

IT'S NOT AN  
IDEA...  
IT'S AN ASSET

James Hayr: Co-Founder Brand Directors



# LABEL ROSTER INCLUDES:

SPRING  
LOADED  
FILMS



EndemolShine



[CONTENTED]



somethin'else



signal



CONSTANCE

Creative business solutions  
to power positive social impact.

Cheerful  
Twentyfirst



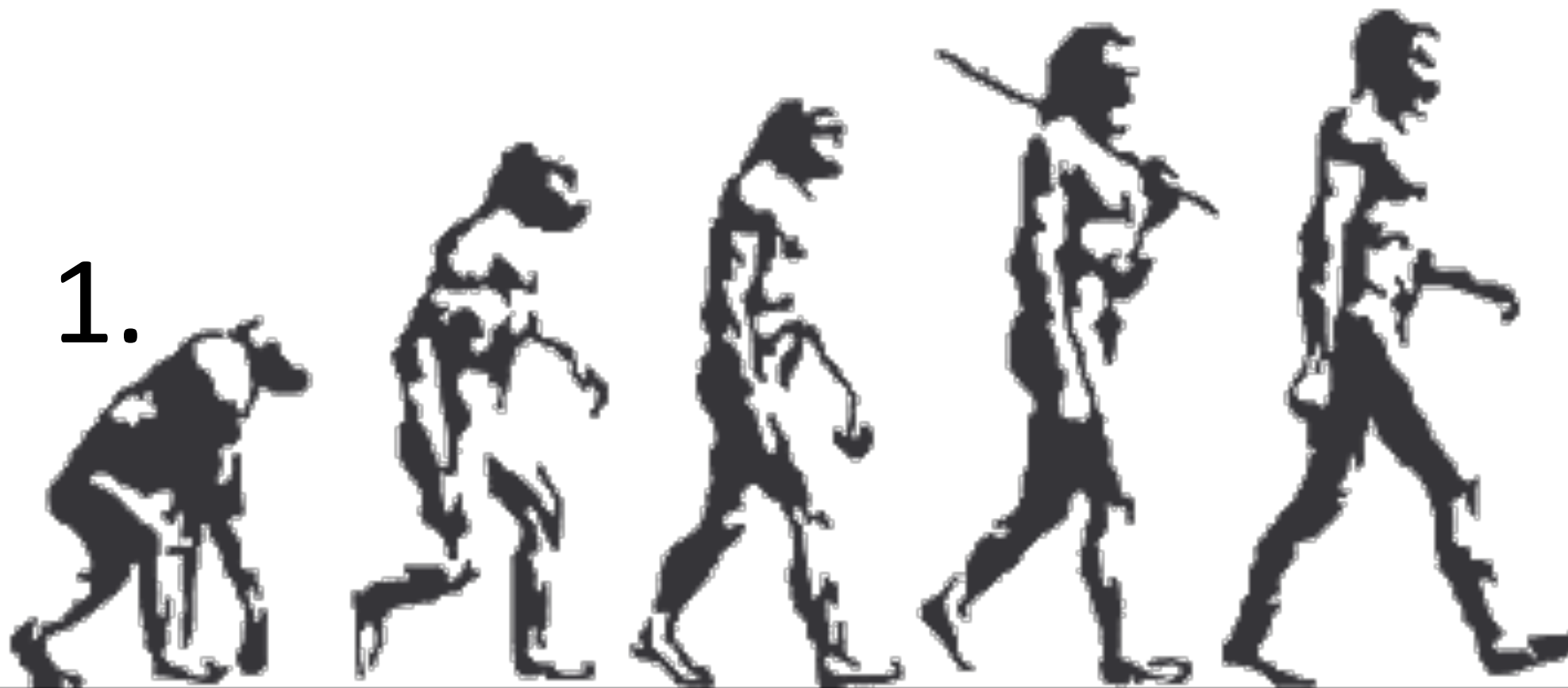
Ben Woolf

Toby Alington

THE HOUSE  
OF USHER

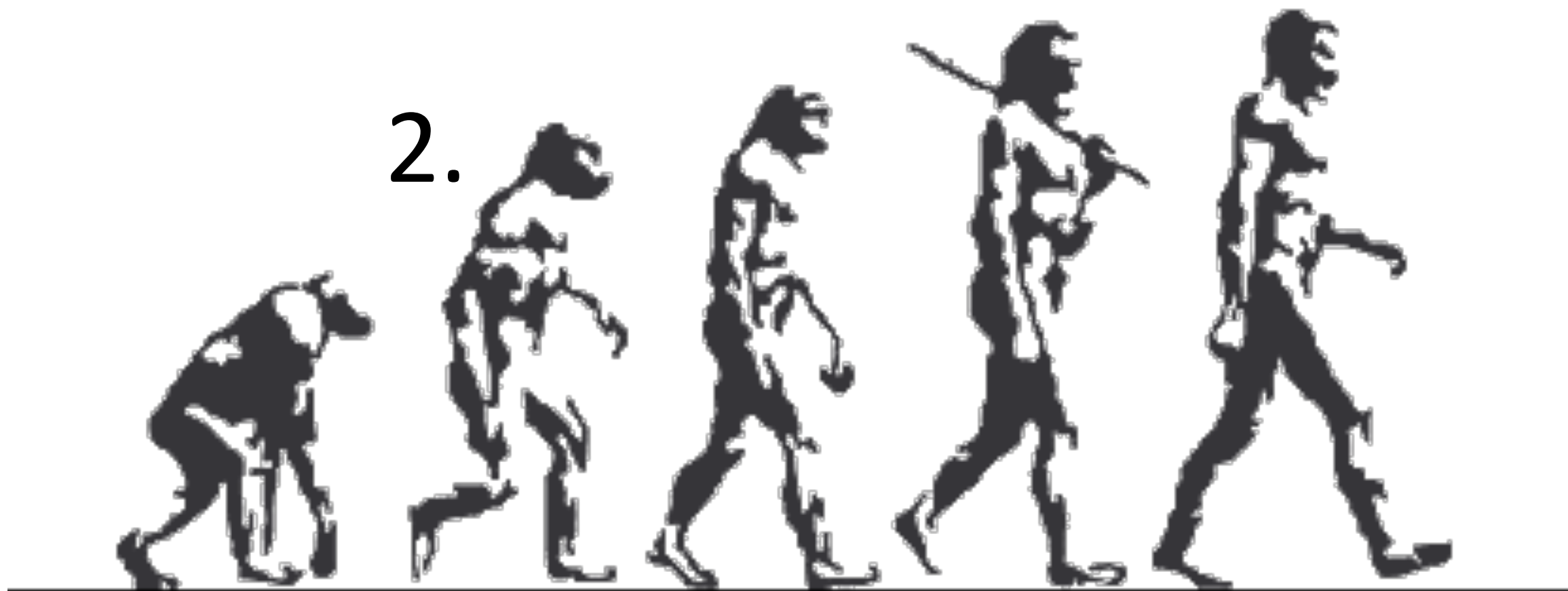


1.

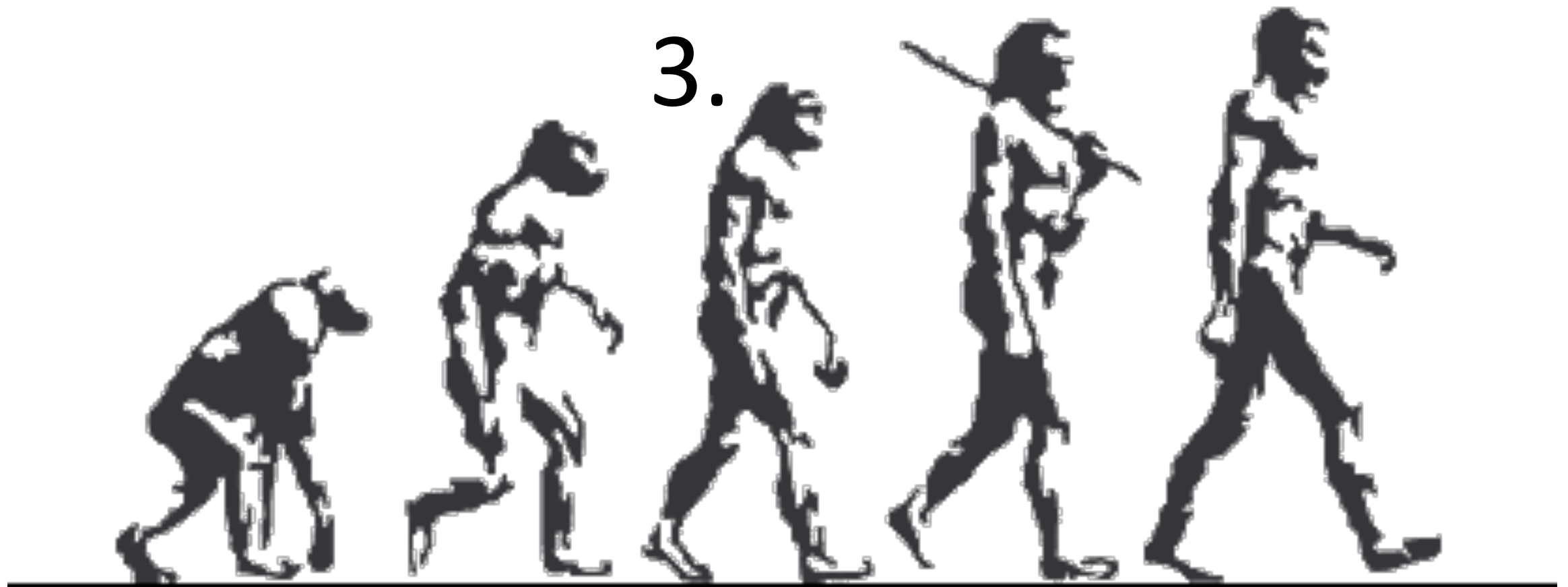


WHAT IS IT?

