

Shutter & Scribe

2025

Service & Pricing Guide

SHUTTERANDSCRIBE.COM.AU

Hello & Welcome



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Understanding This Service Guide

This guide has been developed to give you a clear idea of what I offer, how I work, and what to expect when we collaborate. Whether you're new to working with me or a returning client, I want you to have all the details upfront—no confusion, no surprises.

Think of this as your go-to resource for understanding my services, pricing, and process, so you can feel confident in choosing the right option for your brand. And if you have any questions along the way, just ask—I'm always happy to chat!

My Mission And Vision

My Vision

At Shutter and Scribe, I support brands by showcasing their unique identity through beautiful visuals and authentic messaging. Specialising in UGC for sustainable brands and eco-friendly and pet-friendly accommodation & activities, my content is designed to engage your audience, build meaningful connections, and create a lasting impact.



My Mission

01.

Authentic Storytelling & Creative Content

I tell impactful stories through engaging, real-world content that brings your brand to life, engages your audience, and builds lasting connections.



02.

Empowering Brands Through Purpose-Driven Content

I work with brands to develop purpose-driven content that authentically represents their values, builds community, inspires action, and connects with their audience.

03.

Strategic & Impactful Content

I craft tailored content that showcases your brand in a natural, relatable way - creating engaging visuals and messaging that resonate with your audience and drive meaningful results.

My Services – Overview



Bringing your brand to life

By creating engaging user-generated content, I help sustainability-focused brands and eco-conscious & pet-friendly travel experiences stand out. My videos are designed to showcase your brand authentically, helping you connect with like-minded people and build trust with your audience. I provide tailored solutions that drive engagement and create lasting connections.

Here's a snapshot of the services I offer

01. User Generated Video Content

From detailed reels to stop motion snippets, I create engaging & informative video content that tells your brand's story, showcases your values and connects with your audience in a genuine way.

03. Social Media Captions & Copy

Creating concise, impactful copy for captions, ads, and social media posts that resonate with your audience, reflect your brand's voice and encourage interaction.

02. UGC Photography

Through visuals that feel natural and relatable, I help tell your brand's unique story while highlighting your brand's personality, helping you make a lasting impression.

04. Long Form Copy

Thoughtful long-form content, including blog posts and website copy that provides value, shares your brand's story, and builds trust with your audience.

The Process

Introduction

At the heart of every memorable brand lies authentic, user-generated content. It's not just a pretty picture or a catchy reel - it's about showcasing your brand's personality, values, and story in a way that feels real and relatable. My approach to content creation is centred around crafting engaging visuals and impactful copy that form lasting connections with your audience and bring your brand to life.

Here's What The Process Looks Like

01.

Content Development

To ensure your content is intentional, we'll start by discussing your brand, messaging, target audience, and goals. We'll also explore the types of user-generated content that best align with your brand—whether it's videos, photos, or written content that connects authentically with your audience.

03.

Content Creation

During this phase, I create authentic user-generated content that aligns with your brand's values and goals. Whether it's videos, photos, or written content, I focus on capturing real moments that resonate with your audience and help your brand connect with them.

02.

Pre-production

Here, I plan the key elements of your content - developing moodboards, creating a shot list, and finalising all the other fun details. This will ensure everything is set for seamless production that aligns with your brand's vision.

04.

Post Production & Delivery

Post-production ensures a seamless finish for all your content. Once this is complete your final assets are delivered via WeTransfer - formatted and ready for you to post! You will also be provided with a handy guide to ensure your content and copy marries up perfectly.

Packages

All prices in AUD

06

This pricing guide provides an overview of the services I offer. Every brand has its own unique needs, which is why I offer custom quotes tailored to your specific goals, messaging, and target audience. After a brief consultation to discuss your vision, I'll create a personalised quote that reflects your content requirements.

