



Techno Monkey Media: Dance

Mission Statement:

Techno Monkey Media's mission is to leverage the cultural value of companies and individuals by providing professional and innovative video production solutions designed by our technically skilled team motivated by passion and creativity.

Tagline:

Video Production. Solved.

Target Markets:

Dance studios' year-end recitals spanning the lower mainland, as well as dance competitions around the province.

In future years, expand the dance competitions in their geographical restrictions, primarily into the United States.

The "dance" division would also encompass any other theatrical-based projects.

Strategy:

Our focus in this division would be to pick up additional year-end recitals and dance competitions, and provide more innovative solutions such as the video adjudication to bring in a higher gross income.

We will need to hire contractors to balance the work load around mid-year for the recitals, and at other times of the year for dance competitions.

In future years, we realize that for business to grow, we would need to expand beyond greater Vancouver. We should research more profitable regions such as larger competitions in the United States.

Graphic Identity:

- Font: Adobe Garamond Pro
- Background: Black
- Text: Light Grey
- Trim: Pink

