

CONTENT STUDIO

Xapestudio

We take brands from raw clips to finished films,
and from a blank page to a full campaign.



SHORT-FORM

LONG-FORM

CAROUSELS

STATICS

FILMS

AD CREATIVES

THE PROBLEM

*Brands have to be everywhere now.
Most can't keep up.*



01. Content demand never stops

Every platform wants something new, and it wants it daily.

02. Quality slips under volume

Fast turns into sloppy, and the brand ends up looking it.

03. Freelancers scatter

Different hands each week means no consistency and missed dates.

04. No system, no scale

Without a real process, even good content stays random.

OUR PHILOSOPHY

*We think like designers.
We run like a studio.*



Taste and reliability are not a trade-off.
We hold both, on every project, on every deadline.

01. Design comes first

Every frame is a design decision, never an afterthought.

02. A system beats hustle

Good content comes from process, not a last-minute scramble.

03. One team, one project

Focus is a feature. Your work never shares our attention.

04. On time is craft

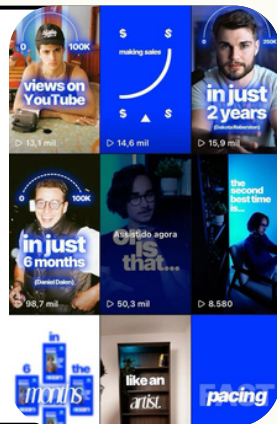
A brilliant edit that lands late has still missed the brief.

WHAT WE MAKE

Every format your brand needs, under one roof.

Short-form video

Reels, shorts, and hooks built to travel.



Long-form video

YouTube, brand docs, and deeper stories.



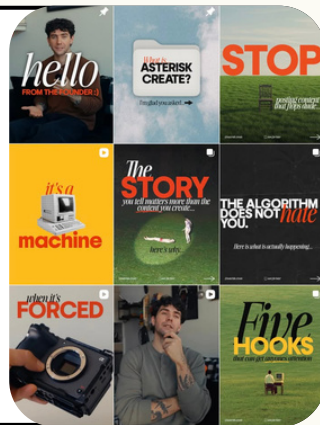
Carousels

Scroll-stopping multi-slide posts.



Static posts

Reels, shorts, and hooks built to travel.



Marketing creatives

Performance-ready creative for paid.



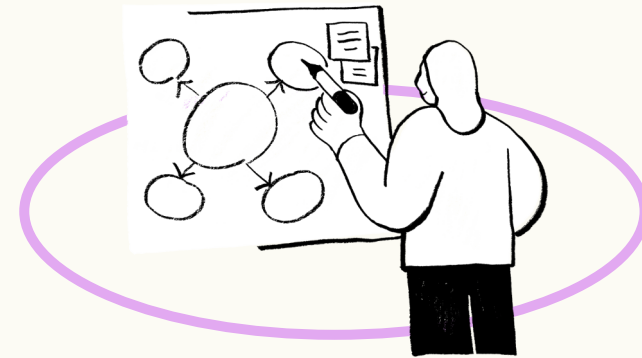
WHY XAPESTUDIO

Four reasons brands stay with us.



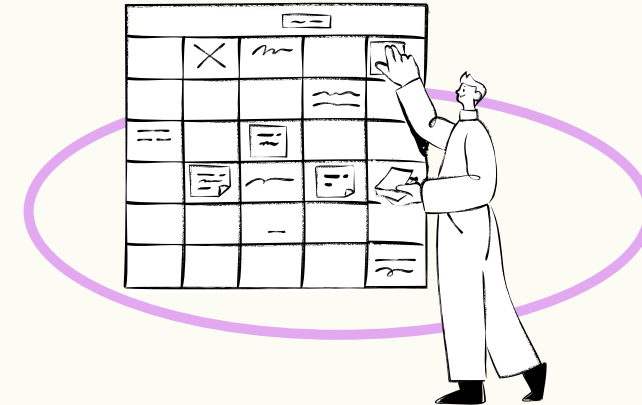
A dedicated team per project

No shared, distracted freelancers. Your project owns its people from day one.



Systematic and organized

Clear stages, clear owners, nothing dropped between the cracks



On time, every time

Deadlines we set are deadlines we hit. That reliability is the product.



Trained at NIFT

Our founders come from India's top design institute. Taste is built in.

OUR TALENT

*We hire from
India's top colleges.*



Our founders trained at NIFT, and we build the team the same way. Every hire comes from India's best design and creative institutes, carrying the eye and the standards that come with them.

