



Marketing Content Studio Modernisation Strategy

Building an AI-Powered Creative Capability for Yello Media Group

Creating a lean, scalable content production studio that enables faster campaigns, stronger storytelling and greater creative efficiency across the Caribbean.

Why This Matters

Marketing expectations continue to grow while content demand increases across multiple Caribbean markets. Our team is responsible for an expanding scope of creative output — and the pace isn't slowing down.



Brand & Campaigns

Brand campaigns, paid advertising, creative strategy



Photo & Video

Photography, video production, social media content



Digital Assets

Website assets, presentations, internal communications

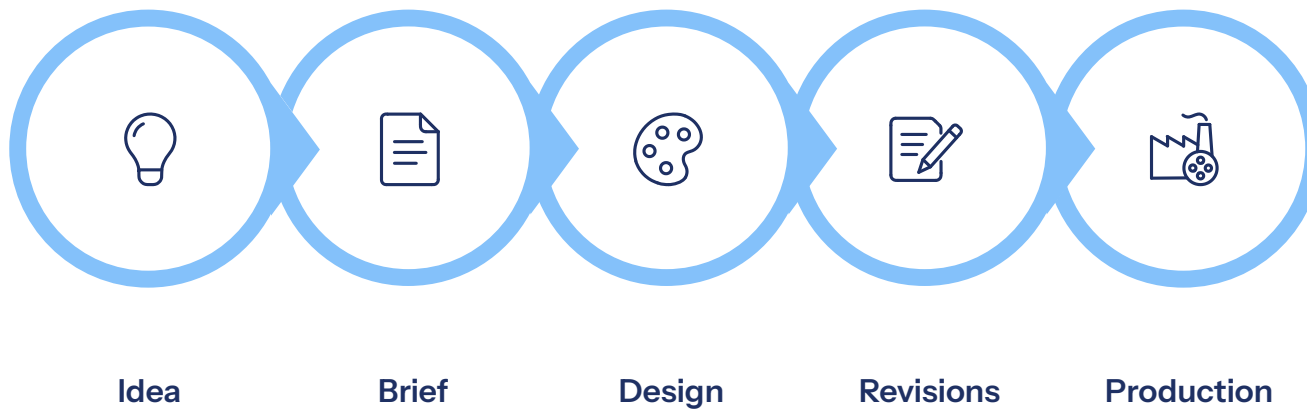


To keep pace, we need a modern content creation workflow supported by AI and lightweight production tools.



Current Challenges

Current Workflow



Each stage is manually executed, creating bottlenecks and slowing time-to-market.

What's Holding Us Back

Long Production Timelines

Manual handoffs between stages delay campaign launches.

Limited Video Capability

Video production requires significant time and specialist skills.

Slow Trend Response

Difficult to pivot quickly when market moments emerge.

High Manual Dependence

Limited experimentation due to production overhead.

Our Vision

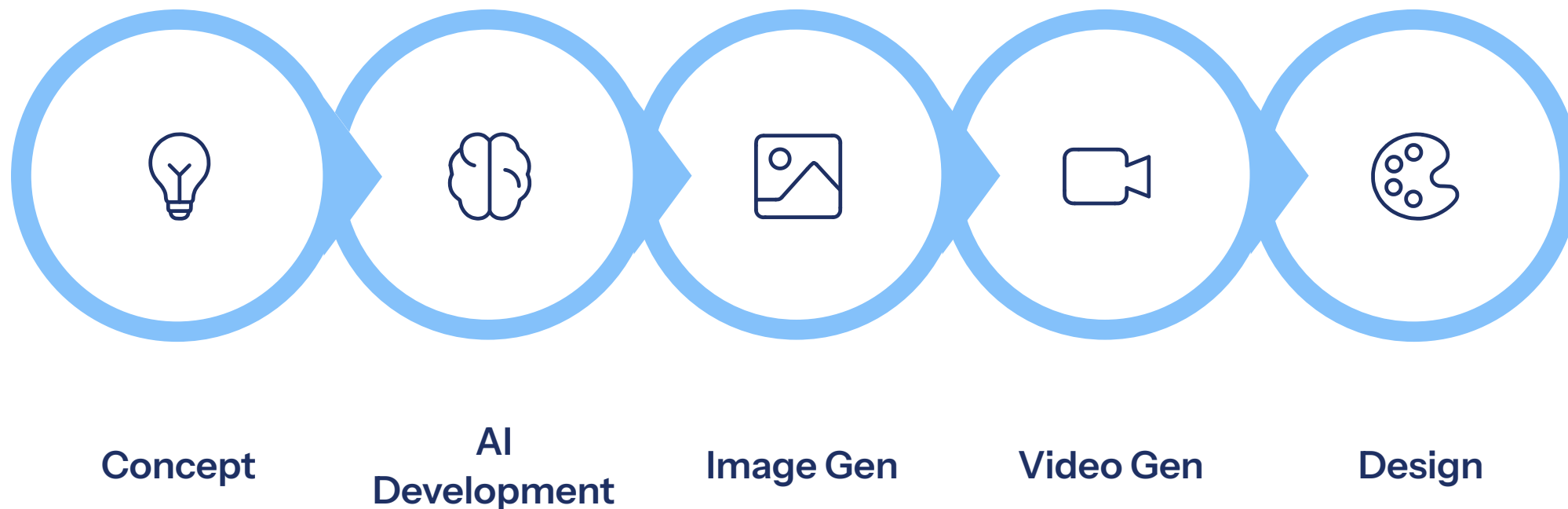
Build a modern marketing content studio.

