



MKC  
TV

# LIGHTS. CAMERA. YOUR BRAND.

A Team Building Experience Your Team Will Never Forget

Your team creates the advert—we professionally film and deliver it. Just like on The Apprentice.

# Transform Your Team Through Film

## 01 Create

Engage your team in a real TV production environment.



## 02 Collaborate

Foster unity and communication through shared creative problem-solving.



## 03 Perform

Deliver your message to your audience with confidence and style.



## 04 Deliver

Achieve impactful results that last long after the final cut.



## A Team Experience That Delivers Real Business Value

Give your team a challenge they'll actually remember. In this unique experience, your team takes full creative control—developing and pitching their own advert concept—while MKC TV captures and produces the final result.



# From Concept to Broadcast.

Create, collaborate, and produce a **finished TV advert your team can be proud of.**





The Deliverable: Aired on MKC TV and provided to you as a high-quality copy to keep, use, and showcase.

**Striking Visual Impact** - Your team will create a professional TV advert that showcases your company and brings your brand to life.







## HOW IT WORKS

### MKC TV will

-  - Develop the advert concept
-  - Film the advert
-  - Edit the advert
-  - Give advice when needed

### Your team will:

-  - Develop the advert concept
-  - Plan the message and structure
-  - Decide how to present the brand
-  - Direct the creative vision

# The Production Journey



## 1. Briefing

Kick off with clear goals.



## 2. Team Formation

Build dynamic groups.



## 3. Development

Plan, script, and shape vision.



## 4. Production

Hands-on filming on set.



## 5. Post-Production

Edit and refine.



## 6. Premiere Screening

Showcase achievements.



## Challenge Brief & Briefing

Kick off with a detailed 'Challenge Brief' created with our help for a real TV task feel.

Setting clear goals and creative inspiration.



## Team Competition Formation

Build dynamic groups for a 'teams vs teams' competition.

A competition format that drives HUGE engagement and collaboration.



## Development

Plan, script, and shape your advert's vision.

Turning abstract ideas into a structured narrative.

# The Team Building Experience: Challenges & Outcomes



## WHAT YOUR TEAM EXPERIENCES

A high-energy, collaborative challenge inspired by real-world business scenarios.

- ✓ Work under time pressure
- ✓ Think creatively
- ✓ Present and deliver their ideas
- ✓ Collaborate effectively to bring a concept to life



## WHAT YOU RECEIVE

- ✓ A professionally filmed 15 - 30 second advert
- ✓ Edited according to your team's creative direction
- ✓ Social media versions (short-form edits)
- ✓ A unique piece of branded content created by your team



## WHY COMPANIES LOVE IT

- ✓ Encourages creativity and innovation
- ✓ Builds confidence and communication
- ✓ Creates genuine team engagement
- ✓ Delivers a real marketing asset
- ✓ Your staff get to know your products better
- ✓ Your staff get to know your company better

# The Final Cut & The Premiere

## Post-Production

Focus: Polish and Precision



Edit and refine to create a polished final product. Bringing the vision across the finish line.

