LE COIN D'AMAURY
AGRICULTURAL VIDEO STUDIO

THE ROOTS KIT

One shooting day, one full quarter of content

A strategically planned day
that produces editorial content you can reuse for months.

50+ FARMS FILMED, ALL SECTORS · FROM FARM TO TABLE

Groupama · Jeunes Agriculteurs · Lidea · puratos Food Innovation for Good · oise LE DÉPARTEMENT · SNCF

THE PROBLEM

Your company is alive *every day.*

Your communication, *much less so.*

THE USUAL PATTERN

A film shoot.

Designed for a specific need,

at one specific moment.

↓

One video.

One format, one message.

↓

A few posts.

Isolated pieces, and then the

material runs dry.

↓

Silence.

Until the next project.



THE CONSEQUENCE

Every time, you start from scratch: what to say, who to film, what to post, and when.
And your team handles it, on top of everything else.

THE NEW APPROACH

What if each shoot fueled *several months of communication?*

WITH THE ROOTS KIT

One planned day.
Prepared in advance, around your real challenges.

↓

3 communication angles.
Three stories, presented in several formats.

↓

A content bank.
Something to draw from for three months.

↓

Several months of communication.
Without starting from scratch.

RESULT

A calendar ready for publication.
A reusable image library.
No more blank pages.



All these images come from Le Coin d'Amaury shooting days.
One trip, material you can reuse for months.

One single day, one entire system.

Designed for agricultural businesses that want to communicate regularly,
without starting from scratch each time.

1	**3**	**9**	**15-20**	**12**
DAY	**SHORT FILMS**	**SEEDS**	**PHOTOS**	**WEEKS**
On your site	Three angles of the decision	Short formats, social media	Professional, full usage rights	Of communication covered

The Roots Kit doesn't film your news, it films what doesn't change:
A gesture, a story, a conviction.
What we film will still be true in two years. Your photos, however, do not expire.

THE SYSTEM

3 stories. 3 ways to move the decision forward.

Because nobody chooses a company the same day they discover it.



Discover. 01

Your roots

Why you exist.

"How did we go from the initial idea to what we see here today?"



Trust. 02

Your expertise

Why you've mastered your craft.

"Show me what you do, and explain to me why it's done that way."



Choose. 03

Your convictions

Why you rather than someone else?

"What do you do differently, and why is it important to you?"

Three short films, one day, one site.
The angles are the backbone. The topics are tailored to your profession during the kick-off call.

THE SEEDS

9 seeds to keep the land alive *between filming sessions*

One question, one take, no script.
That's when you're at your most genuine.

WHAT MAKES PEOPLE WANT IT

— Show me what you are most proud of here.
— When is the best moment of your work year?
— “Being [your profession] in 2026 means…”
— The day you said to yourself: I chose the right profession.
— What would you say to someone who wants to do this job today?