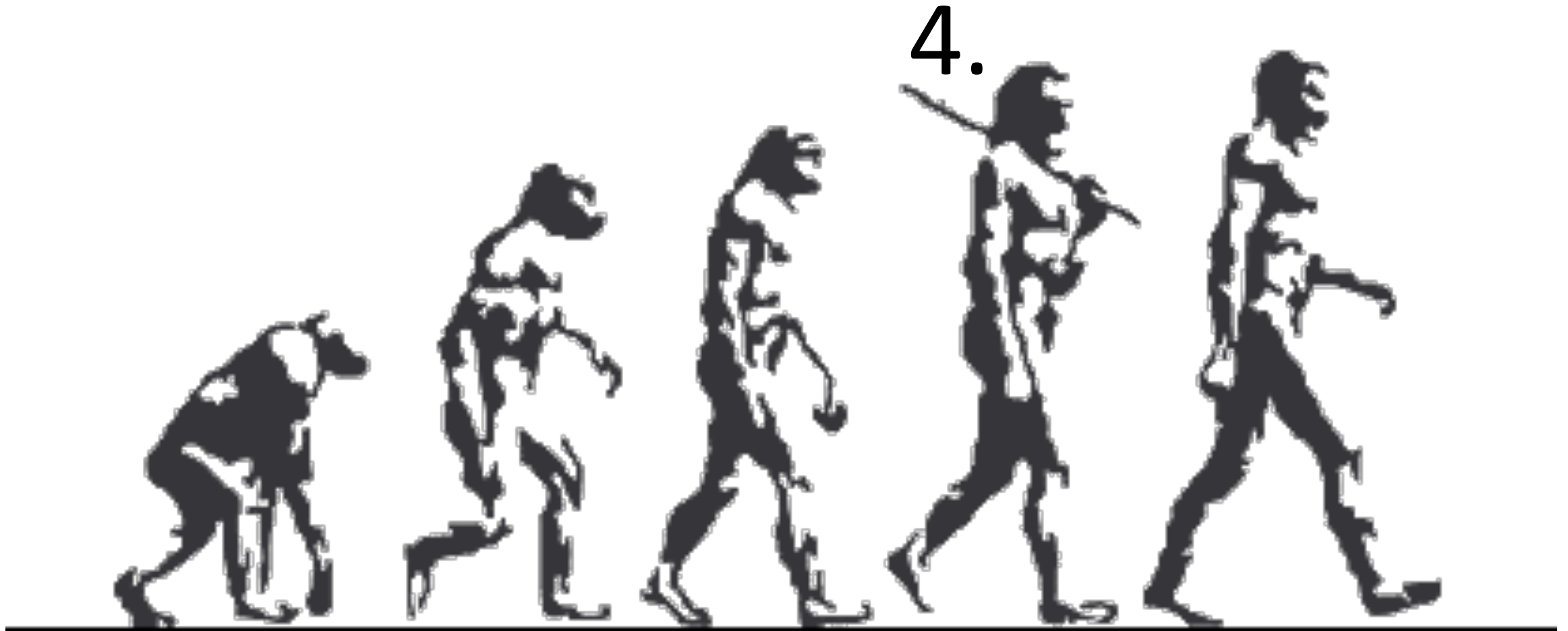
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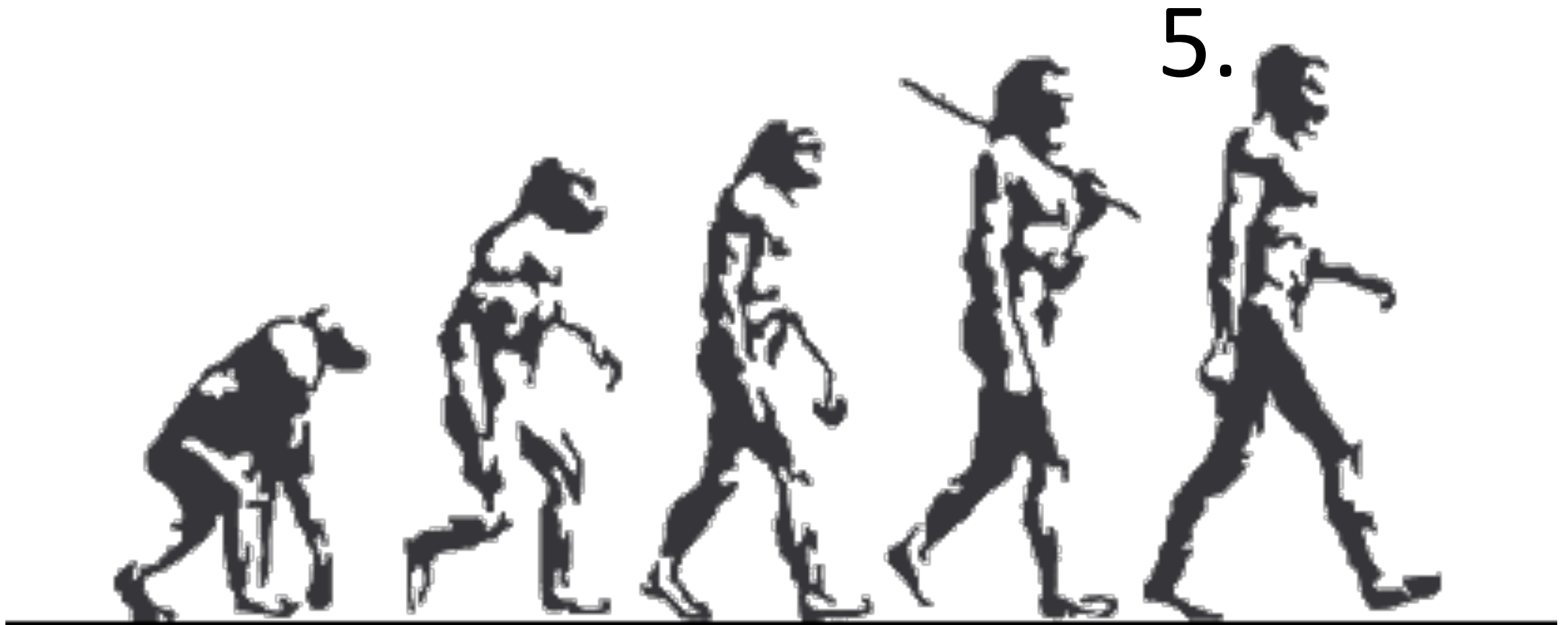
WHAT'S IT CALLED?



