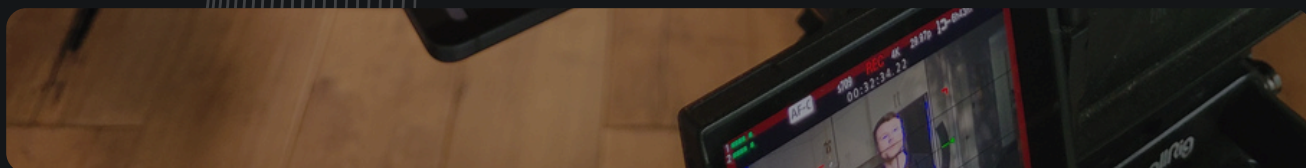




BRAND FILM GUIDE

STOP BEING THE BEST-KEPT SECRET

This is the most powerful asset to build authority and stand out in your business



WHY A BRAND FILM CHANGES EVERYTHING

Here is something worth sitting with. Your potential clients are not choosing between portfolios. They are choosing between people. They want to know who you are, how you think, and what it actually feels like to work with you before they ever pick up the phone. Your finished projects tell them what you can do. A brand film tells them why you do it, and that is what earns the call.

Think about the last time you hired someone for something that mattered. Somewhere in that decision, there was a moment where you stopped evaluating credentials and started asking yourself: do I trust this person? A brand film creates that moment for your audience before you are even in the room. It gives the right clients a window into your values, your process, and the experience you create, so that when they do reach out, they already feel like they know you.

The businesses that attract the best projects, the portfolio-worthy ones, are not always the most technically accomplished. They are the ones whose thinking and values are most clearly understood by the right people.

That is the real job of a brand film. Not to impress. Not to showcase. To give the right clients enough of a window into who you are that they recognise themselves in your work before a single proposal is written.

WHAT IT COMMUNICATES

The experience of working with you

Not just what you produce, but what it feels like to be your client. The level of care, the way you communicate, the thinking that goes into every decision. That is what the right client is actually evaluating.

WHAT IT ATTRACTS

Clients who already trust you

When your values and perspective are visible before the first conversation, you stop starting from zero. The discovery call becomes a confirmation rather than an audition. That changes everything about how a project begins.

WHY MOST BRAND FILMS GET FORGOTTEN

Most brand films are not bad because the production was poor. The camera work is competent. The edit is fine. The music is inoffensive. They get forgotten for a reason that has nothing to do with the filming day, and everything to do with what happened, or did not happen, before it.

The honest truth is that most brand films are made without a clear answer to the most important question: what do we want the right person to feel when they watch this? Without that answer, the film defaults to covering ground rather than building connection. It becomes a video about the business rather than a conversation with the person watching it. Three patterns account for almost every forgettable brand film ever made.

01

IT TALKS ABOUT THE BUSINESS, NOT TO THE VIEWER

The film answers "who are we" instead of "why does this matter to you." The viewer watches politely, nods, and moves on. Nothing lands because nothing was aimed at the person actually watching.

02

IT SOUNDS SCRIPTED, NOT HUMAN

The language is polished but hollow. The founder sounds like a brochure. Technically accurate words that do not sound like a real person create distance rather than trust, and trust is the only outcome that matters.

03

IT LIVES ON A HOMEPAGE AND STOPS WORKING

A brand film without a content system around it is a finished project, not a growing asset. It earns attention once and then quietly disappears. A single project creates a moment. A body of work creates authority.



WHERE A BRAND FILM DOES ITS BEST WORK

A brand film is not a video. It is a trust-building instrument, and like any good instrument, it does its best work in the right context. Here is where it earns its keep for businesses whose work deserves to be understood.

01 YOUR WEBSITE HOMEPAGE

A brand film on your homepage replaces paragraphs of copy that most people skim with 90 seconds that a genuinely interested prospect will watch start to finish. It answers the question "are these the right people for us" before a single form is submitted. Businesses that use a film as their homepage anchor find that discovery calls start from a completely different place, the potential client already understands your point of view, your values, and your way of working before hello is said.