WHAT WE DON'T KNOW

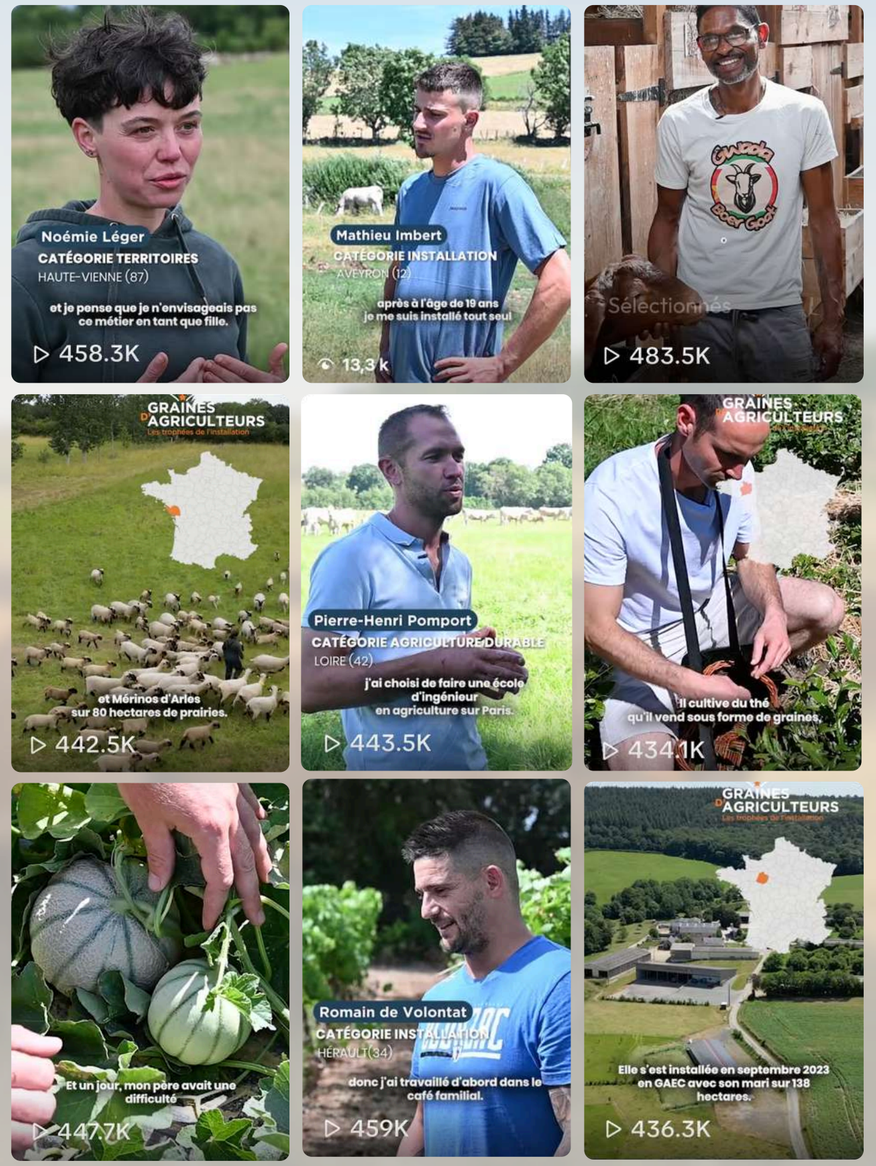
— What can't we ever automate here?
— What takes up most of your time that nobody would guess?
— What has changed the most since you started?
— What do people believe about your profession that’s wrong?

COMMON MISCONCEPTIONS

A statement is read aloud, and the person reacts freely.

— “Young people no longer want to do this job.”
— “There is no innovation in agriculture.”
— “Farmers are on their own.”

Each person filmed records their short film, then their three seeds.
Vertical format, subtitled, ready to publish. No preparation required on your part.



Portraits filmed for Graines d'Agriculteurs, adapted for social media.

PROOF IN THE FIELD

On the ground, this system is *already in operation.*

Three recent collaborations, three proofs that a well-thought-out day can fuel communication for months.

REFERENCE · 01



Jeunes Agriculteurs

PROMOTING A NETWORK AND ITS MEMBERS

National competition with a call for votes. One visit per candidate: long portrait, vertical formats, photo bank and written material collected in the field.
21,134 votes in the last edition.

40 Candidates filmed over 3 seasons.
10, then 15, then 15. Website, Instagram, press.

REFERENCE · 02



Inspire RH

EMPLOYER BRANDING AND RECRUITMENT

A day spent on the premises to talk about the job before talking about the positions.
Short films for the manager and her colleagues, plus a photo pack.

4 short films + a photo pack in 1 day.
Website, LinkedIn, recruitment ads.

