



spearmint

PERFORMANCE MARKETING / CREATIVE AGENCIES

Your white-label AI creative production partner.

More creatives. Faster testing. No additional production headcount.

Spearmint helps agencies turn campaign briefs into test-ready video creatives at scale.

WHITE-LABEL · PERFORMANCE-ORIENTED · BUILT FOR ITERATION

01 COVER

01 / 22

Media buying can only optimize what creative can supply.

Your campaigns can scale faster than your creative pipeline. Agencies are increasingly expected to deliver:

More concepts

More hooks

More variations

More formats

Faster creative refreshes

BUT PRODUCTION STILL DEPENDS ON

Shoot coordination · Editors · Freelancers · Revisions · Production management

Creative demand is growing faster than production capacity.

Traditional production doesn't scale linearly.



Every new creative can trigger another cycle. More client demand shouldn't require proportionally more production management.

You own the client.

Client relationship

Media buying

Reporting

Client margin

Campaign strategy

Campaign management

Account growth

We power the production.

Creative production

AI UGC & presenters

Editing

Localization

Scripts & hooks

Product videos

Creative variations

Asset delivery

You own the client relationship. **We power the production.**

01 PERFORMANCE ADS

Direct-response. Paid social.
UGC-style. Product ads.

From one campaign brief to a complete creative library.

02 AI UGC & PRESENTERS

AI creators, actors, founder-style and testimonial formats.

03 PRODUCT & BRAND

Demonstrations, visualization, lifestyle, launch content.

04 CREATIVE VARIATIONS

Hooks, CTAs, messaging angles, visual treatments.

05 LOCALIZATION

Voiceover, dubbing, lip-sync, captions, multilingual adaptations.

One idea. Multiple test-ready ad variants.

- × 3 creative angles
- × 3 hooks per angle
- × 2 CTA variants
- × 2 formats

EXAMPLE

36

test-ready ad variants

TEST → LEARN → ITERATE → REFRESH

Every variation is selected around audience, objective, offer, platform, brand requirements and performance signals. Capacity is allocated across standard creatives, structured variations, and higher-complexity assets based on production mix.

Every creative starts with one clear message.

- 01

Hook

Earn attention quickly.
- 02

Problem / desire

Create immediate relevance.
- 03

Product / solution

Make the value obvious.
- 04

Proof

Build credibility.
- 05

CTA

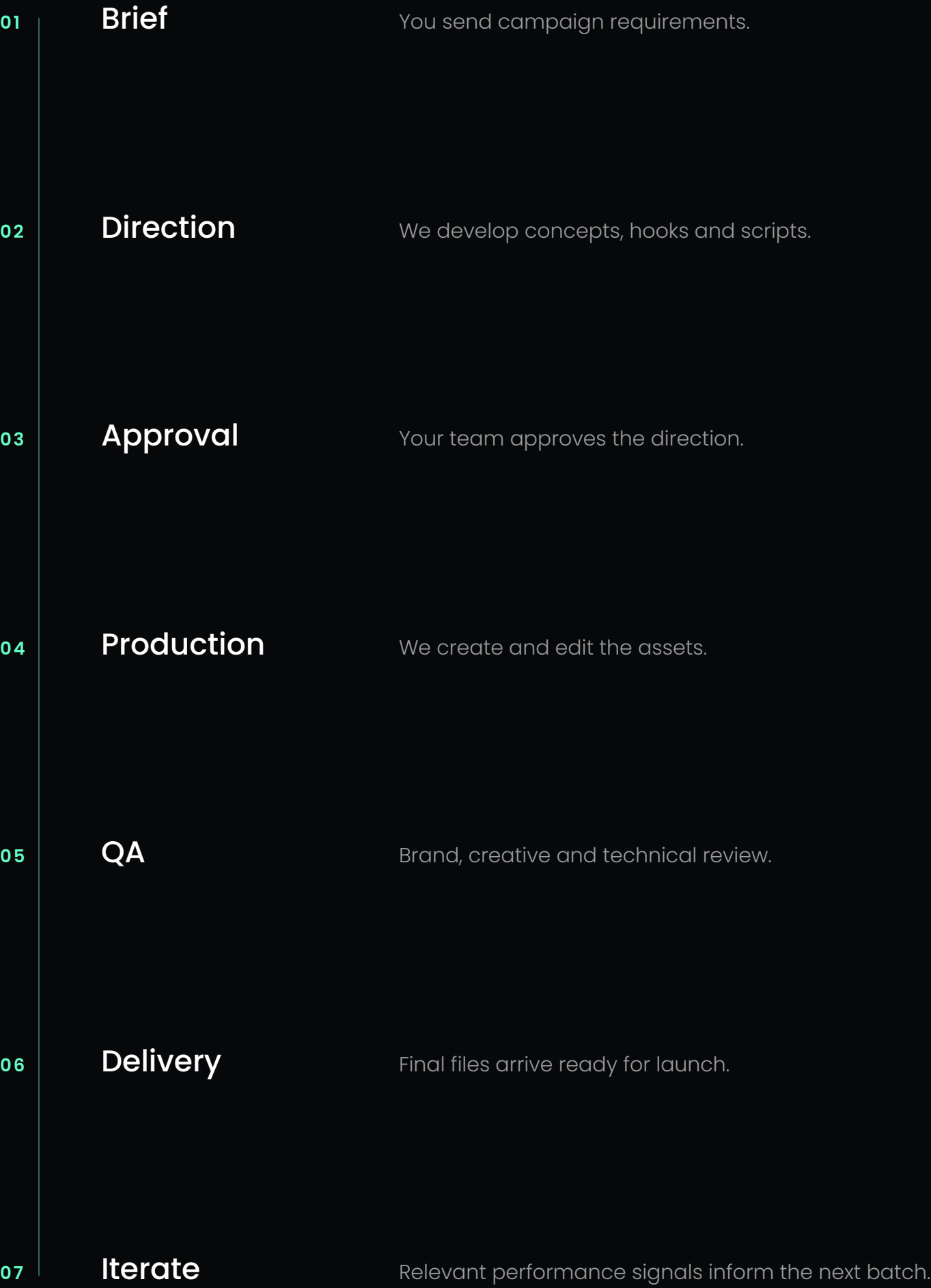
Drive the next action.

