



ABHIBHAV EDITZ

Client Workflow

A smooth creative experience from start to finish. Every frame considered. Every detail intentional. Every project built to be remembered.

Discovery

Every exceptional project begins not with a cut, but with a conversation. Before a single frame is touched, we invest time in understanding who you are, who you're speaking to, and what you want the world to feel when they see your work. This phase is about alignment — making sure we're building toward the same vision from the very first moment.

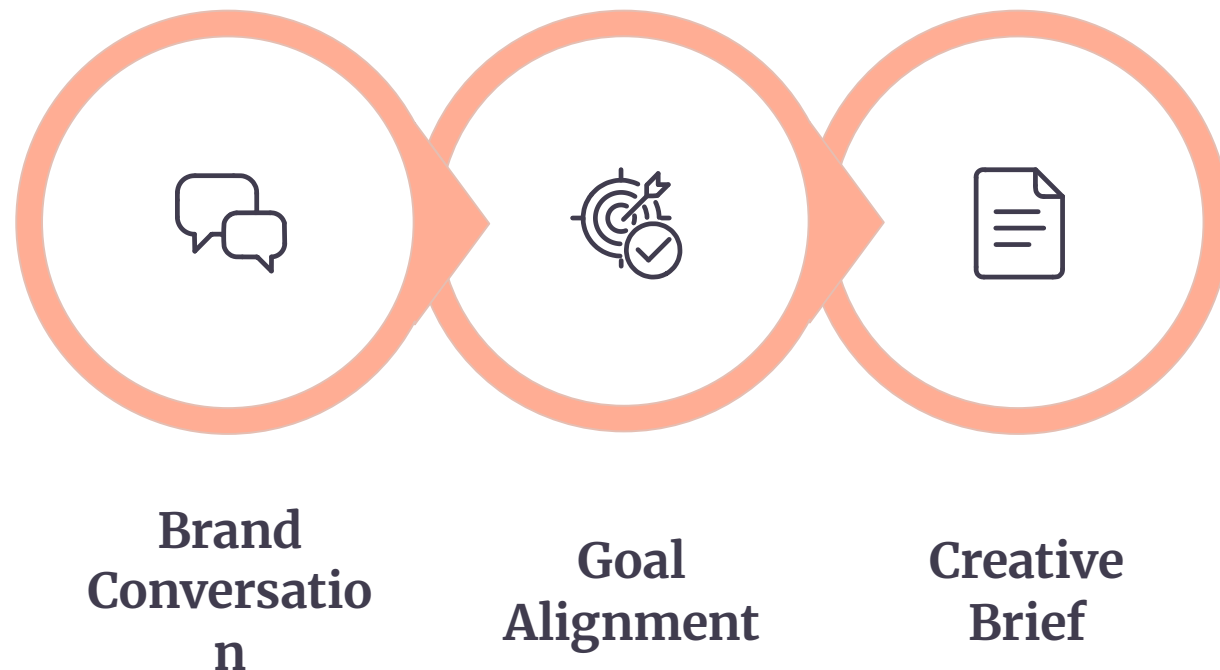
What We Discuss

- Your brand's core vision and identity
- Target audience and market positioning
- Project goals and desired outcomes
- Expectations for style, tone, and delivery
- Timeline, milestones, and deadlines
- Budget scope and package selection

Why This Matters

Great editing is invisible. It feels effortless because it was built on a foundation of clarity. The discovery phase ensures we never have to guess — we know your voice, your standards, and your audience before the work begins. This is what separates a generic edit from a brand-defining piece of content.

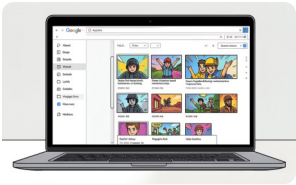
We ask the right questions so you never have to explain yourself twice. By the end of this conversation, we'll have a shared creative brief that guides every decision that follows.



From initial conversation to aligned goals to a finalized creative brief — the discovery phase sets the foundation for everything that follows.

Receiving Assets

Once we're aligned on vision, it's time to gather everything we need to bring it to life. We've designed this step to be as frictionless as possible — no complicated portals, no rigid file requirements. Send what you have, in whatever format is easiest for you, and we'll handle the rest.



Google Drive

The preferred method for large files. Share a folder link and we'll organize, catalog, and review everything before editing begins. Ideal for raw footage, brand assets, and reference materials.



WhatsApp & Direct Transfer

For smaller files, quick references, or last-minute additions. We accept documents, links, and media sent directly — keeping the process fast and conversational.



Brand Assets

Logos, fonts, brand guidelines, color palettes, and any existing creative materials. The more context we have about your visual identity, the more precisely we can honor it in every edit.



Music, Footage & References

Raw footage, selected music tracks, voiceover files, and creative references from competitors or inspiration. Everything is reviewed thoroughly before the editing process officially begins.

- ❏ All assets are reviewed, organized, and confirmed before editing begins. If anything is missing or unclear, we'll reach out immediately — never leaving you wondering where things stand.

Creative Direction

Not every client comes in with a mood board and a shot list — and that's perfectly fine. Whether you have a fully formed vision or just a feeling you can't quite articulate yet, we meet you where you are and build the creative direction together.

