shot on various locations includes 3D animations and VFXs

<https://vimeo.com/359235903>



#### AIRPORTS COMPANY SA

Changing lives

Shot nationally on location, interviews, VFXs, animation

<https://vimeo.com/319462473>



#### PeerMont CSI

Shot on location, interviews, VFXs

<https://vimeo.com/225121861>

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## CORPORATE COMMUNICATIONS

INTERVIEWS & TESTIMONIALS <https://vimeo.com/366759114>



### WELLCORP

Wellness management program and Health Insurance benefits.

<https://vimeo.com/420229776>



### PEPFAR & ASCM IMPACT DOCUMENTARY

Association for Supply Chain Management Foundation in collaboration with US AID through PEPFAR and DREAM's initiative is providing employment solutions for young women.

<https://vimeo.com/630382469>



### WEMAST CORPORATE OVERVIEW

Wetland Monitoring and Assessment Service for Transboundary basins in southern Africa (WeMAST)

<https://vimeo.com/651403986>



## CORPORATE COMMUNICATIONS

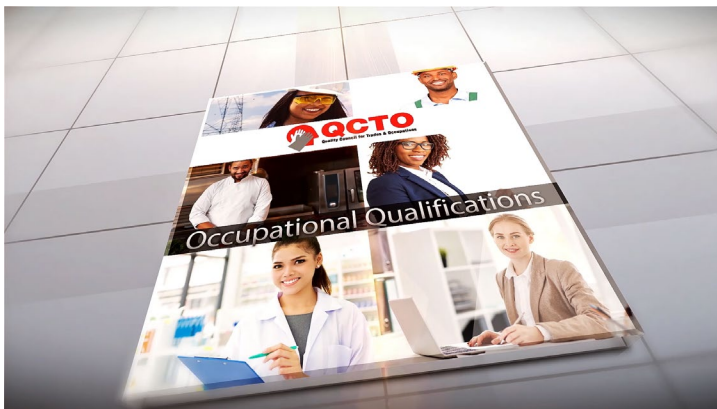


### HUGE GROUP MERGER WITH ADAPT IT.

#### MESSAGE TO SHAREHOLDERS

Huge Group is all about connectivity, cloud, software, and related x-tech solutions.

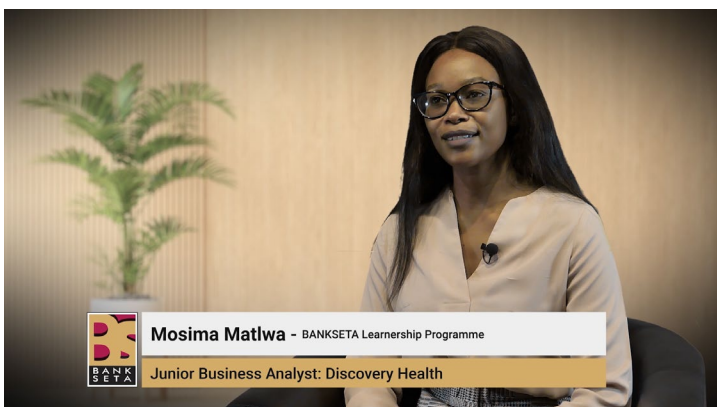
<https://vimeo.com/534828553>



### QCTO: OCCUPATIONAL QUALIFICATIONS VIDEO SERIES

A range of Career overview videos

<https://vimeopro.com/astralstudios/occupational-qualifications-video-series>



### BANKSETA

#### Corporate overview

The Banking Sector Education and Training Authority (BANKSETA) is a statutory body established through the Skills Development Act of 1998

<https://vimeo.com/524541707>





## CORPORATE COMMUNICATIONS



### SAIMM CORPORATE OVERVIEW

SAIMM is a professional institute with local and international links assisting members with technological developments in the mining, metallurgical and related sectors.

<https://vimeo.com/491282605>



### WATER RESEARCH COMMISSION (WRC)

Year in Review for Stakeholders  
Green Screen shoot with live and stock footage with animated infographics effects

<https://vimeo.com/486137360>



### LNG SCIENTIFIC

South Africa's leading mask manufacturer and supplier, of cutting-edge technology and innovative scientific solutions.