BUILT TO BE

Clear early · Platform-native · Easy to understand · Test-ready · Easy to iterate

Creative is designed for testing and iteration. Campaign performance depends on media, audience, offer and market context.

Your agency workflow stays the same. We plug into the production layer.



White-label by design.

Your team communicates with the client. Spearmint operates behind the scenes.

What one campaign can become

INDUSTRY

DTC skincare

FORMAT

Short-form paid social

OBJECTIVE

Drive product trial

AUDIENCE

Beauty-conscious consumers

01 PROBLEM / SOLUTION

"Your skin looks tired because..."

02 FOUNDER / EXPERT

"What I wish customers knew..."

03 TESTIMONIAL / PROOF

"I tried this for 14 days..."



Choose the production capacity you need.

RECOMMENDED · RECURRING DEMAND

Growth Capacity

₹1.25L / month

Up to 30 units a month. Two batches. Built for agencies with recurring creative demand across active client accounts.

Starting price · GST extra

Creative Sprint

₹35K-₹50K

First campaign / pilot. 6-10 assets. 7-10 days.

Scale Capacity

₹2.25L / month

Up to 60 units. Weekly batches. High-volume accounts.

Dedicated Partner

₹3.50L+ / month

80-100+ capacity. Outsourced production department. Priority / custom.

Capacity is allocated across standard creatives, structured variations and higher-complexity assets based on the agreed production mix. Package detail is in the appendix.

Expand creative capacity without building another department.

WITHOUT A MANAGED PRODUCTION PARTNER

- More accounts
- ↓
- More client creative requests
- ↓
- More refresh pressure
- ↓
- More freelancers + editors
- ↓
- More coordination
- ↓
- More production management

WITH SPEARMINT

- More accounts
- ↓
- More creative demand
- ↓
- Managed production capacity
- ↓
- More creative output
- ↓
- More testing
- ↓
- No proportional production headcount growth

Your agency sells the campaign.
Spearmint powers the production.



spearmint

Bring us one active campaign.

Start with a paid Creative Sprint. Give us one live client campaign. We'll turn the brief into:

Creative directions

Scripts & hooks

Test-ready video assets

Structured variations

White-label final delivery

Then, if the workflow works: **expand into monthly creative capacity.**



START A CREATIVE SPRINT

First campaign. Fixed window.

₹35,000–₹50,000

6–10 standard creatives

3 creative directions

Hooks and scripts

Production and editing

Captions

One language

9:16 delivery

One consolidated revision round

7–10 business-day turnaround

Best for the first campaign / pilot. GST extra. Starting prices; final fee depends on creative complexity.

RECOMMENDED FOR RECURRING AGENCY DEMAND

Growth Capacity

Starting ₹1,25,000 / month

Up to 30 standard creative units. 6-8 creative directions. Multiple hooks and CTAs. AI UGC and product formats. Up to two aspect ratios. Two production batches per month. 7-10 business-day cycle per batch. One monthly planning call.