If You Have References

Share them freely. Links to videos you admire, competitor content, aesthetic references from Pinterest or Behance — all of it helps us understand your taste and your standards. We study your references not to copy them, but to understand the emotional language you're speaking. From there, we follow your vision with precision and care.

If You Don't Have References

We take the lead. Our team researches your industry, studies your competitors, identifies what's working in your space, and develops a creative direction tailored specifically to your brand. This includes tone, pacing, visual style, music direction, and typography choices — all presented to you before a single frame is cut.

Communication Is the Priority

Creative direction is not a one-time decision — it's an ongoing conversation. Throughout the entire process, you'll have direct access to discuss ideas, pivot when something isn't working, and refine the direction until it feels exactly right.

We believe the best work happens in collaboration, not in a vacuum. Your input shapes every creative choice we make.

What we define together:

- Visual tone and aesthetic language
- Pacing, rhythm, and narrative structure
- Music and sound direction
- Typography and caption style
- Color grading approach

Editing

This is where the craft lives. Every project is edited with meticulous attention to your brand identity — from the rhythm of the cuts to the weight of the sound design. We don't apply templates. We build from the ground up, ensuring every frame serves your story and every transition earns its place.

Professional Editing

Precision cutting, narrative pacing, and structural storytelling that keeps audiences engaged from the first second to the last. Every edit is intentional — nothing is accidental.

Motion Graphics

Custom animated elements, lower thirds, transitions, and visual effects that elevate production value without overwhelming the content. Subtle when it needs to be. Bold when it should be.

Sound Design

Layered audio landscapes — ambient textures, sound effects, and music integration — that create an immersive listening experience. Sound is half the story, and we treat it that way.

Color Grading

Custom color profiles built around your brand palette. Whether warm and cinematic or clean and modern, every frame is graded to feel cohesive, intentional, and unmistakably yours.

Typography & Captions

On-screen text designed with editorial precision. Font selection, sizing, placement, and animation are all considered — because captions are content, not an afterthought.

AI Voice (If Required)

Professional AI voiceover integration for projects that require narration without traditional recording. Clean, natural, and matched to your brand's tone and audience.

Review & Revisions

The first preview is never the final answer — it's the beginning of a refinement process. We believe revisions aren't a sign of something going wrong; they're proof that we're committed to getting it right. Your feedback is the most important input in the entire workflow.

How It Works

Once the initial edit is complete, you receive a preview link to review at your own pace. Watch it in context — on your phone, on a screen, however your audience will see it. Take notes, gather feedback from your team, and come back to us with everything on your mind.

We discuss your feedback in detail, clarify any questions, and implement revisions with care. This cycle continues until the project fully aligns with the vision we established together in the discovery phase.

Google Meet Live Editing

Available for eligible packages, live editing sessions allow you to watch changes happen in real time. Share your screen, give direction as we work, and see your vision take shape collaboratively. It's the most transparent, efficient way to finalize a project — and one of our clients' favorite features.

What to Expect

- Preview delivered via secure link
- Clear feedback window and process
- Direct discussion of all notes
- Revisions implemented promptly
- Live editing available (eligible packages)
- Final approval before delivery

We don't move to delivery until you're genuinely satisfied. Not just "it's fine" satisfied — the kind of satisfied where you want to share it immediately.

Final Delivery

The moment your content is ready to meet the world. Every video is exported with professional settings tailored to its destination — whether that's a feed, a screen, or a campaign. We don't just send a file. We deliver a finished product, optimized and ready to perform.



Instagram

Optimized for Reels, Stories, and feed posts. Vertical and square formats, captioned for sound-off viewing, and sized precisely for maximum platform performance and engagement.



YouTube

High-resolution horizontal exports with proper aspect ratios, chapter markers if needed, and thumbnail-ready frame selections. Built for watch time and algorithm performance.



Commercial & Broadcast

Broadcast-ready exports for paid media, television, or digital advertising. Delivered in the exact codec, resolution, and format your media buyer or platform requires.



Professional Export Settings

Every file is exported at the highest quality — correct color space, bit rate, frame rate, and codec. Whether you need ProRes, H.264, or a custom specification, we deliver it precisely.

Vertical & Horizontal

Content is delivered in every format your strategy requires. We don't crop and hope for the best — each format is considered individually, ensuring your content looks intentional whether it's viewed on a phone or a projector.

High Resolution Standard

All final exports meet professional resolution standards — minimum 1080p, with 4K available for eligible projects. Your content should look as sharp on a billboard as it does on a phone screen.

Let's Create Something People Remember.

We don't simply edit videos. We build experiences through communication, creativity, and collaboration. Every project we take on is an opportunity to make something that matters — something that reflects who you are and speaks directly to the people you're trying to reach.

The best work doesn't happen by accident. It happens when the right people are aligned around a shared vision — and when the process is designed to protect that vision at every step.

WhatsApp

Fast, direct, and always available. Reach us for quick questions, asset sharing, and real-time updates throughout your project.

[8979704266]

Instagram

See our latest work, behind-the-scenes process, and client results. DM us to start a conversation about your next project.

@abhibhaveditz

Email

For detailed briefs, formal inquiries, and project documentation. We respond to every email promptly and personally.

[abhibhavgupta@gmail.com]

Abhibhav Editz — Editorial video editing and brand storytelling for those who refuse to be ordinary.

Made with **GAMMA**