<https://vimeo.com/544456863>





## LIFESTYLE & HEALTH AND WELLNESS

### INTERVIEWS AND PRESENTER STUDIO PRODUCTIONS

INTERVIEWS & TESTIMONIALS <https://vimeo.com/366759114>



#### A HEALTHY YOU – 26 Episode Series

An informative, life-saving journey of medical discovery into the world of health and lifestyle conditions.

<https://vimeo.com/27053011>

### CORPORATE OVERVIEWS

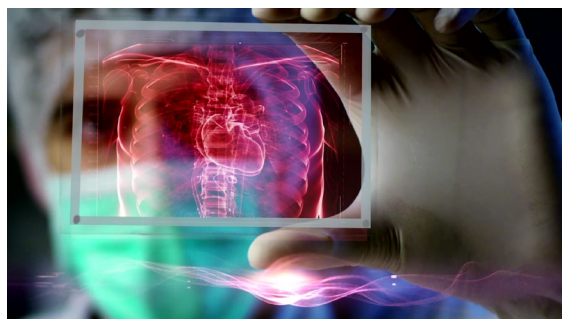


#### ECO FLASH

Shot in Studio with Presenters with on location inserts and Stock Footage

<https://vimeo.com/356619731>

Watch series here: <https://ecoflash.post.pro/>



#### AULTERRA

Protection against the harmful effects of 5G and EMF radiation

<https://vimeo.com/152728939>



#### ELIM SPA PRODUCTS

Shot in lab and presented on green screen with live and stock footage with animated infographics effects

<https://vimeo.com/389537211>

The realm of eventing has changed, with Live Streaming becoming the norm.

Our live video production studios offers multiple cameras in a green screen studio with versatile virtual 3D studio backdrops with options for pre-recorded video inserts, PowerPoint upgrades, live MCs and presentations, live Q&As or any combination thereof. Live streaming to small or large audiences, locations of your choice and / or to social media.

Live stream functions include virtual user or industry conferences (with complex agenda's), AGM's, training, department meetings, webinars, town halls, sales kick-offs, company wide events and more, and can be recorded and uploaded to dedicated platforms or websites for delegates that cannot attend.

This will add an extremely cost effective, new and exciting dimension to event planning that makes your functions more interactive and far-reaching than ever before!



UNFPA SWOP22 Highlights - Seeing the Unseen (English) : <https://vimeo.com/725975892>

UNFPA FGM HackLab Final Pitch Event 7 Dec 21 (English) <https://vimeo.com/654868047>

SYP Expansion Launch to Angola, Mozambique, Tanzania & Rwanda <https://vimeo.com/648930706>

SASSETA ROADSHOW <https://vimeopro.com/astralstudios/sasseta-roadshow-23-february-2021>

Regional Consultation on ESA Commitment <https://vimeo.com/630164022>

UNFPA CSW 66: Accelerating Investment to End FGM (French) <https://vimeo.com/691833089>

SASSETA 2019-20 VIRTUAL AGM <https://vimeo.com/510106510>

Ecoflash 07 - Hybrid Vehicles <https://vimeo.com/172613190>

Business Pulse <https://vimeo.com/343612446>



Functions & Events -

<https://vimeo.com/252121534>

## ADVERTISING AND BRANDING

We have extensive experience in the production of TV and online commercials with more than 300 commercials produced to date.



Advertising and Promotional Reel <https://vimeo.com/252350892>



### GAUTRAIN

For People on the Move

30 & 60 sec adverts – 4 languages

<https://vimeo.com/668578085>



### NEXTOUR

2D Animation 120sec

<https://vimeo.com/328455611>



### Emperors Palace

Advert 60sec

Live Footage – Models – Aerial

<https://vimeo.com/359314552>



## ADVERTISING AND BRANDING

### CONSUMER ENGAGEMENT

Consumption of video content across multiple platforms is now a global phenomenon. Marketers are leveraging new opportunities to capture consumer attention and get people talking about your products and services.