Scale Capacity

Starting ₹2,25,000 / month

Up to 60 standard creative units. Dedicated production coordination. Advanced variations. Multiple formats. Up to two languages. Weekly production batches. 5-7 business-day standard turnaround.

Dedicated Production Partner

Starting ₹3,50,000 / month

80-100+ capacity units depending on production mix. Dedicated production lead. Multiple client accounts. Priority queue. Custom workflow and asset library. Defined SLA. Minimum three-month commitment.

What counts as a standard creative unit

One approved concept or angle

One script of approximately 30 seconds

One production direction

One edited final video

Captions

Basic sound mix

One agreed voice or AI presenter

One final export

Included revision allowance

ADDITIONAL SCOPE

New strategic concept, new script, premium cinematic production, new actor or presenter, new language, dubbing or lip-sync, major aspect-ratio re-edit, new product asset generation, additional revision rounds, or major changes after approval. Revisions cover changes within the approved concept and script direction. Net-new concepts or major rewrites are additional scope.

Standard production timeline

Brief review	1 business day
Concepts & directions	1-2 business days
Scripts & hooks	2-3 business days
First production batch	3-5 business days
Internal QA	1 business day
Agency review	1-2 business days
Revisions	1-3 business days
Final delivery	1 business day
Total standard sprint	7-10 business days

Timelines begin after a complete brief, approved brand assets, product information, offer details, legal copy and required references. Timelines pause while waiting for assets, approvals or consolidated feedback.

Starting prices. Complexity decides the final fee.

Additional standard creative	₹4,000–₹7,500
Additional hook / CTA variation	₹1,500–₹3,000
Premium creative	₹8,000–₹18,000
Additional aspect ratio	₹1,000–₹2,500
Additional language	₹2,000–₹5,000
Dubbing / lip-sync	₹3,000–₹8,000
Custom AI actor / avatar	₹3,000–₹10,000
Rush production	+30% to +50%
Extra revision round	₹5,000–₹10,000

Starting prices. Final pricing depends on creative complexity and production requirements. GST extra.

How we start work.

FIRST PROJECT

50% advance to begin

50% before final delivery or delivery approval

Quote validity: 15 days

Production begins after advance payment + complete brief

Final files are released after payment completion

MONTHLY RETAINERS

Paid in advance at the beginning of each month

Three-month minimum for Growth, Scale and Dedicated

Unused capacity expires monthly unless otherwise agreed

Additional work is billed separately

Cancellation requires 15 days' notice after the minimum term

The operating rules.

Feedback

One consolidated feedback document per review round.

Review window

Feedback must be provided within the agreed review period.

Major changes

Major changes after approval are treated as new scope.

Incorrect information

Changes caused by missing or incorrect client information may require a revised quote.

Revisions

Spearmint does not provide unlimited revisions.

Timeline

Production timelines pause while waiting for agency/client feedback, assets or approvals.

The agency / client approves:

Scripts

Claims

Offers

Likenesses

Voices

Final assets

IMPORTANT TERMS

Client is responsible for legal substantiation of regulated claims.

Written consent is required for cloned voices or likenesses.

Commercial rights depend on the tools, music, stock assets and third-party materials used. Usage rights should be confirmed per project.

Spearmint does not guarantee ROAS, CPA, conversions or campaign performance.

AI-generated assets should undergo factual, visual, brand and platform-safety review.

The questions agencies ask first.

Is Spearmint fully white-label?

Yes. Spearmint is designed to operate behind the agency's brand.

Does the agency need to provide footage?

Not necessarily. Production can combine supplied assets with generated content depending on the brief.

Can Spearmint follow existing brand guidelines?

Yes. Brand guidelines form part of the production brief.

Can you create UGC-style work without a real creator?

Yes. We can produce creator, actor, presenter and testimonial-style formats.

Can you localize videos?

Yes. Voiceover, dubbing, lip-sync, captions and multilingual adaptations can be scoped.

How many revisions are included?

The included allowance depends on the selected package.

Can we start with only one client?

Yes. The Creative Sprint is designed specifically as the first engagement.

Then the operating ones.

What happens if the client changes the brief?

Major changes after approval can become additional scope.

Can you work inside our project-management system?

This can be established during onboarding.

Do you guarantee ad performance?

No. We provide performance-oriented, test-ready creative.

Can you work under our agency brand?

Yes. White-label delivery is a core part of the model.

Can you support multiple client accounts?

Yes, subject to the production capacity and workflow of the selected plan.

What do you need to start?

A complete brief, brand assets, product information, offer details, legal copy and relevant references.

What happens after the first Creative Sprint?

The natural next step is recurring monthly creative capacity.

Your client. Your strategy. Your media buying. Your margin.
Our production.