



Where People Thrive

**A VIDEO SERIES BY
WHOSWHO.MT**

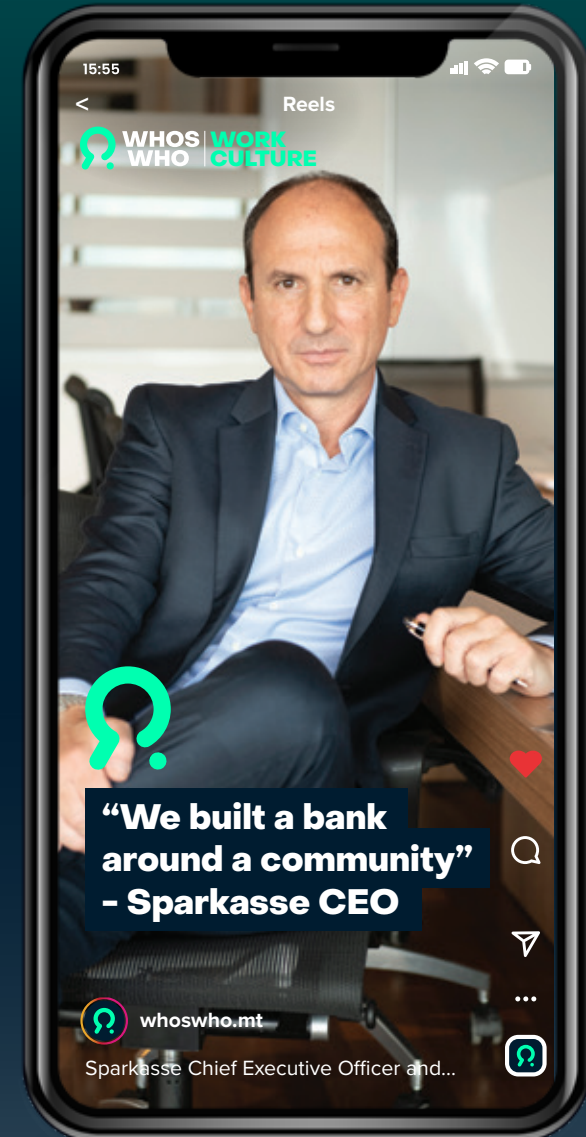
Media Kit

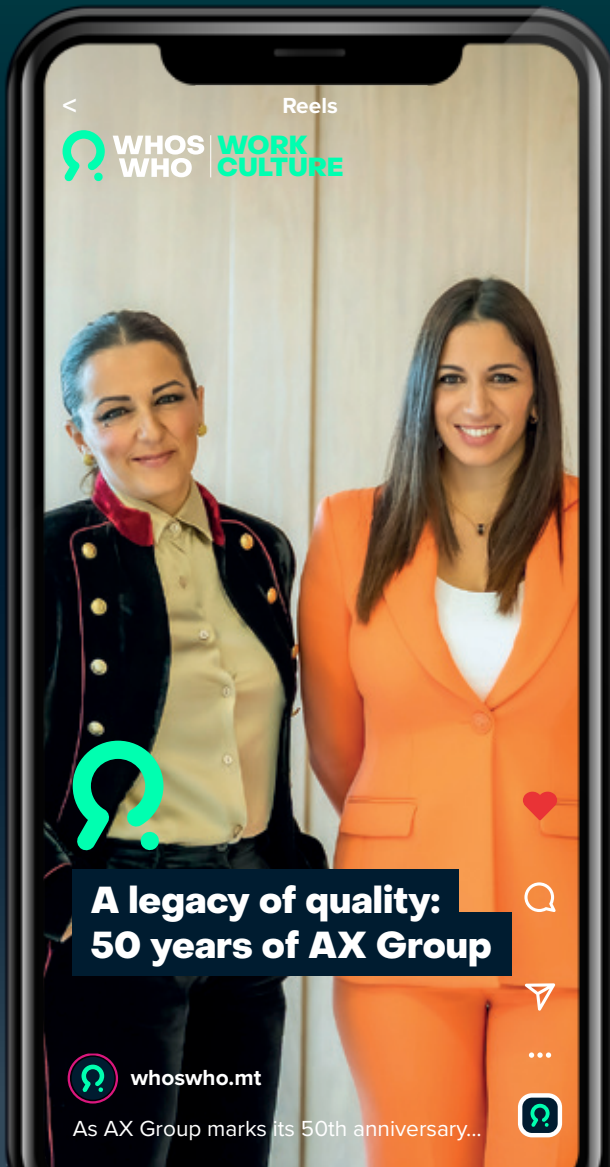
A MEDIA BRAND BY
Content House



WhosWho.mt – Malta's largest and leading business portal has launched an exclusive short-form video series showcasing authentic company culture in just 90 seconds. From espresso rituals to CEO insights, it's a high-energy, low-barrier content format that brings your workplace to life for potential recruits, clients, and business peers.

