

Why Choose Us?

Red Rabbit is a dynamic and innovative digital media studio formed by professional specialists in the fields of post-production, mastering and digital. We are backed by an impressive track record of both local South African and international productions with a combined 50+ years of experience in the media, information technology, and entertainment industry. Our team of creative artists and technical specialists offer bespoke solutions using the latest innovations in technology and creative media toolsets.

Your content
partner for any
platform

postproduction

Post-production is part of the process of creating and enhancing video and audio content. It is a well-orchestrated and highly collaborative process as it involves multiple specialized disciplines. Video and audio post-production work together to create a coherent multi-sensory experience.

mastering

Mastering is the process of creating and distributing final master files. It is highly technical by nature with the multitude of specifications for various formats, platforms and broadcast standards. Platforms we service include cinema, tv, Video On Demand, online, digital out of home, radio and social media.

digital

Digital is any technical or creative services that leverage the use of the internet and information technology. "Digital" is a relative new creative service that forms part of the 4th industrial revolution.

Deliverables

feature films	radio spots
tv series	print
tv spots	led adverts
commercials	presentations (ppt/keynote)
movie trailers	social media campaigns
sizzle reels	poster & billboards
online videos	

dcp	live broadcast
dvd/blue-ray	distribution
cloning	sub-title
online	closed captions
quality check	digital transfers

websites	backup and archive
cloud storage	asset management
it consult	

We are Virtual!

We are unique and agile as we offer clients the ability to work virtually, anytime and anywhere. We offer the ability to collaborate with specialists or teams across multiple geographic locations, various time zones, delivering high-performance output that is both cost-effective and on-time. We believe in quality service and forming lasting partnerships with our clients.



VIDEO, IMAGE & SOCIAL MEDIA SPECIFICATIONS

Recommended Video format:

Quicktime Apple ProRes, DNxHD, MXF

Audio Format:

16 or 24bit, 48 or 96k stereo or 5.1 wav

Digital Cinema

2048 x 858 (Scope- 2.39)

2048 x 1080 (Full - 1.90)

1998 x 1080 (Flat - 1.85)

Television

1920 x 1080 (HD - 1.78)

720 x 576 (SD - 1.25)

720 x 576 (SDA - 1.78)

SOCIAL MEDIA

Recommended image format **jpg, gif** or **png**. Video compression **H264** or **mp4**. Audio **wav, mp3, M4A, FLAC**



1920 x 1080px : Event Image
1200 x 628px : Shared Image
1200 x 717px : Highlighted Image
180 x 180px : Business Page Profile



Advertising

1200 x 628px : Feed
1080 x 1080px : Carousel
1200 x 628px : Column
1200 x 628px : Market Place



161 x 161px : Thumbnail Images
1080 x 1080px : Photo Size
1080 x 1920px : Instagram Story
180 x 180px : Business Page Profile



Advertising

158 x 396px : Background Image
1200 x 628px : Shared Image
1200 x 717px : Highlighted Image
180 x 180px : Business Page



158 x 396px : Event Image
1200 x 628px : Shared Image
1200 x 717px : Highlighted Image
180 x 180px : Business Page Profile



Advertising

1200 x 628px : Single Image
1080 x 1080px : Carousel
600 x 600px : Video
600 x 315px : Video
1200 x 628px : Slide Show
1200 x 628px : Lead Adverts

You Tube

2560 x 1440px : Cover Image
1920 x 1080px : Video Uploads

You Tube

Advertising

300 x 250px : Standard
400 x 70px : Overlays
1920 x 1080px : Video
300 x 60px : TrueView



1500 x 500px : Header Image
440 x 220px : In-stream Image



Advertising

1200 x 1200px : Twitter Image