Where our people come from



National Institute
of Design



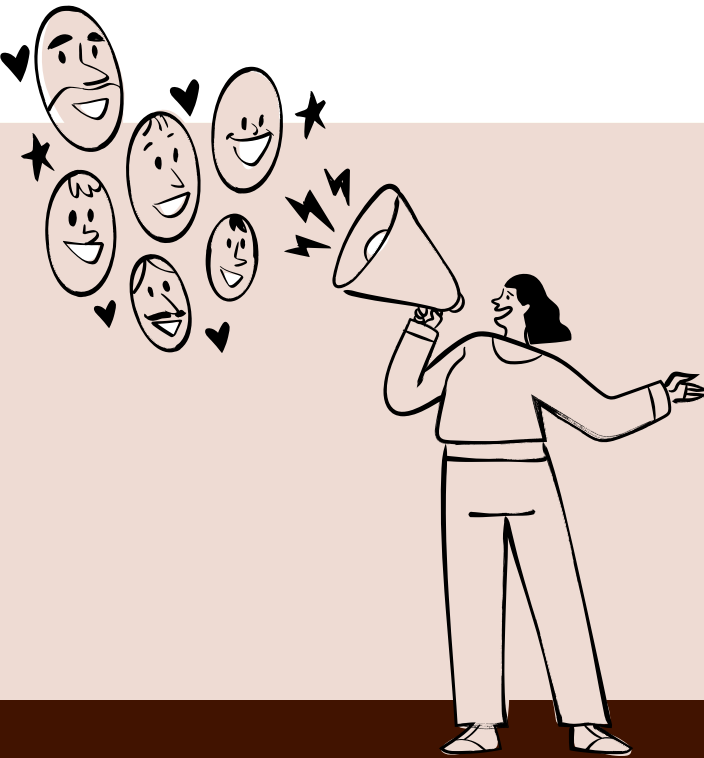
National Institute
of Fashion
Technology



Indian Institute of
Technology

CLIENTS

Brands that have trusted us.



HOW WE WORK WITH IF YOU

Already Have Content

We turn your raw footage into platform-ready content.



01 Discovery Call

Understand your brand, audience & goals



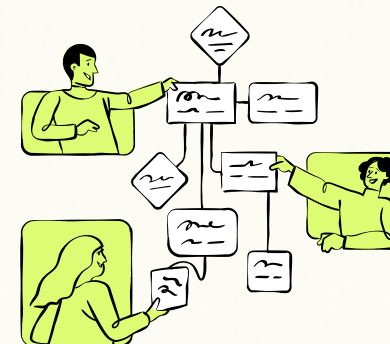
02 Content Handover

Raw videos, photos & brand assets



03 Content Planning

Select the best content and plan deliverables



04 Creative Production

Video Editing
Graphic Design
Motion Graphics
Thumbnails

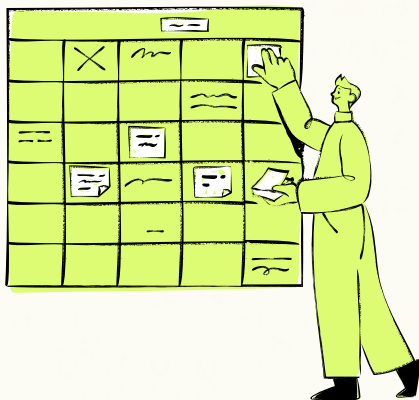
You create the footage.
We handle everything from editing to publishing.