These **90-second reels** are designed to elevate the company's corporate visibility among stakeholders and prospective employees, strengthen both corporate and employer branding, and showcase the mood, energy, and dynamic of the organisation.





REEL CONCEPT

'WhosWho Work Culture: Where People Thrive' is an engaging, professionally produced video feature designed to highlight a company's internal vibe – from the people to the perks. Shot on-site and published on WhosWho.mt's social media platforms.

EXAMPLE OF 90-SECOND REEL BREAKDOWN

0:00 - 0:05 – Opening Hook

0:05 - 0:10 – Exterior/Internal Key Environments

0:10 - 0:20 – Office Energy

0:20 - 0:50 – Team Member Soundbites

0:50 - 1:10 – CEO/C-Level Soundbites

1:10 - 1:25 – Culture Moments (rituals, events, pets)

1:25 - 1:30 – Outro: Final office shots

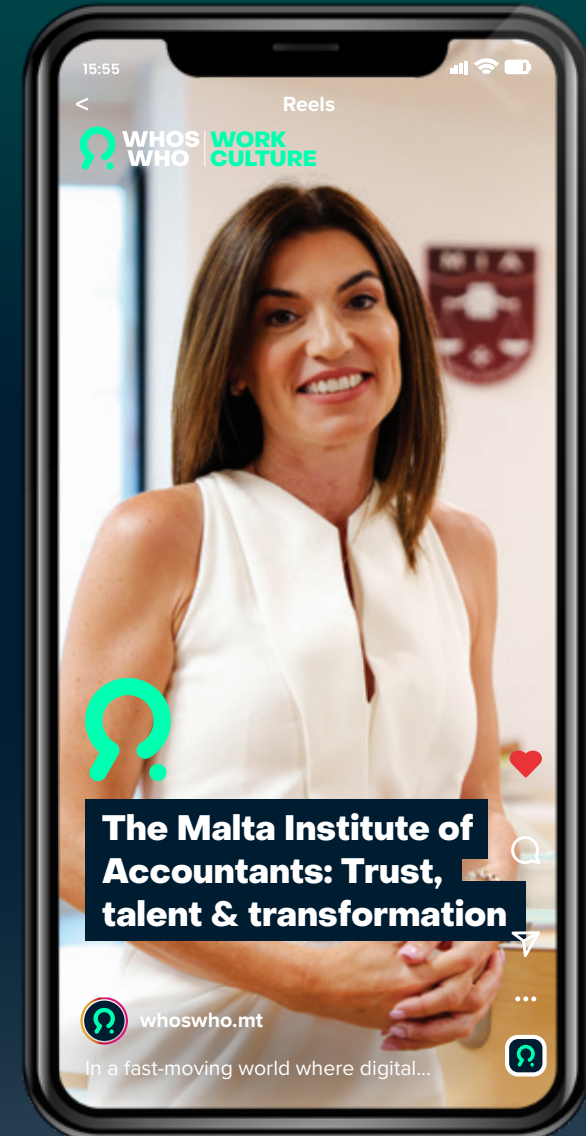
TONE & STYLE

Vibrant, people-focused, and confident. Captures the genuine spirit of each workplace through sleek visuals and natural moments. Relatable yet refined, it strikes a balance between energy and authenticity – a reflection of today's business world. Ideal for targeting professionals and graduates.

WHAT'S INCLUDED

- A professionally shot and edited 90-second reel filmed at your offices, based on a 90-minute filming session at a single address. Multiple locations incur an additional cost
- Reel published on all WhosWho.mt social media platforms, including Facebook, LinkedIn, Instagram, TikTok and YouTube
- Reel boosted on Facebook. Clients may also allocate an additional budget for boosting on other major social media platforms
- Full rights to use the final video with WhosWho Work Culture branding on company socials
- All filming, editing, motion graphics, and post-production included
- 90-second reel to remain online indefinitely

