



## FILMS

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We work with a team of professional videographers to create a unique and exciting series of videos that exhibits the best of you and your business. We want to create an honest, behind the scenes, natural feel and we will work with you to create a video you are happy with.

We offer four styles of video: DIY, Smooth, Discordant and Quirky. These are options that can be adapted to suit a customers style preference and meet their business objectives and provide a return on investment.



## FILMS - DIY

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DIY EXAMPLE - [CLICK TO VIEW](#)

The DIY videos we offer are usually taken on phones and capture an “in the moment” style video.

We use these for a number of things including instant coverage of events, things we have stumbled upon in the city and our “Walk this way” videos, in which we direct customers through businesses’ doors.



## FILMS - SMOOTH

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[SMOOTH EXAMPLE - CLICK TO VIEW](#)

The smooth videos are intended to be a flowing visual story covering the key objectives agreed seamlessly.

The primary aim of these videos is to subliminally sell the brand featured in the video to get customers to visit them and provide return on investment.

These videos can also include narrative/text to help tell the story, or without to use the visuals to tell the story.



## FILMS - DISCORDANT

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DISCORDANT EXAMPLE - [CLICK TO VIEW](#)

This is about capturing the rhythm of a business.

These videos are very punchy and dynamic and include the use of theoretical sounds (such as music) as well as including real sounds - clanging of plates, pouring of drinks etc.

These videos are intended to keep the audience's attention span by supplying them with a fast paced visual.



## FILMS - QUIRKY

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[QUIRKY EXAMPLE - CLICK TO VIEW](#)

We also do quirky videos which are a mix-up of smooth, discordant and other influences to achieve a bespoke, distinct outcome.

They are good for capturing diversity and places with a few different concepts where a variety of film styles are needed.