02 PROPOSALS AND NEW BUSINESS CONVERSATIONS

Every proposal you send is being evaluated alongside others. Somewhere in that evaluation, the decision-maker is asking: who are these people, and can I trust them with this? A brand film included in your proposal or sent ahead of a meeting answers that question in two minutes. It shifts the conversation from "what do you do" to "how do we make this work," which is exactly the conversation you want to be having.

03 THOUGHT LEADERSHIP AND PRESS OPPORTUNITIES

When a podcast producer, journalist, or event organiser is deciding whether to feature your perspective, they need to answer one question quickly: why this person? A brand film answers it in the time it takes to watch. It communicates not just what you do but how you think, which is what earned media opportunities are actually evaluating. Having a film to share when those moments arise means the answer to that question is always a click away.

04 SOCIAL MEDIA, CONSISTENTLY OVER TIME

A well-produced brand film is not a single asset. It is source material. Short clips, still frames, audio pulls, and behind-the-scenes moments drawn from the same production extend the film's reach across months of content. Businesses that treat their brand film as a content system rather than a finished piece get significantly more return on the same production investment and they show up consistently enough to build the kind of familiarity that turns followers into clients.

WHERE IN YOUR BUSINESS RIGHT NOW IS THE RIGHT CLIENT NOT GETTING A CLEAR ENOUGH ANSWER TO THE QUESTION:

"Why should I trust these people?"

WHAT SEPARATES A FILM THAT BUILDS AUTHORITY

Here is the part that most people do not tell you.

The quality of a brand film is not determined by the camera or the lighting. Those are the floor. The ceiling is set by four things that happen before any equipment is set up, and understanding them will help you evaluate any brand film production you ever consider, including ours.

ELEMENT 01

A Point of View Specific Enough to Resonate

The strongest brand films do not try to speak to everyone. They stake a clear position — specific enough that the right client recognises themselves immediately and feels like the film was made for them. Vague positioning sounds safe but attracts no one in particular. Saying "we value quality and collaboration" puts you in the same sentence as every other business in your field.

ELEMENT 02

A Voice That Sounds Like a Real Person

The difference between a film that builds trust and one that performs trust is almost always audible. When someone speaks in polished marketing language, the viewer registers it as a performance and pulls back. When someone sounds genuinely like themselves, the viewer leans in. The goal of every scripting process should be to make you sound more precisely like you, not more like a brand.

ELEMENT 03

Visual Language That Matches the Work

The cinematography, the edit rhythm, the colour, and the composition choices all communicate something before a single word is spoken. For businesses in design and the built environment especially, a film that does not look as considered as the work it represents actively undermines the credibility it is trying to build. Visual quality is not vanity. It is a signal.

ELEMENT 04

A Structure That Moves the Right Way

Most brand films move from company history to list of services to call to action. The films that build authority move differently — they open with the tension the viewer lives with, state clearly what the business believes about that problem, and demonstrate that belief through the work. That arc is what makes a film feel made for the viewer, not about the maker.

BEFORE ANY CAMERA IS SET UP, EVERY BUSINESS WE WORK WITH ANSWERS ONE QUESTION:

"What do we want the right client to believe about us that they currently don't?"



WHAT WORKING TOGETHER ACTUALLY LOOKS LIKE

If you have never been filmed for something like this, the most common concern is not cost or timing. It is not knowing what you are doing in front of a camera. That is completely understandable, and it is exactly what a well-designed production process is built to address.

The filming day is the easy part. The work that makes it easy happens in the weeks before anyone picks up a camera. Here is what the process looks like when it is done right.

1 STRATEGY & SCRIPTING

Before anything visual happens, we start with a conversation. Not an intake form - a real conversation about your work, your clients, what you believe, and what you want the right person to feel when they watch this film. From that, we develop a script that sounds like you, not like a marketing department. This is where the film is actually made. Everything else is execution.