REFERENCE · 03



LIDEA Seeds

CUSTOMER TESTIMONIAL AND PRODUCT PROOF

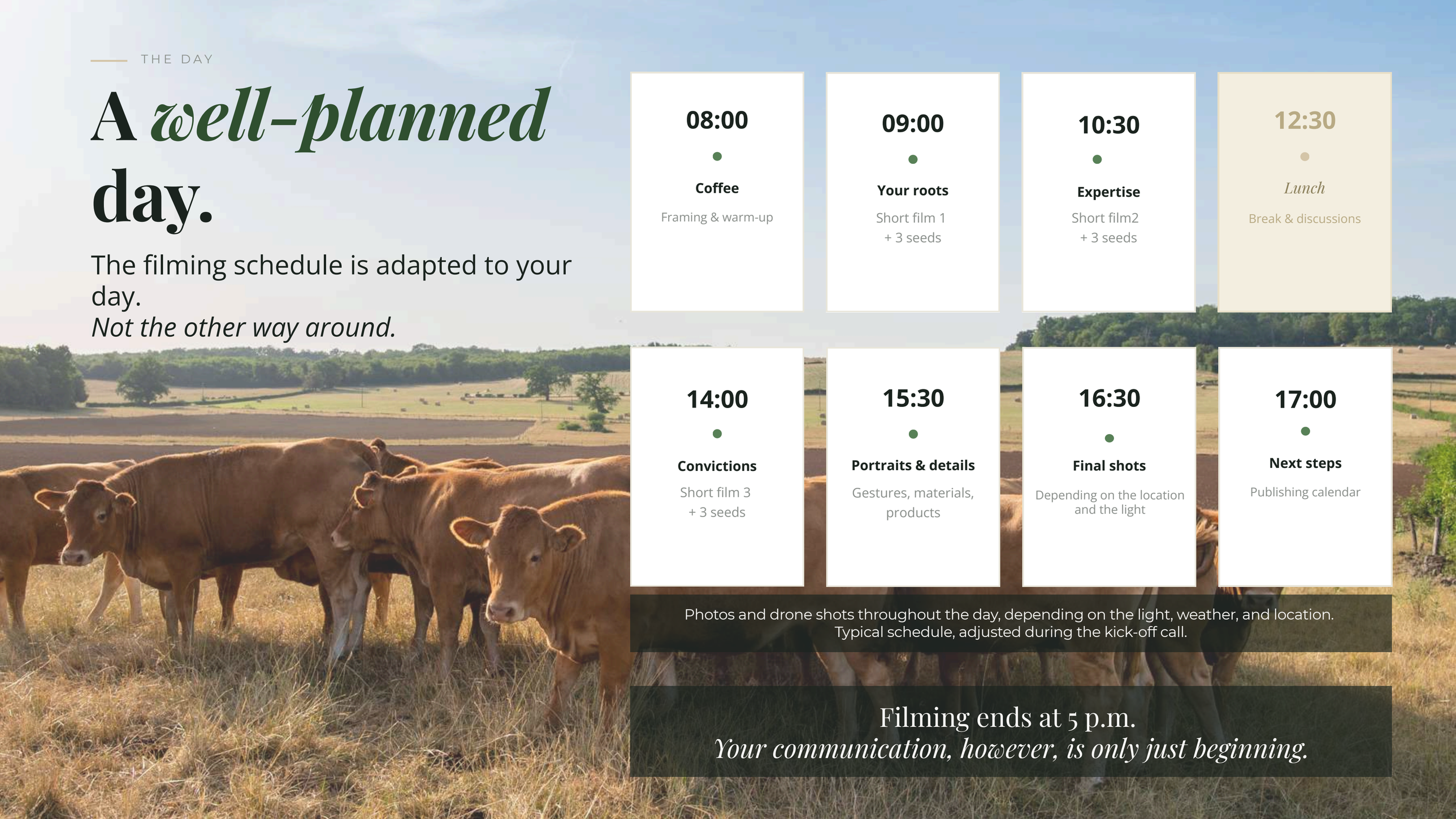
A farmer describes a variety he sowed. Two visits per season: first in the flowering rapeseed field, then in the combine harvester.
Renewed over 3 campaigns.

13 countries, videos subtitled in 9 languages.
Videos and photos reused in all markets.

THE DAY

A *well-planned* day.

The filming schedule is adapted to your day.
Not the other way around.



08:00

Coffee

Framing & warm-up

09:00

Your roots

Short film 1
+ 3 seeds

10:30

Expertise

Short film2
+ 3 seeds

12:30

Lunch

Break & discussions

14:00

Convictions

Short film 3
+ 3 seeds

15:30

Portraits & details

Gestures, materials, products

16:30

Final shots

Depending on the location and the light

17:00

Next steps

Publishing calendar

Photos and drone shots throughout the day, depending on the light, weather, and location.
Typical schedule, adjusted during the kick-off call.

Filming ends at 5 p.m.
Your communication, however, is only just beginning.

YOUR CONTENT PLAN

One day on your site, 12 weeks of content ready to publish.

Each piece of content is planned from the filming stage to be published at the right time.