A small, high-output team producing agency-quality creative using AI-assisted workflows — moving faster, experimenting more, and telling stronger stories across every Caribbean market.



Proposed AI-Powered Workflow

A reimagined production pipeline — from campaign concept to published content — powered by AI at every key stage.



AI integrates at the concept, generation, and editing stages — compressing timelines without compromising quality.

AI Software: Google AI Pro



Purpose

- Storyboarding and campaign concepting
- AI video generation via Veo
- Research and ideation
- Campaign concept development

Estimated Cost

~US\$20 / month — the most cost-effective entry point into AI-assisted production.

RECOMMENDED: START HERE

AI Software: Higgsfield



Purpose

- Premium cinematic AI video production
- Brand storytelling and campaign films
- High-impact social campaigns

Estimated Cost

US\$30–50 / month — delivers cinematic quality at a fraction of traditional production costs.

CORE TOOL

AI Software: Runway & CapCut Pro

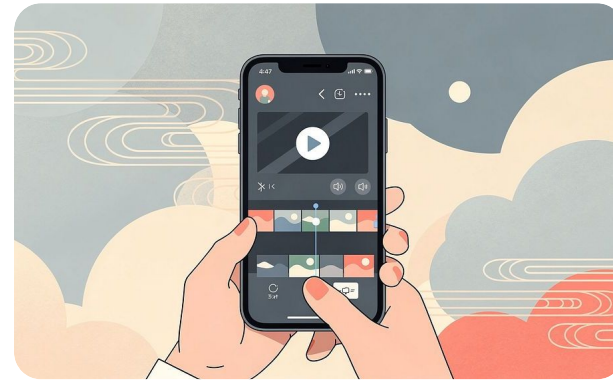


Runway

AI editing, clip extension, object removal

Refine and extend AI-generated footage with precision. Ideal for polishing content before publishing.

US\$15–35 / month



CapCut Pro

Fast editing, captions, social exports

The fastest path from raw footage to platform-ready social content. Auto-captions, templates, and one-click exports.

~US\$10 / month

AI Software Comparison

A complete overview of recommended tools, priorities, and monthly investment.

Tool	Purpose	Priority	Monthly Cost
Google AI Pro	Storyboarding, AI video, research, campaign concepts	 High	~US\$20
Higgsfield	Cinematic AI video, brand storytelling, social campaigns	 High	US\$30–50
Runway	AI editing, clip extension, object removal	 Medium	US\$15–35
CapCut Pro	Fast editing, captions, social-ready exports	 High	~US\$10

Total estimated software investment: **US\$75–115 / month** — equivalent to a fraction of one freelance production day.

Content Creation Equipment



DJI Osmo Pocket 4

US\$600–700

- Everyday content creation
- Events and business visits
- Social media shoots



DJI Mic 2

US\$350

- Professional interviews
- On-location audio capture
- Broadcast-quality sound

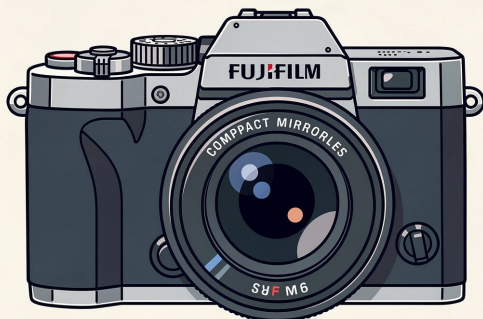


LED Light Kit

US\$150–300

- Professional interview lighting
- Studio-quality shoots
- Portable setup for on-location work

Professional Camera Options



OPTION A — IMMEDIATE

Fujifilm X-M5

A compact hybrid powerhouse for everyday campaign photography and video. Lightweight enough for travel and events, capable enough for professional content production.