WHAT'S IT BEST FOR?



WHO DOES IT?



NOW WHAT?

The background of the image is a dark gray surface covered with a dense, repeating pattern of small, faded, and slightly blurred brand logos and symbols. These include recognizable icons like the Twitter bird, the Facebook 'f', the YouTube play button, and various other corporate emblems in different colors like blue, red, and yellow.

# **BRANDED CONTENT**



The background of the image is a dark gray surface covered with a dense, repeating pattern of small, colorful, and blurred brand logos. These logos include various symbols, letters, and shapes in shades of blue, red, yellow, and black, creating a textured, collage-like effect.

# **BRANDED CULTURE**

NEWS >

## P&G's Marc Pritchard on 'reinventing' advertising through film in a streaming landscape

By **Andrew Blustein** - 07 May 2019 06:00am



Queen Collective is launching two films, including If There Is Light & Ballet After Dark / P&G

BE  
THE  
STORY

# HAVE A VOICE

☰

🔍

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DEADLINE


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## Lena Waithe Teams With ATTN: On Scripted Series 'Girls Room' For Dove Self-Esteem Project

By [Denise Petski](#)   
May 14, 2019 6:00am

[f](#) [t](#) [v](#) [i](#) [+](#)



Shayan Asgharnia

**EXCLUSIVE:** Emmy-winning creator/writer/actor [Lena Waithe](#) is teaming with ATTN: on [Girls Room](#), an original scripted series as part of [Dove's](#) Self-Esteem Project for young women.

Written by Waithe, the anthology-style series will explore the pain and power of female adolescence as told through the eyes of an inter-connected group of girls. It is currently in production and set to premiere in early 2020.

## Carling's 'Made Local' gets a second wind with LGBTQ+ inclusive football team

By John Glenday - 04 March 2019 09:55am



Beer brand Carling has unveiled the second phase of its Made Local campaign, with a TV spot and longer-form documentary centred on LGBTQ+ inclusive football team Black Country Fusion FC.

TAKE  
A  
STAND

**BE OF  
WORTH  
NOT JUST  
WORTHY**





The background is a dark gray surface covered with a dense, out-of-focus pattern of various colorful icons and symbols. These include geometric shapes like circles, squares, and triangles, as well as more complex symbols like a magnifying glass, a target, and a lightbulb. The colors are muted and blend into each other, creating a textured, bokeh-like effect.

**CREATIVE**  
**IDEA**

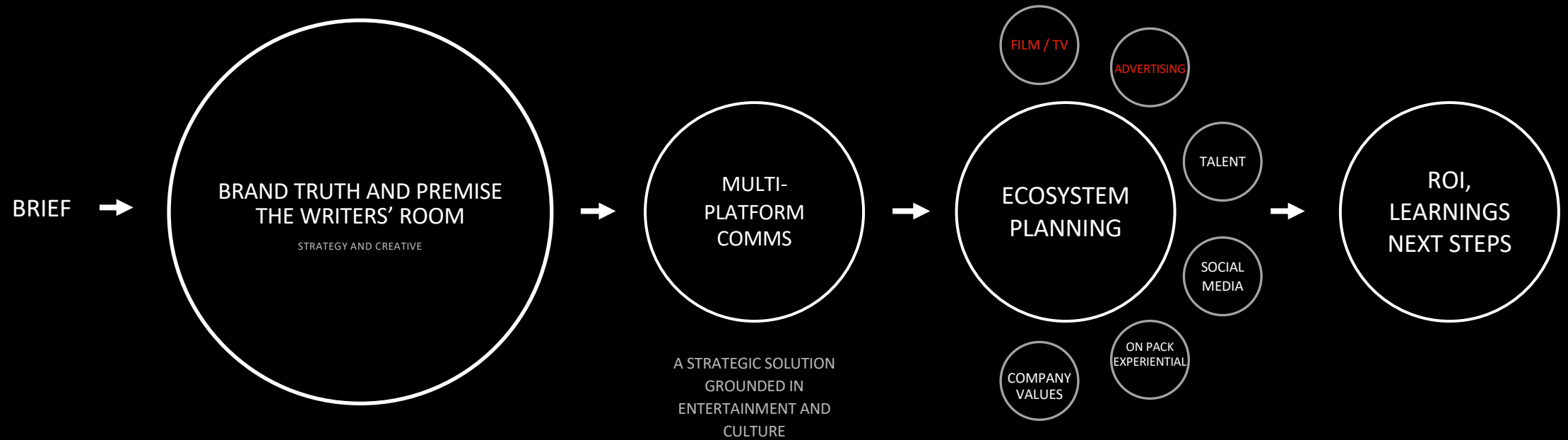


The background is a dark gray surface covered with a dense, out-of-focus pattern of various colorful icons and symbols. These include geometric shapes like circles, squares, and triangles, as well as more complex symbols like arrows, a magnifying glass, and a target. The colors are muted and blend into each other, creating a textured, bokeh-like effect.

