

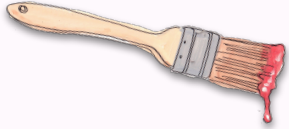


Q4 2026 Campaign Videos

“Why We Built This” Founder Video
Attorney Network Brand Trust Video



“Why We Built This” Founder Video



The What

A docu-style piece that makes our viewer feel two things:

- These are trustworthy people
- They built this for everyone, not the wealthy

We want our viewer to come away knowing why we're called FeedingBird.

Unique stories. One vision.

Throughout the ~120 seconds, our video will highlight each of our key leaders' backgrounds and touchstones that moved them enough to create FeedingBird. The video will also spotlight the app in a few key scenes, displaying ease of use and teasing the sections of the will plan process as a user progresses.





The Why

Kamal had the best lawyers in New York. He still couldn't find a simple way to plan his own estate.

Shreya is an engineer who builds things for a living. She couldn't get herself to start her own plan either.

Knowing you need a plan and actually finishing one is the exact gap FeedingBird exists to close. This video puts real faces and families behind all the effort that's gone into creating this tool for everyday Americans.

The Tone & Style

- Warm. Inviting. Not overly stylized.

The Location

- Elmwood Park, NJ - Ben Locke's home
- Real home, real family, real texture. No studio, no staging beyond dressing what's already there.
 - The main living room / sectional
 - Interview setup option 1
 - The open living/dining/kitchen sightline
 - Interview option 2
 - The kitchen and dining table
 - Family b-roll
 - The playroom
 - Children b-roll
 - Backyard
 - Family cookout!



Who's On Set



Name	Role	On-camera?
Kamal	Founder — unscripted interview, 3 prompts	Yes
Shreya	Founder — on-camera interview	Yes
Ben	Host, kitchen table moment	Yes
Samantha	Product-in-use scene, family b-roll	Yes
Ben's five children	B-roll	Yes
Tasha	Producer, interviewer, potential on-camera	TBD
Nizar	Director, interviewer, edits	No
Feed Agency	Cameras, sound, gaffer, PA	No



Wardrobe & Looks

Adults:

- Solid mid-tones, one layer, no logos, no fine patterns, no pure white or black or bright red

Kids:

- Solid colors that go together but don't match, no character or logo shirts, one full change per kid

Kamal:

- Something he'd wear to a meeting, minus the jacket

Shreya

- Business casual attire, no fine patterns

Group photo/evening cookout:

- Everyone in the warmer half of the palette



Note: Confirm planned outfits one week out

Run of Show

8:45 — Crew call, load-in

9:45–11:15 — B-roll, close-ups of lived-in house, photos, toys

11:30–12:30 — Kamal's interview in living room space

12:30–1:00 — Lunch break

1:00–2:00 — Shreya interview in living room space

2:30–3:00 — App in-use scene with Samantha or Tasha

3:00–4:50 — Ben/Samantha talk-time. Kids return,

Grandparents interacting with children. Possible pets

5:05–6:05 — Golden hour, cookout with family/guests. Group photo!

6:05–6:45 — Wrap



Deliverables

What comes of this shoot?

Primary:

- ~120-second founder video
 - Website content, press kit, blog

Secondary

- Two 30-second cutdowns of main video for paid retargeting
- Three 15-second cutdowns for paid and organic social
- 3-6 young children and family-focused videos with VO about importance of legacy planning
- Bank of b-roll for Q4 gifting, 12 Days, and Thanksgiving content
- Stills for About Us page, LinkedIn content co-founders can publish, and PR



FeedingBird
Sponsored

FeedingBird is estate planning built for real life.

Attorney-reviewed but without the complicated jargon.
Your will or trust, done in under an hour.



Protect Your Legacy
www.feedingbird.com

Get Started

Deliverables (cont'd)

Additional content from this visit:

12 Days of Peace of Mind campaign with VO

- **"The gift no one thinks to ask for"**
 - Establishing house/porch shots, quiet morning texture
- **"For the parent who says they don't need anything"**
 - Samantha + one parent on the porch, laughing, no dialogue
- **"We started this for you"**
 - Ben handing a parent (father-in-law) a phone/tablet with the plan already started, quick glances of the app in action
- **"New grandparent, new questions"**
 - Sam's parents holding the youngest, or each holding one each
- **"The conversation at the table"**
 - Whole family at the table, dinner-ish energy



FeedingBird
Sponsored

Give the gift of FeedingBird for the parent who says they don't need anything.

