

PROPOSAL FOR

# YAKSOK

## The Arrivals Campaign

3-DAY INTEGRATED PHOTO & VIDEO PRODUCTION  
BARCELONA, SPAIN

PREPARED BY EGAMI PRODUCTIONS  
MAY 2026



### 01. EXECUTIVE SUMMARY

Thank you for considering Egami Productions for the **Yaksok – The Arrivals Campaign**.

We are excited about bringing your vision to life through a refined, editorial approach that captures the essence of Yaksok and the women it celebrates.

This proposal outlines our approach, the scope of work, and a detailed budget estimate for a 3-day integrated photo and video production in Barcelona.

### 02. PROJECT OVERVIEW

<b>CAMPAIGN:</b>	The Arrivals Campaign
<b>BRAND:</b>	Yaksok
<b>LOCATION:</b>	Barcelona, Spain
<b>PRODUCTION DAYS:</b>	3 Days
<b>DELIVERABLES:</b>	Photo & Video Assets
<b>TIMING:</b>	July – September 2026

#### EXCLUSIONS

- × Talent fees & buyouts
- × Location rental fees
- × Permit costs

### 03. SCOPE OF WORK



#### PRE-PRODUCTION

- Creative & production planning
- Shot planning & moodboard
- Casting (talent search & coordination)
- Styling (concept development, wardrobe & looks)
- Crew booking & scheduling
- Equipment planning
- Art direction support
- Logistics & coordination



#### PRODUCTION (3 DAYS)

- 1 Director
- 1 Producer
- 1 Director of Photography
- Camera & lighting crew
- Production assistant
- Art department
- Hair & Makeup (1 HMUA)
- Styling on set
- Photo & video capture



#### POST-PRODUCTION

- Photo selection & basic retouching
- Video editing (60–90s hero film)
- 3x vertical edits for social
- Color grading
- Sound design
- Delivery in multiple formats
- Full RAW & project files

### 04. BUDGET ESTIMATE (EUR)

ITEM	ESTIMATED COST
Pre-Production (incl. Casting & Styling)	€6,000
Production (3 Days)	€11,000
Equipment & Lighting	€4,000
Art Department & Props	€2,500
Hair & Makeup	€1,500
Styling On Set	€1,500
Post-Production (Photo & Video)	€4,000
Project Management & Expenses	€2,000
<b>TOTAL ESTIMATED BUDGET</b>	<b>€32,000</b>

\*All costs are estimates in EUR and exclude VAT.

### 05. OPTIONAL ADD-ON



#### SEPTEMBER STORE PICKUP

Half-day photo & video capture at the Enric Granados store after opening.

€2,800

### 06. NEXT STEPS

We would love to collaborate with you on this exciting project. Once you confirm, we will begin pre-production immediately to align with your timeline.

Please don't hesitate to reach out with any questions.

*"We look forward to telling the Yaksok story together."*

—  
THE EGAMI TEAM