# CREATIVE ASSET

# THE PROCESS

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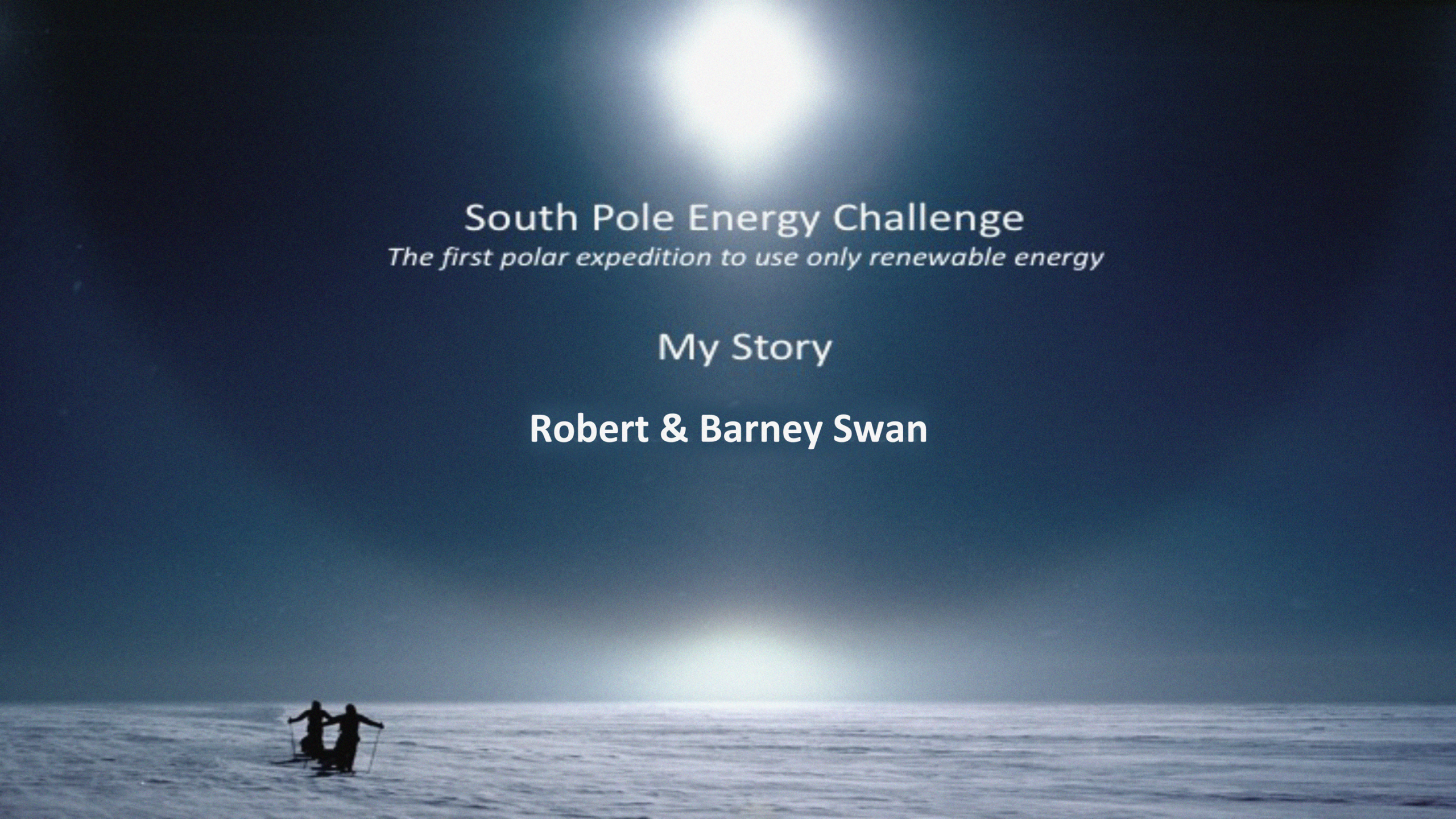


A black and white photograph of the Hollywood sign on a hillside. The sign is made of large, white, block letters and is positioned in the center of the frame. The hillside is covered in dense vegetation. In the foreground, there are several large studio lights hanging from a rig, suggesting a film set. The sky is bright and clear.

HOLLYWOOD





A person is seen from behind, skiing across a vast, flat, icy landscape. The sun is low on the horizon, creating a bright, hazy glow that illuminates the scene. The sky is a deep, dark blue, and the ice surface is textured with subtle ridges and grooves. The overall mood is one of solitude and adventure.