2 SHOT LIST & CREATIVE DIRECTION

A detailed shot list means the filming day is not spent making decisions. It is spent bringing them to life. You should know before we ever set up a camera exactly what the film looks like, where it moves, and what each scene is communicating. Arriving on set prepared means arriving with confidence, and that comes through on camera in ways that no amount of lighting can replicate.

3 THE FILMING DAY

One day. Camera(s) interview setup with professional audio and lighting, b-roll of your work and your environment and a director whose job is to make you sound and look like the best version of yourself on camera. Most people who were nervous before filming describe the experience as feeling more like a guided conversation than a performance. The preparation is what makes that possible.

4 EDIT, COLOUR & DELIVERY

The edit is where the story is shaped from everything captured on the day. Colour grading gives the film its visual tone, the quality that signals to the viewer, before they have consciously registered it, that the business behind this film takes its work seriously. Licensed background audio, custom intro and outro, cloud delivery with a full-use license, and a quick turnaround from filming date.

THE QUESTION WE START WITH ON EVERY PRODUCTION

"What do we want the right client to feel 30 seconds into this film?"

MAKE YOUR WORK UNDERSTOOD

A strategic cornerstone asset that establishes authority and defines your market position. It articulates your values, differentiation and expertise while clearly communicating the problems you solve, why you exist and matter, and why the right clients should choose to work with you.

PREMIUM PACKAGE

Brand Film

~~\$11,500~~ \$8,050

DELIVERABLES

- Brand Film (5-7 mins)
- Brand Teaser (45-90 sec)
- Website Looper Header Film (20-40 sec)
- 3 Vertical Social Reels (15-60 sec)

INCLUDED

- Deep Strategy Session Meeting
- Narrative Development & Scripting
- Shot List Curation and Detailed Planning
- 2-3 Filming Days
- Multiple Camera Interview Setup
- Professional Audio and Lighting
- Multiple Locations & B-roll
- Drone Footage (*when applicable*)
- Full Editorial Direction & Narrative Planning
- Advanced Video Editing, Pacing & Visual Polish
- Post-Production & Sound Design
- Licensed Background Audio
- Custom Company Branding Intro/Outro
- Cloud File Delivery
- Full-Use License
- 7-10 Day Turnaround

ESSENTIALS PACKAGE

Brand Film

~~\$6,500~~ \$4,550

DELIVERABLES

- Brand Film (2-3 mins)

INCLUDED

- Strategy Meeting To Ideate & Script
- Full Done-For-You Scripting
- Shot List Curation and Planning
- 1 Filming Day
- Single Camera Interview Setup
- Professional Audio and Lighting
- B-roll
- Video Edit, Colour and Audio Mix
- Licensed Background Audio
- Custom Company Branding Intro/Outro
- Cloud File Delivery
- Full-Use License
- 10-14 Day Turnaround

PRIVATE OFFER — 3 BUSINESSES ONLY

Ready to move forward?