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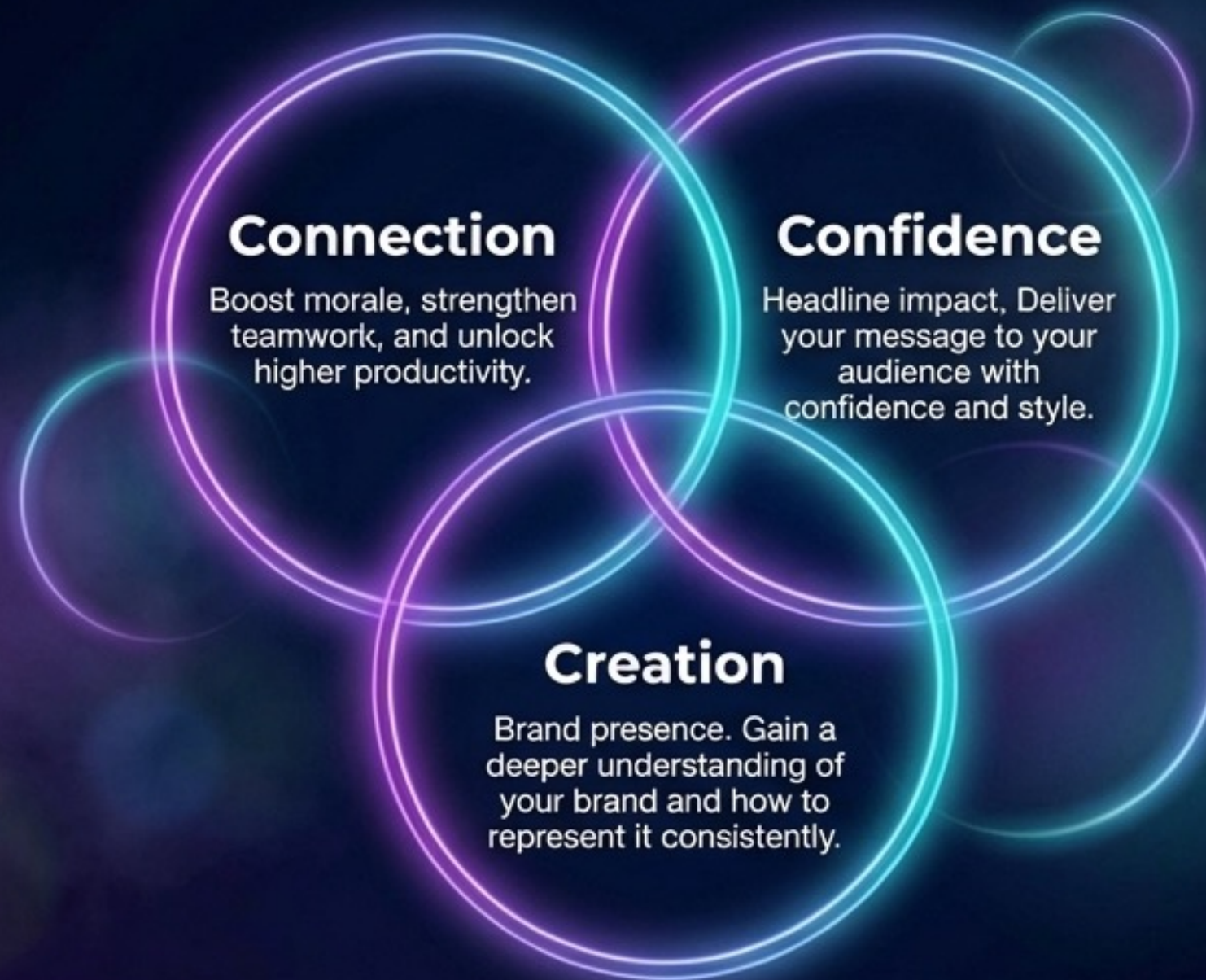
## Premiere Screening

Focus: Celebration and Unity



Celebrate achievements with a team film showcase. A lasting impact that boosts communication, trust, and shared achievement.

# The 3 Pillars of Impact



A team building experience your team will remember long after it's over.

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# What Sets MKC TV Apart

## Expert-Led Collaboration

Guided by seasoned industry professionals for authentic insight.

## Immersive Production Journey

Teams experience real TV advert creation from concept to premiere.

## Premium TV Advert Output

Receive a high-quality final TV advert as a lasting team achievement.

## Lasting Team Impact

Strengthens collaboration and leaves a memorable impression.



# Flexible Packages for Every Team.

## Half Day Package

**£1250**

Creative challenge  
+ filming

Edited advert

Up to 10 participants

Our Most Popular Option

## Full Day Experience

**£2500**

Full creative development  
experience

Professional filming

High-quality edited advert

Social media cutdowns

Up to 20 participants

## Premium Package

**£4000+**

Multi-team challenge  
format

Enhanced production quality

Advanced editing & branding

Marketing-ready deliverables

Up to 30 participants

# Key Takeaways

**Impactful Results** – Teams leave with a memorable TV advert and stronger connections.

**Unforgettable Team Building** – Collaborate to create a real film, fostering creativity and unity.

**Professional Production** – Guided by industry experts for an authentic, high-quality experience.

**Flexible Packages** – Options for half day, full day, and premium events.

**Premium Design** – Clean, modern execution ensures your brand stands out.



# BOOK NOW – LIMITED AVAILABILITY.

RESERVE YOUR SPOT & ACT NOW.

Your team creates it. We produce it. You use it.



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