WHAT YOU ACTUALLY RECEIVE

Example with one publication per week. With approximately 25 pieces of content delivered, enough to publish twice a week throughout the quarter.

MONTH 01

Introducing the company



VIDEO — W1

The company's history

Why we chose this profession



PHOTO — W2

Portrait of the manager

The face behind the company



REEL — W3

Behind the scenes of a day

What our customers don't see



CAROUSEL — W4

5 things to know about the job

What's really happening on the ground

TO BE ASSEMBLED FROM YOUR IMAGE BANK

MONTH 02

Building trust



VIDEO — W5

A key gesture explained

The gesture that changes everything



PHOTO — W6

Portrait of a colleague

Behind every plant, a team



REEL — W7

A frequently asked question

A response from the field



CAROUSEL — W8

From production to product

Each step, a specific expertise

TO BE ASSEMBLED FROM YOUR IMAGE BANK

MONTH 03

Make them want to choose you



VIDEO — W9

The convictions that guide

Our difference lies in the field



PHOTO — W10

Seasonal expertise

A variety, a story



REEL — W11

Drone view of the site

See the scale and the life



CAROUSEL — W12

Why our customers choose us

Proof, not talk

TO BE ASSEMBLED FROM YOUR IMAGE BANK

1 day of filming • **3 main short films** • **9 seeds (short format)** • **15–20 photos** • **≈25 delivered items** • **12 weeks of visibility**

While you are out in the field, your business continues to exist online.

THE STEPS · FROM DAY -15 TO DAY +15

From signature to delivery: 30 days.

The process is well-established: at each stage, you know where we are.



One round of revisions is included. Beyond that, each round of revisions costs €350 excluding VAT. Deadlines after D+7 start from receipt of your feedback.

YOUR TIME COMMITMENT

A 45-minute kick-off call + a kit to be validated by email + a day on site.

WHO YOU'RE WORKING WITH

Behind every image, there is a conviction.

I grew up in the countryside.

My grandparents' vegetable gardens, the harvests, the animals, the seasons... very early on, I learned that there was always a story behind what ends up on our plate.

I have been a vegetarian since 2013. A conviction that has given me a taste for detail: how a plant grows, how a product is made, and the gestures behind it.

Today, I travel to farms to tell these stories without embellishing them.

50+

Farms filmed

All over France

THEY'VE TRUSTED ME

Groupama · Jeunes Agriculteurs · Lidea · puratos Food Innovation for Good · Oise Le Département · SNCF



"I left a quality engineering position in 2021 to stop observing agriculture from afar. Today, I film so that farmers can see themselves on screen and be proud of what they do."

Amaury

FOUNDER & DIRECTOR · LE COIN D'AMAURY

IN THE FIELD

Each story *begins with a meeting.*













SEE THE RESULT

Half a day spent with a farmer, *five formats delivered.*

Four winners filmed, four half-days, the same system each time.

Click on the cards to watch the videos









THE CLIENT LEFT WITH

Horizontal portrait
Vertical portrait with subtitles
HD photo collection
Social clip "Would you rather?"
Drone shots

RESULT

The client immediately had several formats ready to publish throughout the duration of the competition.

The Roots Kit applies this logic to an entire day: 3 short films, 9 seeds, 15-20 photos. Approximately 25 pieces of content.

REFERENCE - AGRI-FOOD

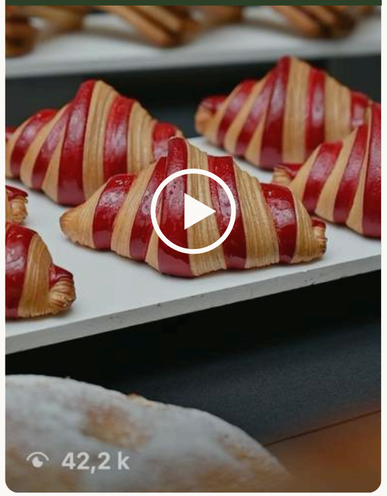
Two settings, *one method.*

Filming a craft and how it's passed on, whether in a milking parlor or in a pastry lab.

PASTRY



BREAD & VIENNOISERIE



CHOCOLATE



PASTRY TECHNIQUE

First filmed session for the brand, with a MOF pastry chef.

WORKING THE DOUGH

Hands-on training in the workshop, under real-world conditions.