# South Pole Energy Challenge

*The first polar expedition to use only renewable energy*

My Story

**Robert & Barney Swan**









# **THE SOUTH POLE ENERGY CHALLENGE**

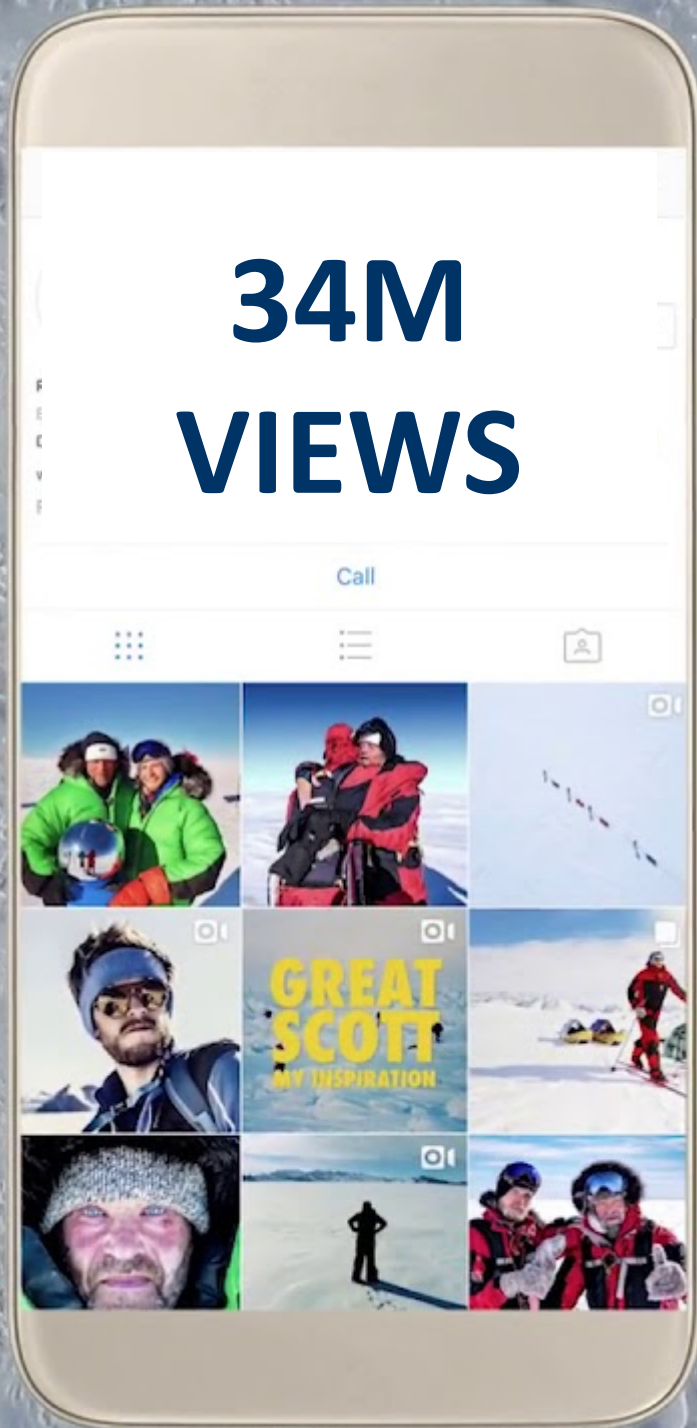


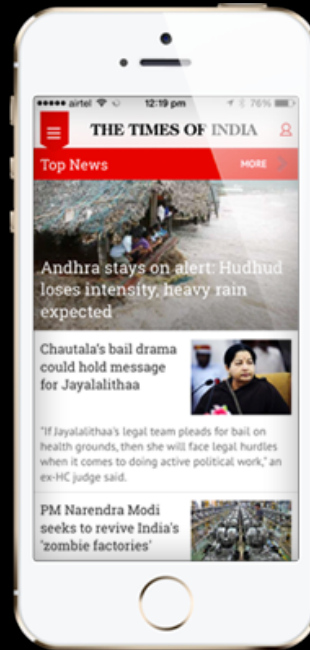


60 EDITS









# GLOBAL NEWS COVERAGE: MILLIONS

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NATIONAL BROADCAST COVERAGE: MILLIONS

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GLOBAL SOCIAL COVERAGE: 917K





TOTAL REACH 600M+  
POSITIVE SENTIMENT + 90%  
BRAND FAVOURABILITY + 15%

## Good Omens - Season 1

The End of the World is coming, which means a fussy Angel and a loose-living Demon who've become overly fond of life on Earth are forced to form an unlikely alliance to stop Armageddon. But they have lost the Antichrist, an 11-year-old boy unaware he's meant to bring upon the end of days,...

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NEW SERIES

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ALL OR NOTHING MANCHESTER CITY

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CARNIVAL ROW

NEW SERIES

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MR. ROBOT

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### Watch Next

THE SOUTH POLE ENERGY CHALLENGE

DONNIE BRASSCO

Mr. & Mrs. Smith

PRIME ORIGINAL

ALL OR NOTHING MANCHESTER CITY

FINAL DESTINATION

AMAZON ORIGINAL

The Marvelous Mrs. Maisel

EMMY WINNER

PRIME ORIGINAL

HOME COMING

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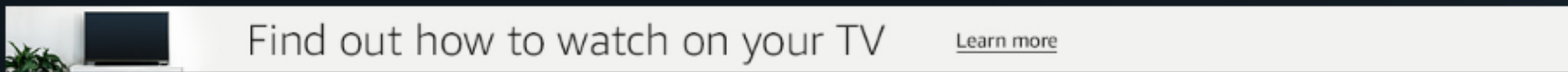
BUILDING JERUSALEM

AMAZON ORIGINAL

the upside

EMMY WINNER

OLYMPUS HAS FALLEN



# Journey to the Pole: South Pole Energy Challenge

★★★★★ (1) 26min 2018 16+

Discover the physical and mental strength it takes to walk to the South Pole using only renewable energy. Follow father and son explorers, Robert and Barney Swan, as they complete the world's first renewable powered polar expedition - from gruelling fitness regimes and kit preparations, to keeping warm, dry and fed in -40 degree conditions using advanced biofuels.