#### KIMLEIGH AMBIDEX (SA Region)

Includes Live and Stock Footage Special VFXs

Online Commercial 2min15

<https://vimeo.com/352547423>

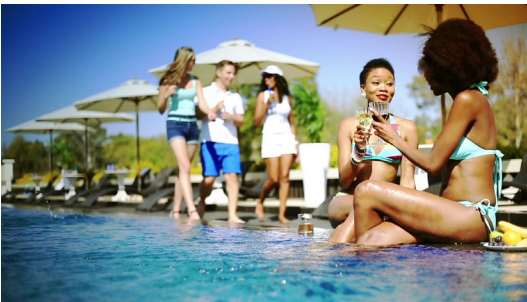
Online Commercial 12 sec

<https://vimeo.com/354913346>

#### KIMLEIGH AMBIDEX (AFRICA REGION)

Online Commercial 40sec

<https://vimeo.com/355996320>



#### GALENCIA PROPERTIES

60s Social Media Advertising

<https://vimeo.com/140825490>



#### Emperors Charity Poker promo

<https://vimeo.com/219089724>



#### Aurelias – Retail

<https://vimeo.com/204172343>

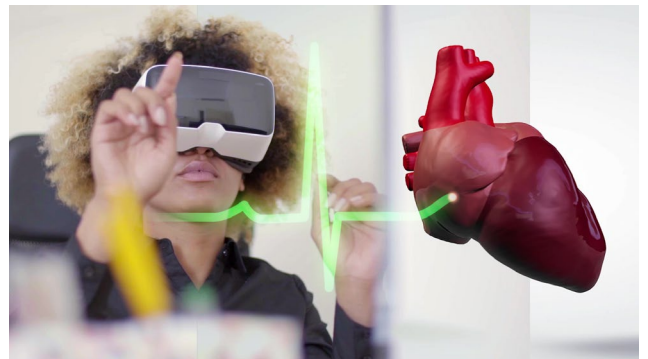
## e-Learning and Training

Offering range of solutions using interactive video, animation, visual effects, simulations, augmented reality (AR) and virtual reality (VR).

We can build professional quiz and advanced assessments with rich media, video, branching, and flexible scoring and testing rules. There are various question types, including hotspot, word bank drag-n-drops, mix and match, true / false etc and more.

Corporate Training Content  
for e-Learning

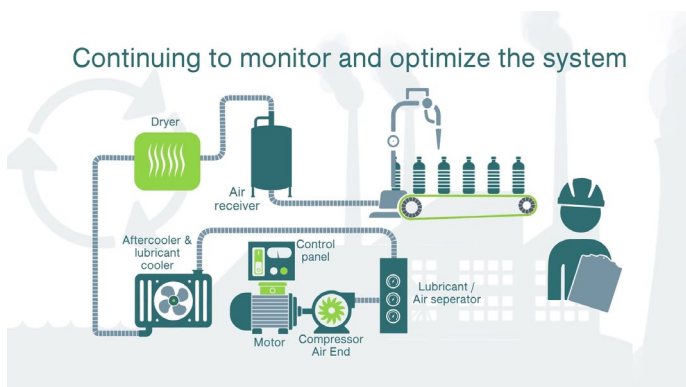
<https://vimeo.com/327984339>



Hotel School - The 5  
Mother Sauces

Shot on location

<https://vimeo.com/279020257>



Energy Management  
Systems UNIDO & CSIR

Infographic motion graphics

<https://vimeo.com/288866507>



## OUR CLIENTS

Our portfolio has attracted the attention of various investors, as well as the South African government for whom we have completed numerous corporate and advertorial projects.



- African Aerial Safaris <https://vimeo.com/429340967>
- OR Tambo Welcome <https://vimeo.com/374869090>
- ACTOM <https://vimeo.com/714994877>
- Urease and Nitrification Inhibitors by Kimleigh Chemicals  
<https://vimeo.com/203330116>
- Rancor 2020 <https://vimeo.com/379067341>
- Pillars of Strength: Society`s Response to GBVF (10 Minutes)  
<https://vimeo.com/764296620>
- Municipal Demarcation Board 20 Year Review Documentary:  
<https://vimeo.com/311936754>
- IPPF Africa Regional Office Performance Report  
<https://vimeo.com/172889774>
- Hotel School promo with testimonials <https://vimeo.com/173929013>
- GIZ SADC German (interviews) <https://vimeo.com/31015818>
- MICT SETA overview: <https://vimeo.com/191468945>
- Digital Migration Journey 2019 <https://vimeo.com/317666226>
- CCMA (Commission for Conciliation, Mediation and Arbitration)  
15year Documentary <https://vimeo.com/41767708>