CHOCOLATE WORK

Demonstration by a Meilleur Ouvrier de France (Best Craftsman of France) in front of professionals.



8	2	MOF	1
FILMED SESSIONS FOR THE BRAND	FILMING DAYS PER SESSION	A MEILLEUR OUVRIER DE FRANCE PASSING ON HIS CRAFT	THE SAME PROCESS EVERY TIME

MY COMMITMENTS

This is what I commit to, *on each collaboration.*

01 — BUDGET & DEADLINES

The price and delivery times remain unchanged.

The advertised amount is the one you pay, including one round of changes.

And I never take on enough projects in parallel to have to reschedule you.

02 — IN THE FIELD

No one is left alone in front of the camera

I know what the edit will look like before I press REC. I guide, I prompt, I go again: none of your teams need to know how to speak in front of a camera.

And in the editing, I never make someone say what they didn't say: the order and meaning of the sentences are respected.

03 — DURABILITY

Content that doesn't expire

I'm filming what will still be true in two years.

You will be able to republish these images throughout this period without them looking dated.

I collect image release forms from all filmed individuals. Single point of contact, from planning to delivery.

THE MARKET PRICE

Here's what it costs, separately.

Let's do the maths.

This total also assumes four different professions.

A videographer, a photographer, a drone pilot, an editorial consultant.

Four quotes, four schedules, four times your teams mobilized.

The Roots Kit means a single point of contact, a single day, a single budget.

Average market rates in France in 2026, excluding travel expenses

VIDEO COMMUNICATION

RECEIPT

OBSERVED RATES · 2026

SAME SCOPE AS THE ROOTS KIT

QTY	ITEMS	PRICE
03	1:30 short film · filming, editing, subtitles	€1,200 / piece
09	Short vertical format · shot and edited	€150 / piece
01	Full-day photo shoot + retouching	€900
01	Half-day drone filming · Certified drone pilot	€600
01	12-week publishing plan	€800
01	Usage rights · 2 years	Extra

TOTAL **€7,250**

LE COIN D'AMAURY

— THE PRICE

You are not buying *three videos.*
You are investing in a *system* that avoids having to start from scratch every time.

THE ROOTS KIT

€3,550 excl. VAT

One shooting day,
one *full quarter* of content

This isn't a discount: it's the savings achieved when everything is filmed on the same day, by the same person. Only one trip, one preparation, no additional coordination to bill.

WHAT IT CONTAINS

- 3 edited, color-graded, and subtitled short films
- 9 seeds: short, vertical formats ready for publication
- 15 to 20 retouched HD photos
- Drone footage
- A 12-week publishing calendar
- Story research before the shoot

GOOD TO KNOW

Each deliverable arrives ready to publish: editing, color grading, subtitles, your logo.
One round of revisions is included, to be completed in a single step across all deliverables. Beyond that, each additional round costs €350 excluding VAT.

Usage rights granted — all your channels, without time or size limits.
Only paid media needs an extension, priced in advance.

"We are very satisfied with Amaury's job for our project to photograph and film a client's testimony. He is very professional and creative. We will contact him for the projects to come."

Veronika Propletova — LIDEA Seeds

Your short films stay accurate for two years, your photos don't expire. The more you use them, the less they cost you.

WHAT COMES NEXT

And after your *first day?*

The Roots Kit lays the foundation. The following days build upon it.

A NEW DAY, ONE AT A TIME

€3,150

3 edited short films
9 vertical seeds
15 to 20 retouched HD photos
Drone footage
12-week publishing calendar

You decide each time, no commitment.

EACH DAY, IF YOU BOOK THREE

€3,015

3 edited short films
9 vertical seeds
15 to 20 retouched HD photos
Drone footage
12-week publishing calendar