Genres Special Interest, Documentary  
Director Kevin Batchelor  
Starring Robert Swan, Barney Swan



prime Included with Prime

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The background of the image is a dark grey surface covered with a dense, out-of-focus pattern of various brand logos and symbols. These include recognizable icons like the Twitter bird, the YouTube play button, the Facebook 'f', and the Instagram camera, as well as various text-based logos and abstract shapes in colors like blue, red, yellow, and white. The overall effect is a textured, collage-like background.

# BRAND PURPOSE

A black and white portrait of Sir Ridley Scott. He is an older man with grey hair and a beard, looking directly at the camera with a serious expression. He is wearing a dark, high-collared garment. His right arm is raised, with his hand resting on his left shoulder. The background is dark and out of focus.

**The best stories  
come out of  
the truth**

- Sir. Ridley Scott

# 64%

**IDENTIFY AS BELIEF-  
DRIVEN BUYERS**

**+ 13 POINTS YEAR-ON YEAR**

**B  
R  
A  
N  
D  
S**

**46%**

**BETTER IDEAS FOR SOLVING OUR COUNTRY'S PROBLEMS THAN GOV'T**

**53%**

**CAN DO MORE TO SOLVE SOCIAL ILLS THAN GOVERNMENT**

**54%**

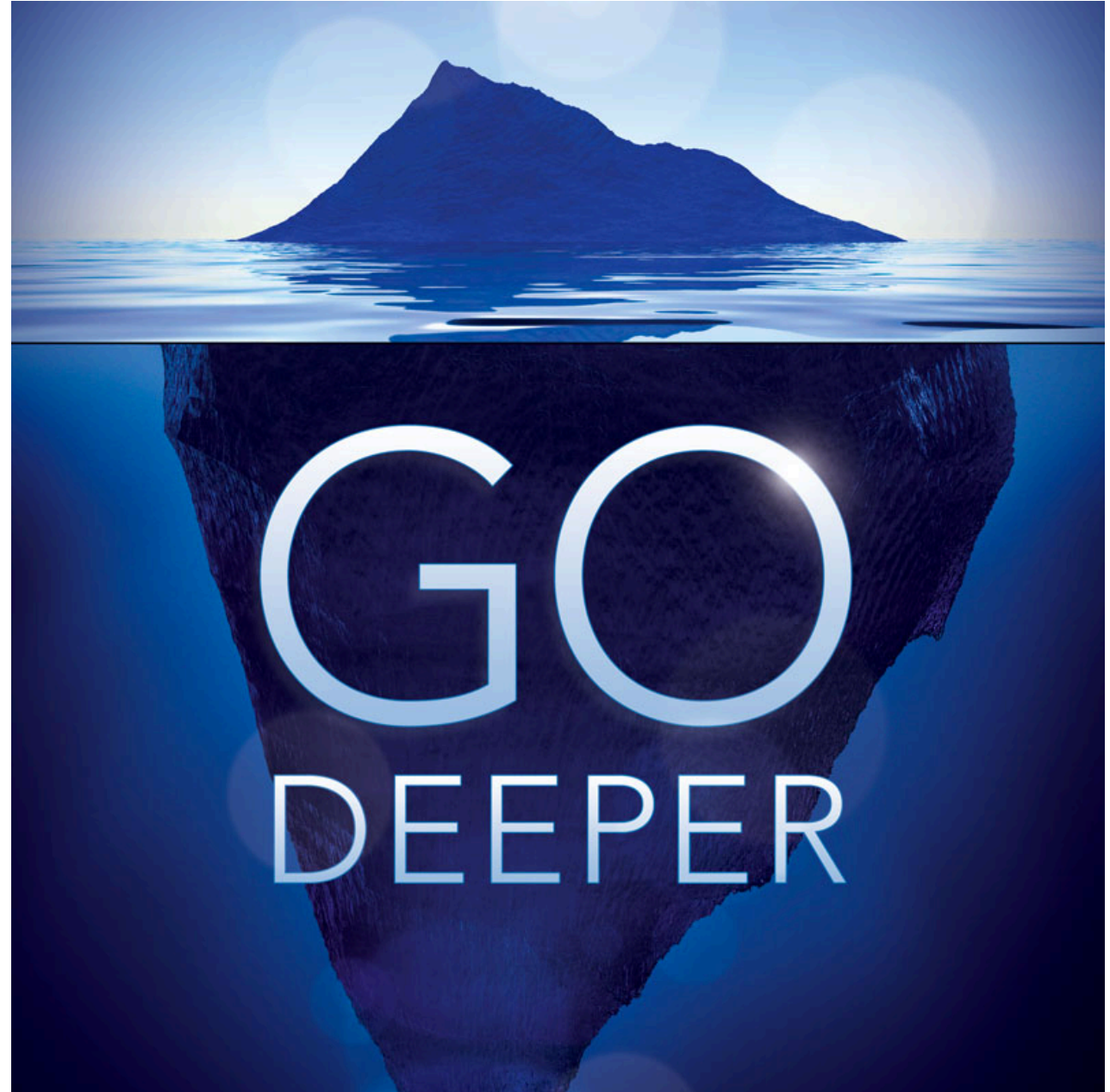
**EASIER FOR PUBLIC TO GET BRANDS TO ADDRESS SOCIAL PROBLEMS  
THAN TO GET THE GOVERNMENT TO TAKE ACTION**







**PURPOSE IS  
ABOUT LONG  
TERM  
COMMITMENT  
NOT SHORT  
TERM  
ASSOCIATION**





CURRENT



☐ flawed?

