



## COMPANY PROFILE

RuggedBoots Production, is a Content Creation, Cinematography and Photography Hub, in Lagos Metropolis, a privately registered Media Production Company offering core Production services through its subsidiaries, sharing common goal of impacting value through excellent service delivery at all times while supporting our customers and partners to meet their goals and objectives.

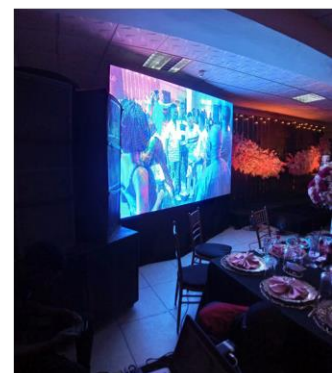


With Core competence in Video Production, Photography, Graphic Designs, Animation, Audio Production, Sound, Light, Screen and Stage supply, we offer services that cut across Creative Content Development to broadcast.

Our office facility (with production & editing suites that are equipped with state of the art broadcast systems) is craftily designed to offer required technical backbone that supports our creative efforts.

Our creative Producers, photographers, videographers and editors are highly experienced and professional, we are confident that our people carry warmth to work as we bring ideas to reality.

## Our Services

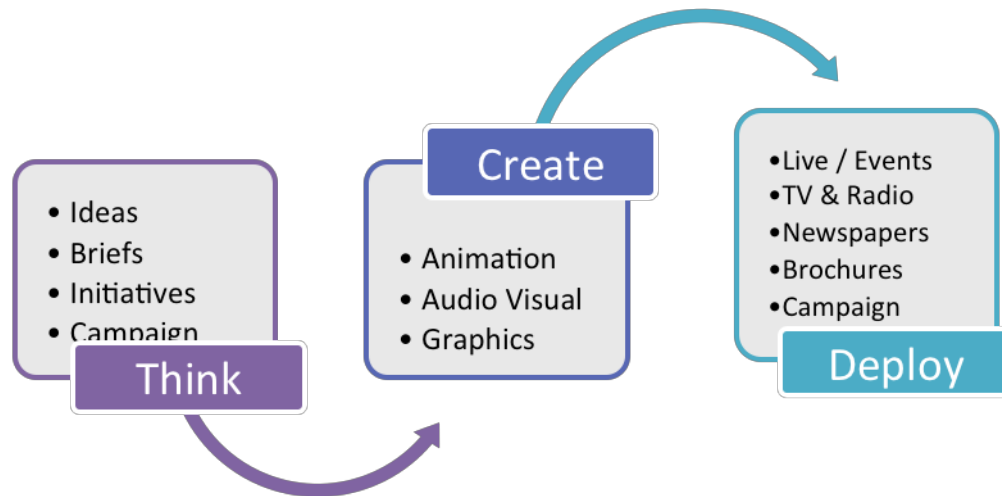


With over two decades experience in Content Creation and Media Production, we have earned our rightful place amongst top Independent Content Creation and Production Outfits creating:

- Company Profiles,
- Advertisements,
- TV Commercials,
- Documentaries,
- Product Profile,
- Personnel Profile
- Photography & Videography
- Events (Corporate, Social and Personal),
- Video Musical Productions
- Movie Productions
- Reality TV Shows,
- Talk Shows,
- Soap Opera

Ruggedboots production offer concept development and scripting services that positions us to engage with our customers during the production (before and after) stage and all across the lifecycle of the project i.e. pre-production, production and post-production. We offer total multimedia solution and also provide stand-alone services, which allow us the flexibility required by our customers.

## Our Customer Engagement Model



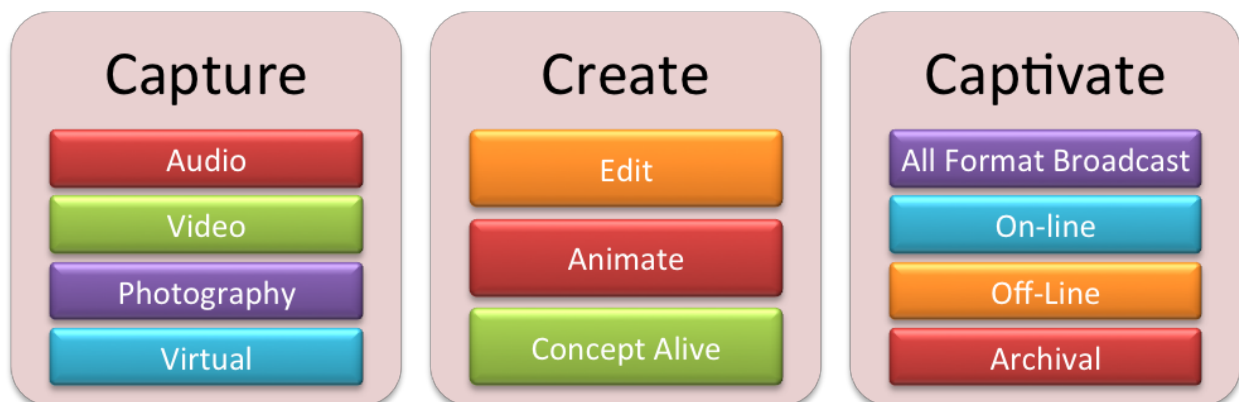
In our passion to offer value, we have a simplistic approach to our customer engagement strategy and value service offering;

