



DOCUMENTARY FILM CAMPAIGN

When you want to capture real people doing real things, you're looking for a documentary film.

Long, boring, interviews aren't really our style, and they don't play well on social media either. We'll use documentary filmmaking to build a campaign for your brand that will make a big impact, even in today's fast paced, digital content environment.

The success of a documentary film campaign is two parts. First, we'll work together to find a captivating character and tell their story with heart. Second, we'll design a digital campaign for the film release to optimize engagement in a digital environment.

What's included?

- ✓ Subject and character research.
- ✓ Development, review and approval of story and visual concepts
- ✓ Development of campaign for maximizing content life and impact in a digital environment
- ✓ All video-based deliverables required to execute the campaign
- ✓ Two day video shoot at up to two locations, and one half-day for setup and staging
- ✓ Three person production crew, including up to two days of travel
- ✓ Voiceover for taglines and royalty-free music
- ✓ Post production, including editing, basic titles, lower thirds and graphics.
- ✓ Streamlined proofing and delivery via our web-based software.
- ✓ Project maintenance, including data backup and secure archival

Brands using documentary film campaigns...