05 Quality Review
Internal review to ensure consistency



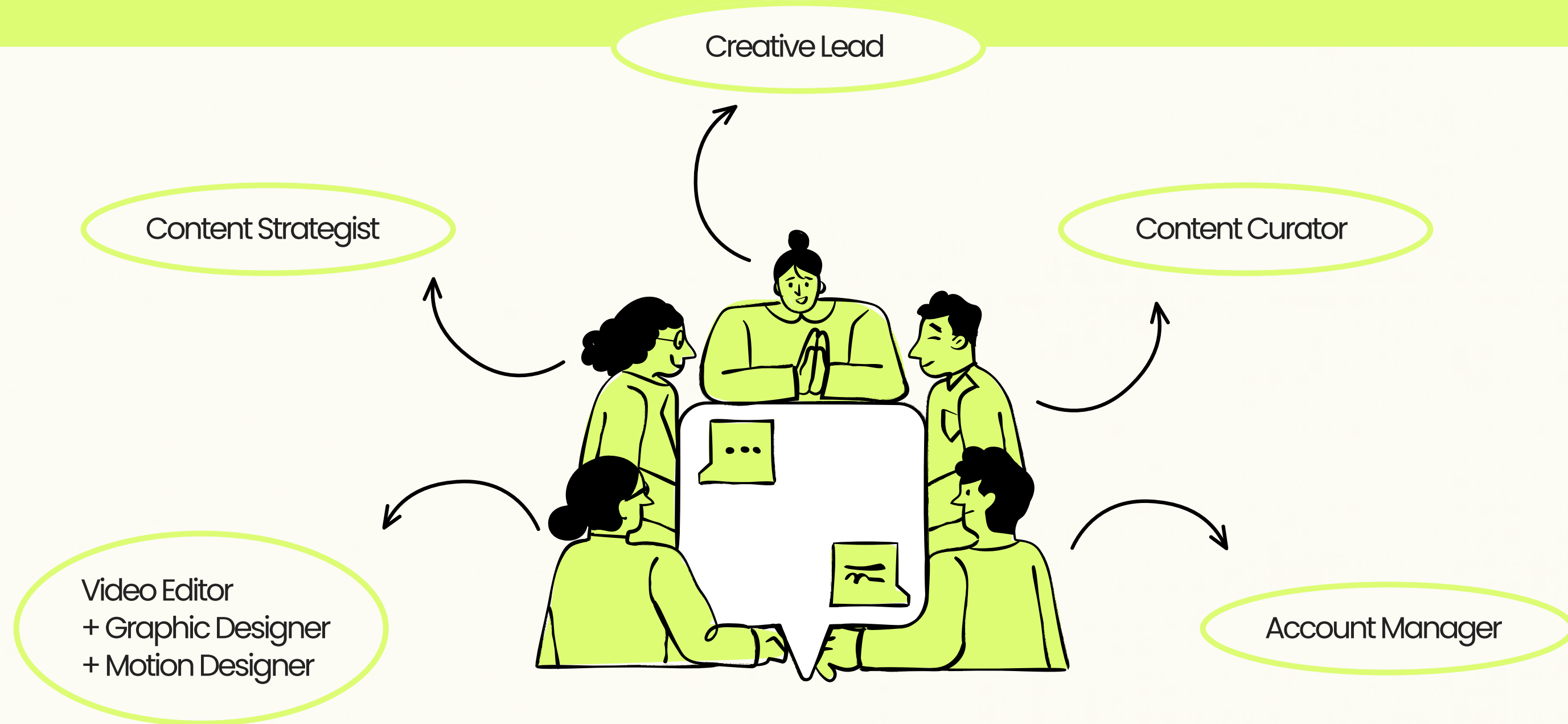
06 Client Review
Feedback & revisions



07 Scheduling / Delivery
Publish or deliver final assets

Team Working On Your Project

5 Specialists working together
on every project.



HOW WE WORK WITH IF YOU

Starting From Scratch.

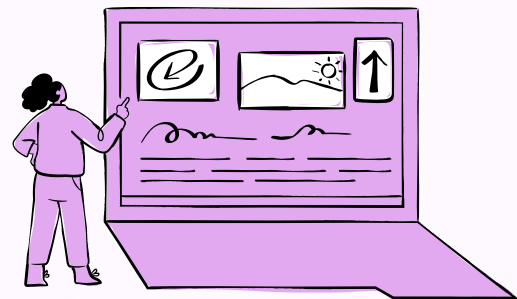
We become your complete content department.



01

Discovery Call

Understand your brand, audience & goals



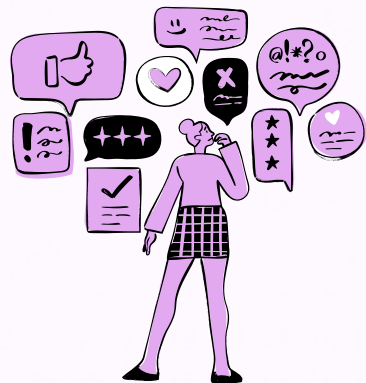
02 Research

Market Analysis
Competitor Research
Audience Insights



03 Content Strategy

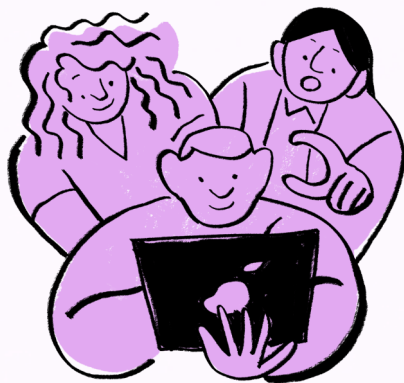
Content pillars
Platform strategy
Monthly roadmap



04 Scriptwriting & Creative Direction

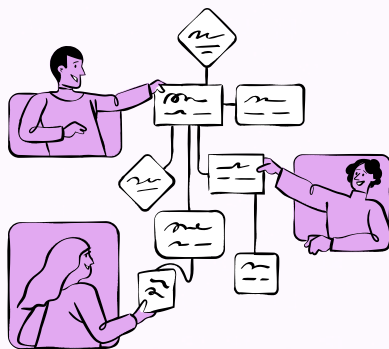
Hooks
Scripts
Shot list
Shooting Guide

From strategy to publishing we build your entire content system.