- **Proactive Approach** – we fit ourselves into the customers' shoes and come up with creative proposals backed by our knowledge of the customer's target market. In this case, we meet with the customer to discuss this proposal and potential value for customer acceptance.
- **Partnership Approach** – we build and establish a partnership relationship with our customers, which position us to become their trusted advisor. We are able to seat with the customers to understand their goals and objectives after which we provide value proposition to assist our customers excel in their plans.

We are at all times conscious that our aim in giving excellent service is to delight our customers and as a key part of our customer engagement we seek win-win situation for all parties.

## Business Ethos

Our business ethos is summed up in the acronym “C3” from Capture, Create and Captivate. Our objective at all time is to Capture (to understand and/or record) clients brief accurately in word, pictures or video; to Create (to develop, birth, bring into existence, or to make new) imaginatively and to Captivate (to attract, hold the interest, command attention by being extremely interesting, exciting, pleasant) with our output



## MEET OUR TEAM

Our erudite team of dynamic professionals is headed by Sayo Aluko, a Content Creator, a Creative Director, Astute Producer, graduate of New York Film Academy, a professional photographer/cinematographer - hybrid videographer of repute amidst the video production and professionals with 20 years of experience in corporate video production, TV commercials, Event photography/videography, video musical and TV shows, marketing and technical literature photography, catalogue and brochure photography, among others.

Sayo Aluko is quick to establish a rapport with our clients and instantly sets them at ease with his professional but easy-going style. As a photographer/cinematographer, Sayo has a unique perspective of what works within the confines of the lens and is able to produce arresting and memorable imagery.



## Ingenuities

Our crew has produced and directed several movies and TV contents all of which have been a huge success from our first production - Green Grass; unto "Swings"; "Give me a spouse or I die"; "Just Deluded"; and most recent production "Abata"

### **Other projects planned and executed by our team include:**

- Fidelity bank video documentary - 2017;
- Access Bank Upgrade video - 2017;
- Heritage Bank Master Card video skit;
- Heritage Bank Documentary video tagged "The talking Drum" – 2018;
- Siemens Benin Power Station Documentary – 2018;
- KPMG Fintech Video – spanning 2016, 2017, 2018;
- KPMG Robot Financial advisor;
- KPMG/ FBNQuest Intelligent Advisor;
- KPMG Data and Insight Centre;
- Access/Diamond bank merger and acquisition video production.
- KPMG annual Audit Award;
- FBN Holding (First Bank of Nigeria) annual recognition Award



## Service Offering:

Our service offering are as follows:

### Photography Services

We provide Product Photography, Advert Photography, Photo session, technical literature photography, catalogue and brochure photography, Event Photography for Corporate, Conference, Social and Personal, Wedding Photography, Corporate, Family and Senior Portraits, Photo Book (design and production). We travel to your destination to capture the perfect moment in the perfect place, we give premium attention to all budgets and project sizes.

### Video Production

We specialize in corporate video production/overviews and profile video production, corporate training tapes, documentaries, commercials, wedding videography, marketing or any type of video expression that you may need.

We handle it all under one roof—creative concepts, storyboarding, script writing, art direction, casting, location scouting, shooting, directing, special effects, producing, editing, motion graphics, color grading and more.

We provide Motion Picture recording services for TV and other Video formats, Multi-camera apps for Open Broadcast and major event coverage. We build Montages; create Animation and other postproduction services requiring editing and After-Effects.

## ANIMATION AND ANIMATIC

We are animators, visual content creators and video partners that render quality animated content solutions to brands across the world. With our exceptional video animation services, we guarantee to create videos that deliver proven results in all domains of lead generation, increment in conversions and an unforgettable brand identity.

