

our manifesto for unconventional video production

- Never follow your competitors. Follow your own star.
- Don't be afraid to break the mould. Disruptive offbeat videos are the best thing on the internet.
- Be relatable. Don't be afraid to be a human, sound like a human and act like you normally would.
- Avoid stock music, stock footage and stock images if you can.
- Don't be afraid to involve your customers. They can jolt some real thinking into stymied ideas
- Don't do a big 'overview.' Focus on meaningful stories that showcase your values.
- Time is the most important ingredient in any creative project. Allow plenty of thinking time before, during and after.

Let us help you tell the stories in your business.

Let's talk

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