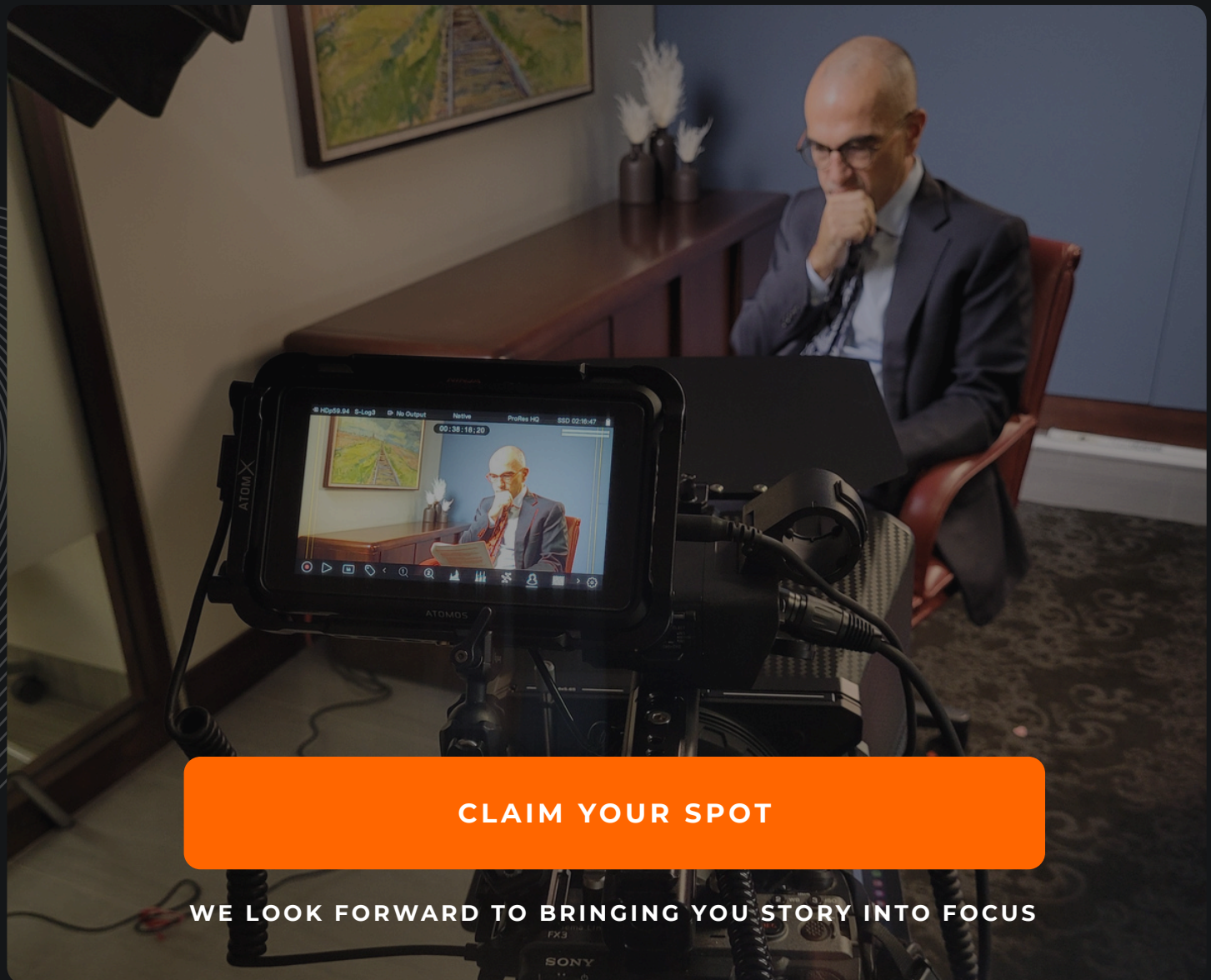
Three spots are available at a private 30% discount on all packages, bookable by June 30. Your filming date can be scheduled for whenever works for your business. If you book and win the giveaway, your investment is refunded in full.

CLAIM YOUR SPOT

YOUR STORY IS WORTH TELLING _

You got this far because something in here resonated. Maybe it confirmed what you already suspected. Maybe it gave you a clearer picture of what is actually possible. Either way, we hope it was worth your time.

If you are ready to stop being the best-kept secret in your field, we are ready to help you change that. Three spots are available at a private 30% discount. To claim yours, book a free 30-minute Discovery Call using the button below. If it is a good fit for both of us, a 20% deposit locks in your rate and starts the production planning process. Your filming date can be set whenever works for your schedule. This offer is available for bookings confirmed by June 30.



CLAIM YOUR SPOT

WE LOOK FORWARD TO BRINGING YOU STORY INTO FOCUS