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## ADDITIONAL ONLINE COMMERCIALS / INFOMERCIALS

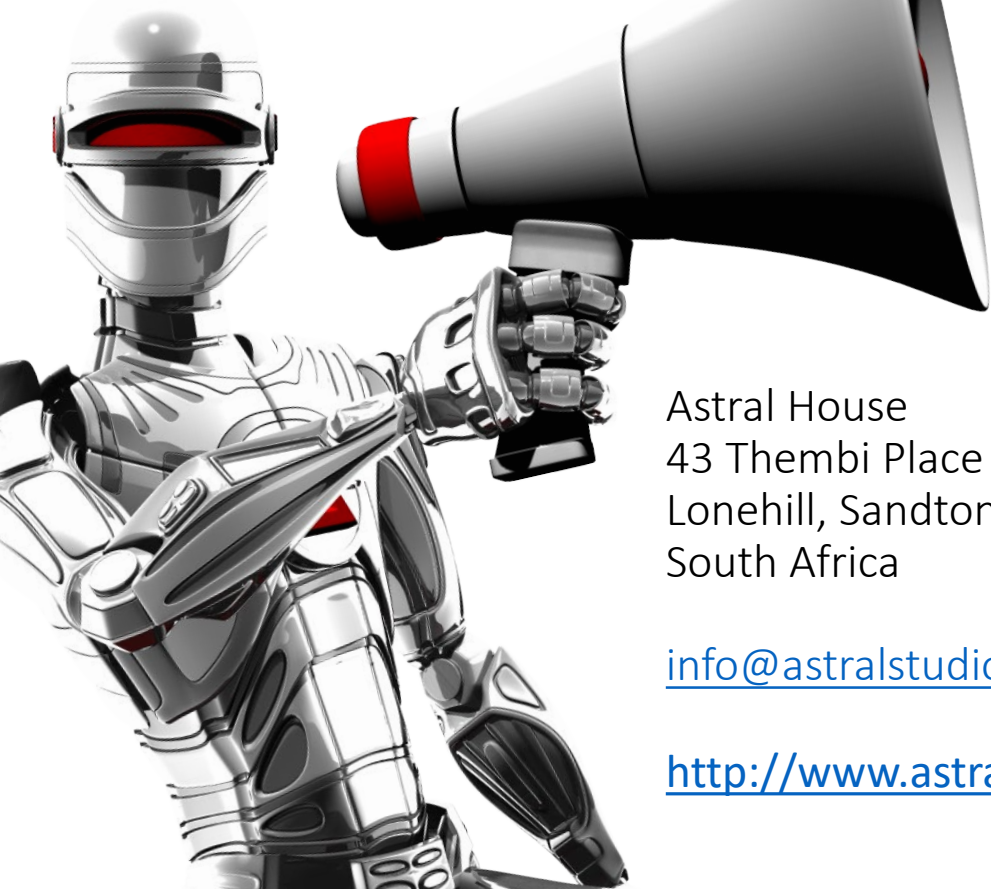
- GAUTRAIN – For People on the Move **(ENG60)**  
<https://vimeo.com/668578085>
- The birth of Mr Rototank <https://vimeo.com/255023138>
- Eco-Flash Episode 7 <https://vimeo.com/172613190>
- One97 Hyde Park <https://vimeo.com/222686907>
- Ladbrokes Body Builders Soccer Challenge  
<https://vimeo.com/74056663>
- SACPCMP 1 - Who Should Register under the SACPCMP?  
<https://vimeo.com/802005643>
- Woods Great Peppermint Cure <https://vimeo.com/45060588>
- Tour Entente <https://vimeo.com/212724673>
- SanDisk Ultra Dual Drive French <https://vimeo.com/92809953>
- Ortho Design Rotator Cuff Repair <https://vimeo.com/696608018>
- Orderman <https://vimeo.com/131404802>
- CSIR NCPC – Water Video 8 <https://vimeo.com/241172129>
- Property Time <https://vimeo.com/566003088>
- Robin Banks Mind Power <https://vimeo.com/116259343>



Executive Producer: Irene Constantinides: +27 82 653 8856

Creative Director: Mike Byron +27 82 658 8855

Tel: +27 11 4674499



Astral House  
43 Thembi Place 15 Calderwood Road  
Lonehill, Sandton, Johannesburg  
South Africa

[info@astralstudios.co.za](mailto:info@astralstudios.co.za)

<http://www.astralstudios.com>