FeedingBird is estate planning built for real life.



Gift Them Peace of Mind

www.feedingbird.com

Get Started

Deliverables (cont'd)



Jam (UGC creator) - A proven performer:

Her existing video is one of our best-performing paid ads. This is a wild pitch but we should fly/train Jam from DC to NJ to join the founder shoot evening cookout.

- **"I traveled to meet the people who built FeedingBird"**
 - Jam shooting BTS of the cookout, shots curated by us
- **"I gifted my auntie a will for the holidays"**
 - Jam sharing her own "testimonial" (scripted by us)
- **"67% of you don't have a will. I checked."**
 - Her own words and style. Closes on "Do yours this week," ties-in National Estate Planning Awareness Week
- **A New York moment in Central Park**
 - "Every one of these benches has a name on it. Somebody made sure of that."
 - "You don't need a bench. You just need a plan. Under an hour, from your phone."



FeedingBird
Sponsored

Estate planning is sharing your experiences with those who matter to you most.

Photos. Keepsakes. Mementos of everywhere you've been.



Pass on Memories
www.feedingbird.com

Get Started



Attorney Network Video: Coast to Coast



The What

A ~2:30 website trust asset that answers the visitor's first real question: are there actual legal professionals behind this?

The faces, bar states, and real places prove it in a way copy never can.

We want our viewer to come away trusting that FeedingBird understands this world holistically.

Primary use:

- The Attorney Network landing page

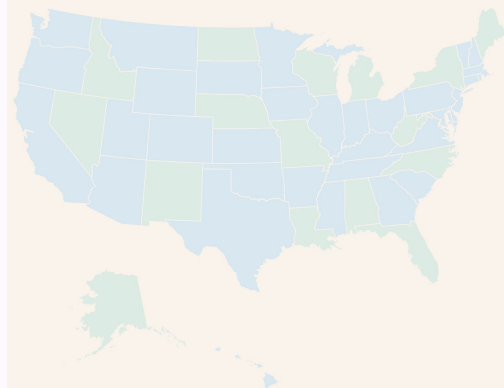
Secondary cuts:

- Targeted paid social and state-specific landing pages

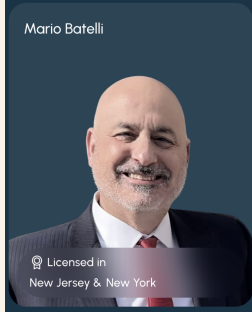
Bonus:

- Individual attorney clips are tagged and used for state-specific emails

 Attorney Network

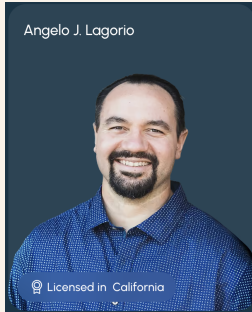


One Video, Four Voices



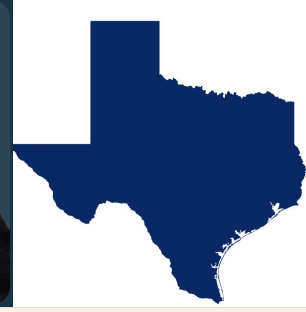
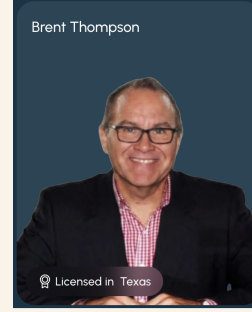
New Jersey, New York

FeedingBird HQ, institutional, corporate anchor



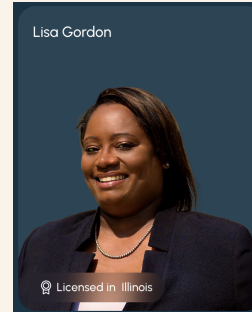
California

Informed, forward-thinking



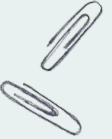
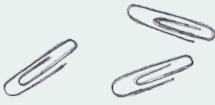
Texas