- Photography, video, travel, campaigns
- Compact and field-ready

US\$900–1,200



OPTION B — FUTURE INVESTMENT

Fujifilm X100VI

A premium editorial camera designed for brand storytelling. Its distinctive aesthetic elevates lifestyle, tourism, and campaign photography to a new level of visual quality.

- Editorial, tourism, lifestyle, brand storytelling
- Premium image character

US\$1,800–2,000

Drone Capability



Where We Are

DJI Mini 3 Pro

Already owned. Reliable aerial footage for current campaigns.

Where We're Going

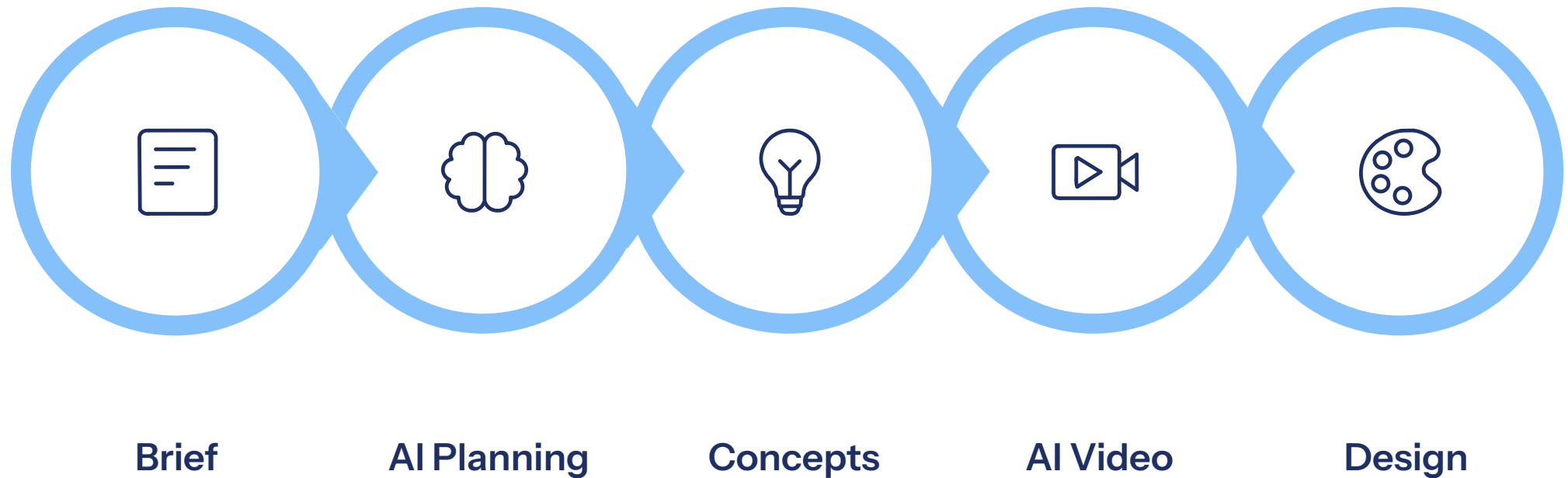
DJI Mini 5 Pro

Improved image quality, longer flight time, better obstacle avoidance and a future-proof platform for premium aerial storytelling.

US\$1,200–1,500

Example Workflow in Action

How a real campaign — like the **FindYello Paper World** campaign — moves through our AI-powered studio from brief to published content.



AI accelerates every creative stage — from planning and concepting through to final delivery — enabling the team to produce more, faster, without sacrificing quality.

Business Benefits

This investment unlocks measurable impact across our creative output, speed, and cost efficiency.



Faster Campaign Turnaround

AI-assisted production dramatically reduces time from brief to publish.



Agency-Quality Creative

Premium storytelling and cinematic content — produced in-house.



Reduced Production Costs

Fewer external vendors. More owned capability. Better ROI on every campaign.



Multi-Market Scalability

A single streamlined workflow that supports campaigns across all Caribbean markets simultaneously.



Current vs. Future State

TODAY

Manual & Constrained

- Small marketing team with limited specialist capacity
- Manual production with long timelines
- Limited video and motion capability
- Difficult to experiment or respond to trends quickly

TOMORROW

AI-Powered & Scalable

- AI-assisted workflows compressing production timelines
- Faster production with agency-level quality
- Premium storytelling and cinematic content in-house
- Always-on content engine scaling across the Caribbean

The Opportunity

A lean team. Agency-quality output.
Caribbean-wide reach.

This is not a cost centre — it is a **strategic creative capability**. With the right tools, workflows, and investment, Yello's marketing team becomes a high-output studio that powers growth across every market we serve.