05 Quality Review

Internal review to ensure consistency



06 Creative Production

Video Editing
Graphic Design
Motion Graphics
Thumbnails



07 Quality Review

Internal review to ensure consistency



08 Client Approval

Feedback & revisions

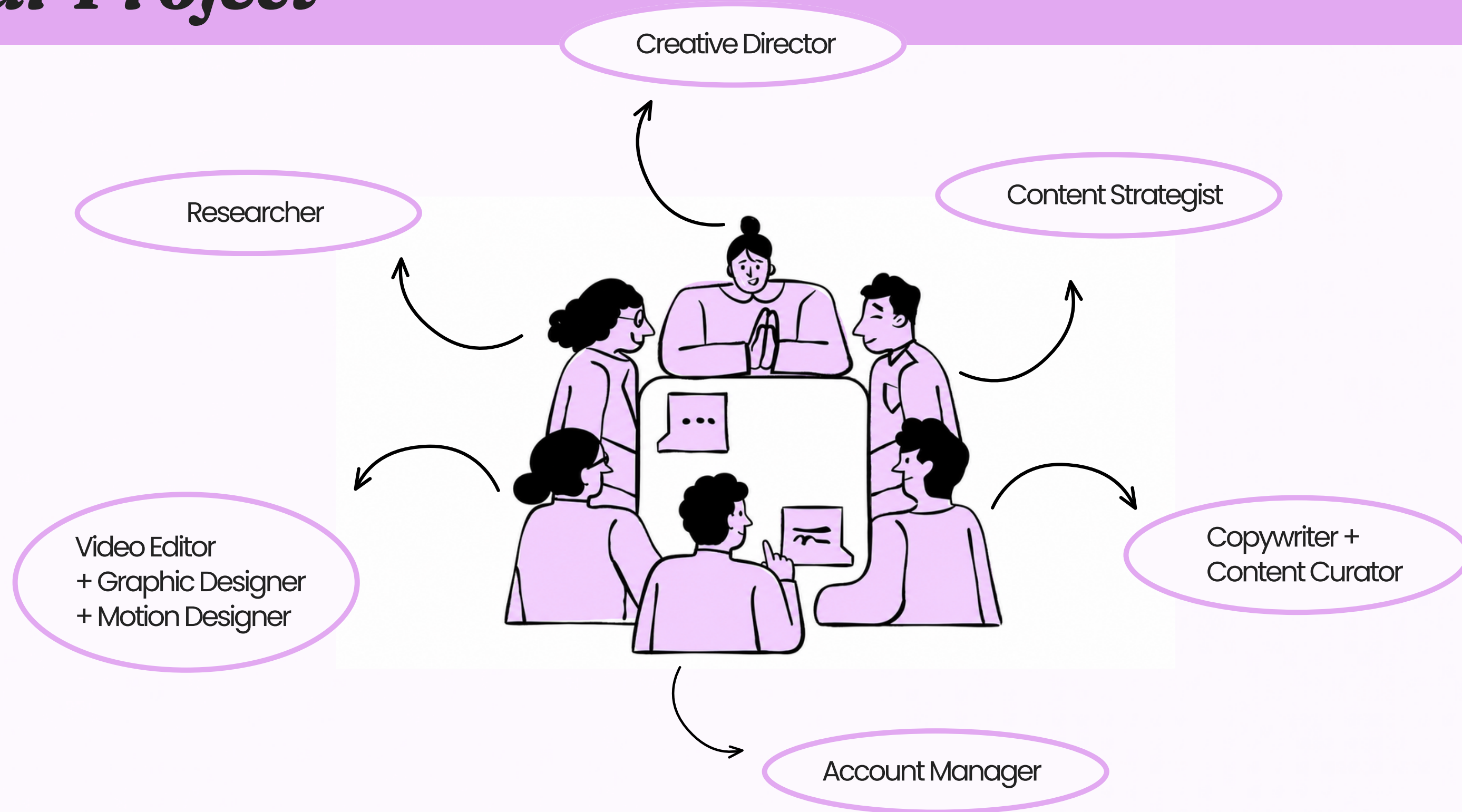


09 Scheduling / Delivery

Publish or deliver final assets

Team Working On Your Project

8+ Specialists collaborating throughout the project.



You bring the brand.
***We make it show up everywhere, on
time, looking like you meant it.***

Let's make something.