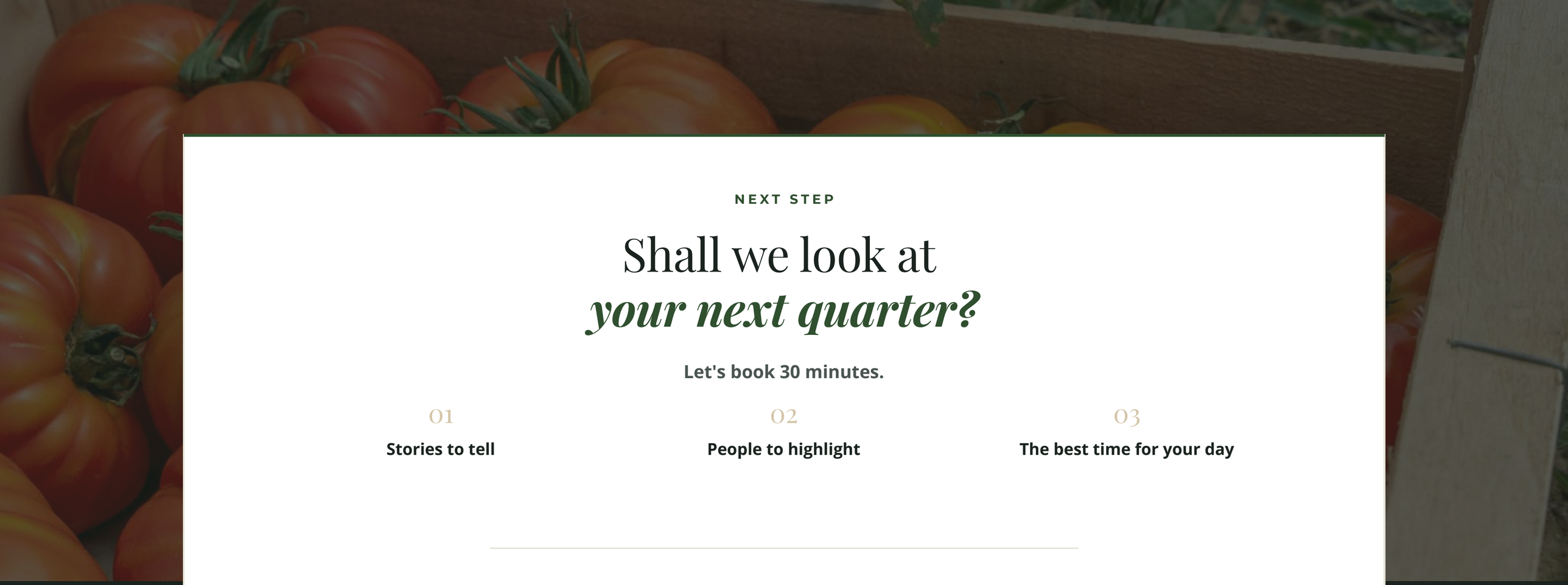
The three days are booked in advance, one per quarter.
This should be considered after your first day, never before.

Why the first day costs more: it covers what only needs to be done once: discovering your industry and its terminology, building your editing template, and setting up exports for each of your channels. The first day also serves as a warm-up. From the second day onward, these settings don't need to be repeated.

The following days follow your calendar: a season, a launch, a campaign.

And for an event
Trade show, seminar: same system, we talk about it as the date approaches.

It's a discount, and there's a reason for it: a predictable rhythm. You save €135 per day, I gain a lasting relationship. It's a fair exchange.



NEXT STEP

Shall we look at *your next quarter?*

Let's book 30 minutes.

01
Stories to tell

02
People to highlight

03
The best time for your day

From there, I'll take care of the rest.

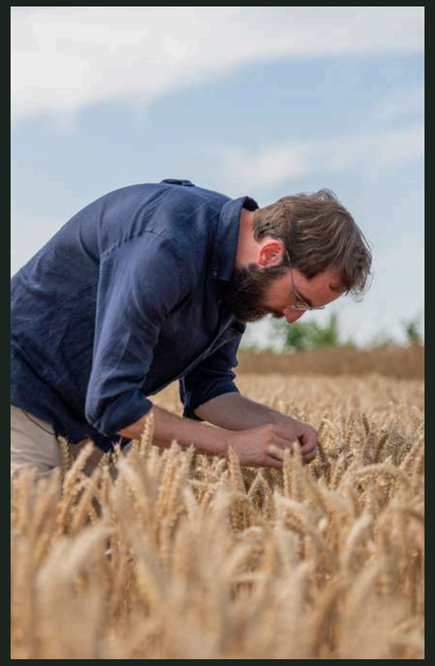


Let's plan your editorial day

To leave with three months' worth of field content ready to publish.

One shooting day,
one full quarter of content





Le Coin d'*Amaury*

From farm to table

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