User Generated Video Content - Product-Based Brands

User-Generated Content (UGC) takes many forms, from unboxing and first impressions to showcasing your products in action or providing helpful 'how-to' guides. I craft each UGC video to authentically represent your brand, ensuring it resonates with your target audience. Videos are a minimum of 15 seconds, with the option to extend in 15-second increments. Every video is thoughtfully scripted to highlight your brand's unique story and showcase your products in the best light.

Investment: Prices start at \$350

User Generated Video Content - Experience-Based Brands

UGC videos for experience-based brands are crafted to authentically capture the essence of your offerings. Whether showcasing unique travel experiences, accommodations, or activities in real-world settings, I help tell your brand's story in a way that resonates with your audience. Each video is designed to feel personal and engaging, giving your potential customers a glimpse into what makes your brand experience special. Videos are a minimum of 15 seconds, with the option to extend in 15-second increments. The content is carefully tailored to showcase your brand in a relatable and compelling way.

Investment: Prices start at \$500

Copywriting Services

Well-crafted copy is key to connecting with your audience, whether it's through short, snappy captions or in-depth storytelling. I offer both short-form and long-form copywriting services to complement your visual content. From engaging captions and ad copy to blog posts and website content, every piece is tailored to your brand's voice and designed to resonate with your audience.

Investment: Short-form copy (captions, ad copy, social posts): Prices start at \$150

Investment: Long-form copy (blog posts, website content): Prices start at \$300

Product Photography

Capture your brand's story through stunning product photography. Whether you need images that highlight your product in use, focus on details, or showcase its unique features, I create high-quality visuals that align with your brand's aesthetic and messaging. Each image is carefully styled to ensure it resonates with your audience and brings your product to life.

Investment: Prices start at \$100

01. Can I customise my packages or mix and match services?

Absolutely! I understand that every brand has unique needs, so I offer fully tailored packages. Whether you'd like to add in photography, make your videos longer or include copywriting, we can create a custom package that suits your brand's goals perfectly. Just reach out to discuss your specific requirements, and we'll craft something that works for you!

02. Do you only offer one off services or do you provide long-term packages?

I offer both! If you're looking for a one-time service, such as a video or help with a blog post, I'm happy to work with you on a project-by-project basis. However, if you're seeking ongoing support, I can tailor a package designed to provide ongoing content. Whether you need a one-off campaign or regular content updates, I have a solution to fit your needs.

03. What types of brands do you typically work with?

I specialise in partnering with sustainable brands and eco-conscious and/or pet-friendly accommodation providers. My focus is on working with businesses that value authenticity, creativity, and storytelling to connect with their audience. Whether you're a small or established brand, I'm here to help you create visuals and messaging that truly reflect your unique identity and align with your values.

04. How far in advance should I book?

For UGC videos and experience-based content, booking 3-4 weeks in advance is ideal. For photography and copywriting services, 2 weeks is usually sufficient. More complex projects may require extra time. I recommend booking as early as possible, but I'm happy to accommodate last-minute enquiries when possible!

05. What's the process for getting started?

To get started, we'll first have a chat about your brand, your vision, and your content goals. From there, I'll create a tailored quote and project plan, which may include moodboards, shot lists, and a content strategy. Once we've aligned on the creative direction, we'll set a date for production and start bringing your vision to life!

06. What's the best way to contact you?

The best way to reach me is via email - emma@shutterandscribe.com.au. You can also get in touch through my website contact form or Instagram DM (@shutterandscribe). I aim to respond to all correspondence within 48 hours, but I'll get back to you as soon as possible!



Ready to Start a New Project?

If you've got a clear vision and are eager to start your project, let's dive in!

Fill out the enquiry form at
SHUTTERANDSCRIBE.COM.AU

If you're still in the exploration phase or have more questions, no worries at all!

Send any questions you have to:



emma@shutterandscribe.com.au

The best brands tell
stories that aren't just
heard, but felt.

They're not just told,
they're lived.

They evoke emotions,
inspire action, and
create memories that
shape how people
feel about your
brand.

Anonymous

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