PRICE: €2,500



ABOUT WHOSWHO.MT

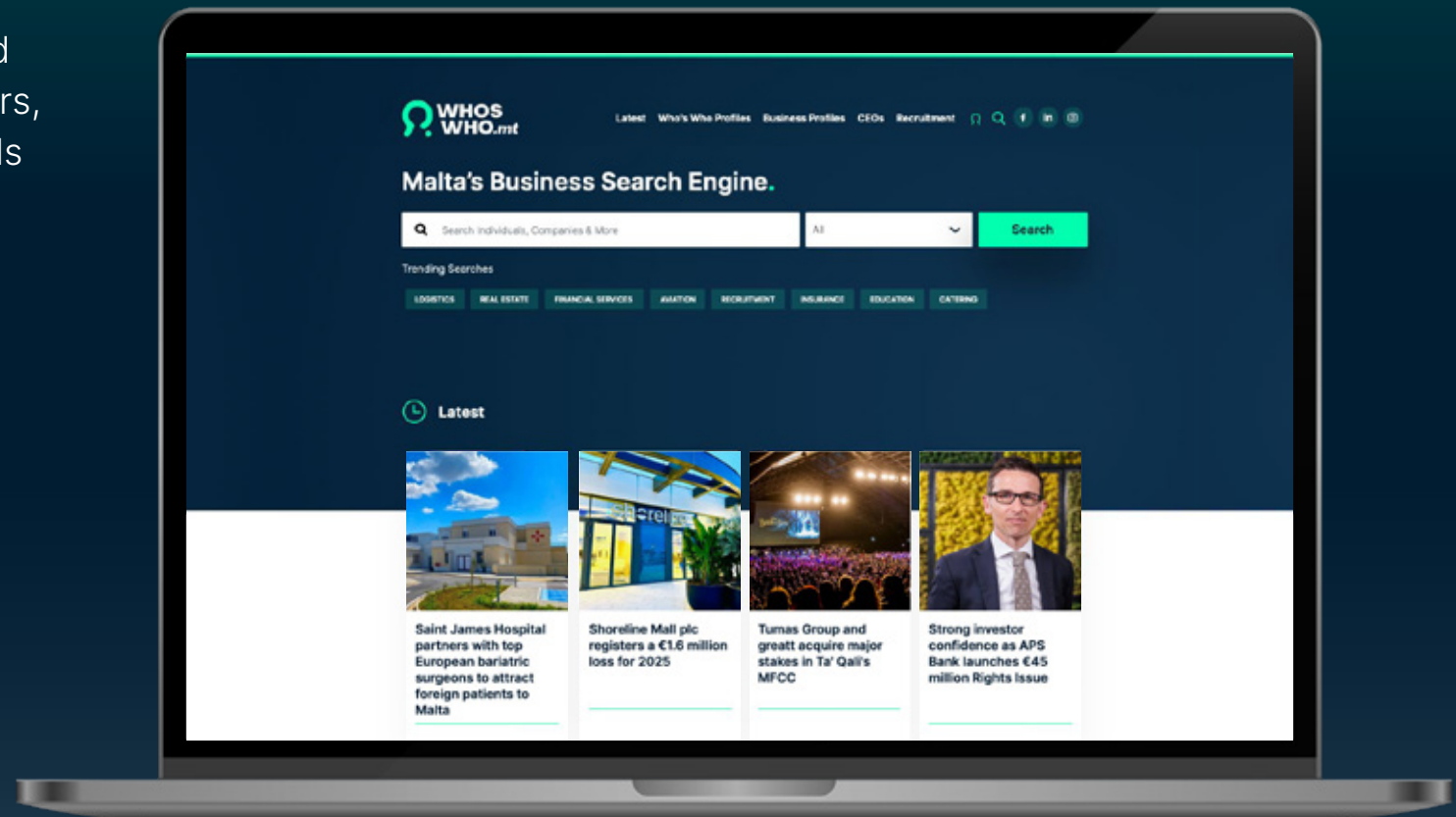
WhosWho.mt is Malta's leading online business platform, visited by thousands of decision-makers, entrepreneurs, and professionals every day. WhosWho.mt also enjoys significant following on LinkedIn, Facebook, Instagram, TikTok and YouTube.

**51+ million
annual views**

on WhosWho.mt and its
social media platforms

Audience

People that occupy management positions, business leaders, CEOs, directors, c-level executives, HR leaders, professionals and graduates.





TERMS & CONDITIONS

- Rates are exclusive of VAT.
- A cancellation fee of 40% applies to any cancelled booking. A minimum of one month's written notice is required to cancel a pre-booked campaign.
- The company logo may appear only at the end of the reel.
- The reel will be sent for approval. Up to 3 rounds of changes may be made per reel. No further changes can be made after client approval.
- Cancellations made after filming is completed are subject to full payment of the agreed package fee.
- Copyright ownership of the reel remains with Content House Group.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from the date of invoice.

Let's Feature Your Business Next

If you'd like to showcase your team, culture and workplace vibe – reach out to the Content House team today via **info@contenthouse.mt** or call **+356 2132 0713**.

WhosWho.mt is owned and produced by Content House Group,
Malta's largest media organisation in the online and print media sectors.

Content House