We deliver animated video content that communicates your messages effortlessly

## Creative Content Development

We engage with our clients to understand their intents and come up with creative content and concepts which is then broadcasted across major multimedia platform. I.e. Web, TV, Radio, Newspapers, Banners & Fliers, Flash media, Backdrops, Slide Shows e.t.c

## Multimedia and Design Concept

We provide flash animation and graphics design services which boosts our solution offering for our customers to enhance their Website designs and we strengthen the brand in several expressions by creating self-running media CD, office desktop themes, animated screen savers e.t.c.

## Audio Production

We provide audio production services which include music production and theme songs from ideas to ready-to-market, Jingles, Copyright Soundtracks.

## Sound Reinforcement

A strategic solution that we offer as an external service under our audio production unit is outdoor audio application and Sound Rentals.

We are passionate about the audio quality of our video production and we seek to offer audio-visual bundled service to include PA Systems for both indoor and outdoor events and other application.



## Additional Service Offering include:

### TECHNICAL & CONFERENCE SUPPORT

Projectors & Screen (LED Video Wall),  
Audio-visual,  
Light, Sound & Stage,  
Audio design and Sound Reinforcement  
Speaker Support,  
Technical and Production Management,



### MEDIA REQUIREMENTS

Press Conference Set-up  
Outside Broadcasts  
Television Lighting  
Media Design and Generation  
Video Coverage and Broadcast



### Commercials and Ad

Corporate and Marketing Videos,  
Website Creation and Analytics,  
Script Development,  
Concept Design,  
Story Boarding,  
Voice over and scripting



### EVENT MANAGEMENT

Invitation Database Management  
RSVP Management  
Menu Design and Creation  
Catering Management  
Venue Sourcing  
Contractor Management



## DESIGN & CREATION

Environment Design  
Project design  
Venue design / theming  
Choreography  
Stage design  
Lighting design  
Talent casting



## PRESENTATION

Graphics Design  
Invitation Design  
Powerpoint, Html, Flash  
Presentations  
Director Presentations  
Multi Format Printing  
Conference Collateral And  
Handout



## PROJECT MANAGEMENT

Large Scale Logistics  
Street Closures & Police  
Liaison  
Crowd Control & Security  
Talent Coordination  
Freight & Shipping



## **Reference Job links**

**Heritage Bank – Talking Drum Documentary:**

<https://www.youtube.com/watch?v=Y4JLrDf3BV8>

**Fidelity Bank Finnacle Upgrade from Finnacle 8 to Finnacle 10**

<https://www.youtube.com/watch?v=9aUWzKe6tmw>

**Sahara Event:**

<https://www.youtube.com/watch?v=IEJbIh51Ea8>

**Modele Women Video Packaged for Diamond Bank**

<https://www.youtube.com/watch?v=clenL0BDEzk>

**Swings Short film Produced by Ruggedboots Production**

<https://www.youtube.com/watch?v=uohcFBNuikw>

**Vision of A child Video Documentary**

[https://www.youtube.com/watch?v=c\\_i6wtlxSGs](https://www.youtube.com/watch?v=c_i6wtlxSGs)

**Check Engine TVC Video Packaged for Oando**

[https://www.youtube.com/watch?v=RzuShz\\_xJ\\_A](https://www.youtube.com/watch?v=RzuShz_xJ_A)

**Meet The Team Documentary packaged for Servier Nigeria**

<https://www.youtube.com/watch?v=-Pc364Y-UjA>

**Master Card Advert Packaged for Heritage Bank**

<https://www.youtube.com/watch?v=egY8Du8gyEc>



## OUR CLIENTS

We have had opportunity to work with several customers across different industries, providing a bouquet of services. Some of the customers are listed below:



## Our Contact

Office Address: Block 25 Flat 1 LSDPC Estate, Frenchies Zone Lola  
Holloway, Omole Phase 1, Ojodu, Lagos,  
Nigeria

Telephone: +234-802 324 4588  
+234-816 913 5380

Email: [info@ruggebootspro.com](mailto:info@ruggebootspro.com),  
[sayo.aluko@ruggedbootspro.com](mailto:sayo.aluko@ruggedbootspro.com)

Blog: [www.alukosayo.blospot.com](http://www.alukosayo.blospot.com)

Like, Follow, Retweet, and Subscribe to our channel on all major social media platforms viz



Youtube, Facebook, Instagram and Twitter @Ruggedbootspro