Warm, direct, straight shooter

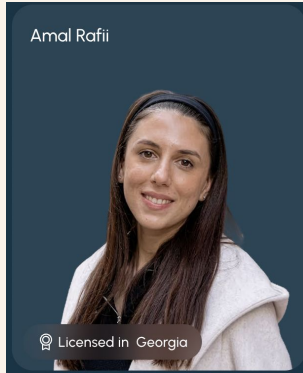
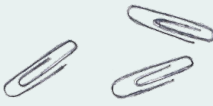


Illinois

Measured, Midwest trust



Potential Substitutes or Additions for Broader Appeal, Diversity



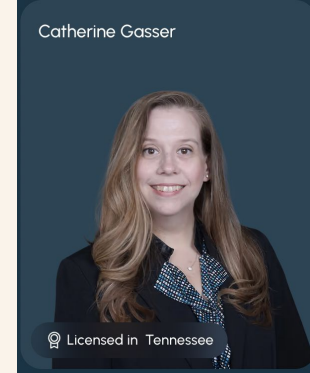
Georgia

Southern energy, warmth



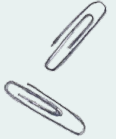
New Jersey

Established and structured



Tennessee

Southern charm, understanding



The Look - Brent Setup Example

- **Introduction**
 - Behind desk at office or home office
 - Besides intro, we want attorneys out and about beyond their office
- **Details about why he enjoys this speciality**
 - Walk and talk, real street/neighborhood
 - Personal stories about estate planning, its importance
- **“This is what I’m reviewing on the backend”**
 - Kitchen or breakroom, phone in hand, reviewing a FeedingBird plan on screen once it comes in
- **Why FeedingBird is different**
 - VO on b-roll of general office duties, filing, writing, typing
 - Video call with a FeedingBird client (Tasha as stand-in if needed)
- **Legal credibility**
 - Courthouse exterior (if possible), one wide shot walking in while VO plays

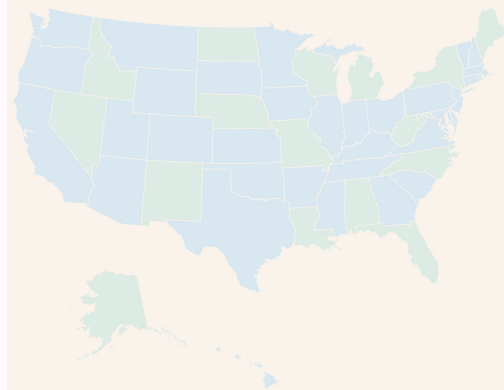


Bonus Capturable Content

While we have them, we'll want to bank easy content

- Attorneys answer pop-quiz questions, 20–30 seconds each:
 - "Do I need a lawyer to make a will?"
 - "What's the difference between a will and a trust?"
 - "What happens if I die without a will in [their state]?"
 - "Can I do this on my phone and have it be real?"
 - "How long does probate take in [this state]?"
 - "Who should I name as guardian?"
 - "What's the biggest myth you encounter about estate planning?"
- "Three things I'd tell my own family to absolutely do."
- Ready-to-use content - "Meet the Attorney" videos
 - 15 seconds, for landing pages/social/app

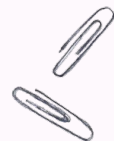
 Attorney Network



Schedule & Budget



Segment	Location	Crew	Cost
NJ/NY	HQ, city block	Nizar, Tasha, local crew	Crew: \$6000 Attorney: 4hrs @\$250 = \$1000
TX	Attorney offices or home office, neighborhood	Nizar, Tasha, local crew	Crew: \$800 Attorney: 4hrs @\$250 = \$1000
CA	Same as TX	Remote videographer/crew	Crew: \$700-\$1000 Attorney: 4hrs @\$250 = \$1000
IL	Same as TX	Remote videographer/crew	Crew: \$700-\$1000 Attorney: 4hrs @\$250 = \$1000



Thank You!