CONSISTENT

h the beauty debate.

[campaignforrealbeauty.co.uk](https://campaignforrealbeauty.co.uk)  



TRUSTED



LEGITIMATE



'WORLDS APART'  
AN EXPERIMENT



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**FIT FOR**  
**PURPOSE**

TRADITIONAL  
MEDIA  
BRANDS GET  
NEW LEASE  
OF LIFE

allure ELLE GQ  
HEARST *seventeen*  
News UK CONDE NAST  
COSMOPOLITAN TI Media  
The Guardian *teen* VOGUE

**NEWS  
BRANDS  
CHAMPION  
CAMPAIGNS  
& CAUSES**





**NEW DIGITAL  
BUSINESSES  
DEVELOP  
BRAND  
IDENTITIES**



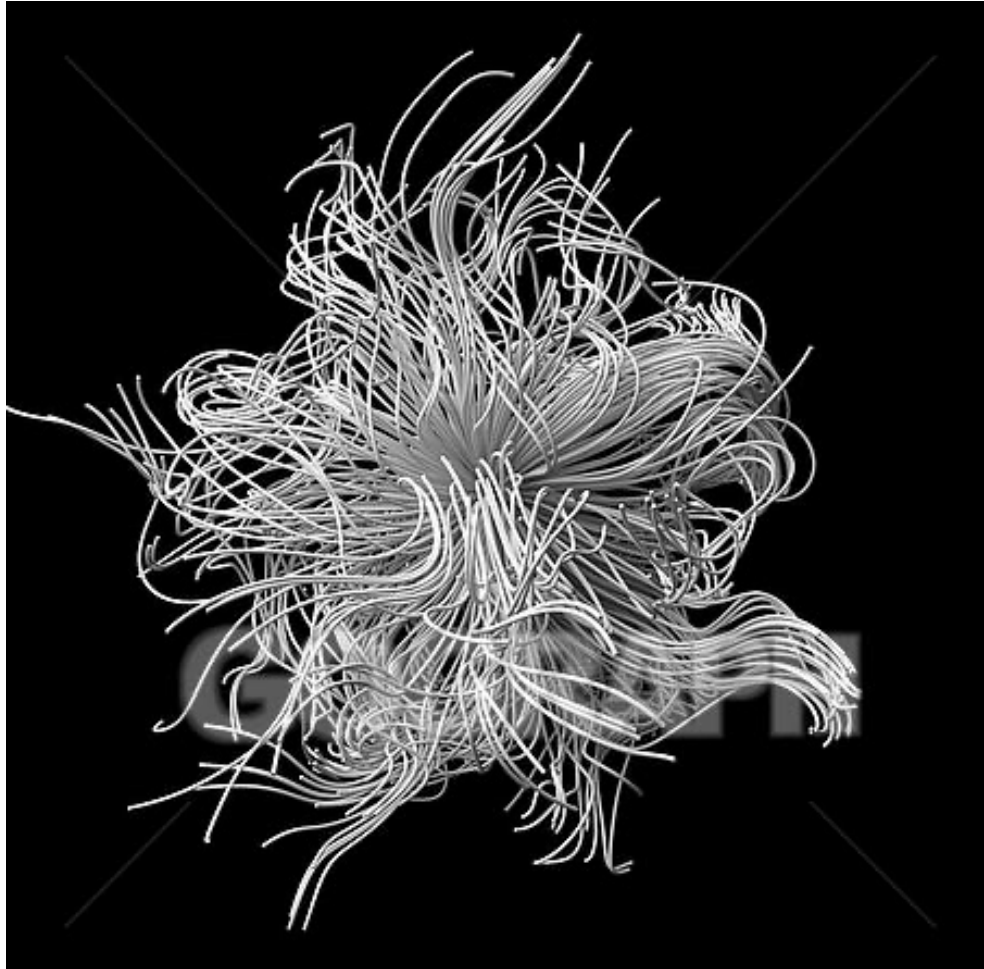


**CREATIVES  
GET TO WORK  
BEYOND THE  
30-SECOND  
SPOT**

**MEDIA  
AGENCIES  
ACTUALLY GET  
TO DO WHAT  
THEY'RE  
GOOD AT**







**THE CLIENT GETS  
A JOINED UP  
CAMPAIGN, NOT  
A TANGLED WEB  
OF NOISE**

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**CREATIVE**  
**IDEA**



- 1 Ground coriander
- 2 Black peppercorns
- 3 Bay leaf
- 4 Chilli powder
- 5 Nutmeg
- 6 Mace
- 7 Turmeric
- 8 Cloves
- 9 Star anise
- 10 Cardamom pods
- 11 Kashmiri dried chillies
- 12 Ground cumin
- 13 Cumin seeds
- 14 Cassia bark





A man with blonde hair, wearing a dark jacket, is seated at a restaurant table with a yellow tablecloth. He is leaning forward, eating from a fork. The table is set with several plates of food, including what appears to be a salad, a fried egg, and some meat. There are also glasses of water and a salt shaker on the table. In the background, a bar area with various bottles and a menu board is visible.

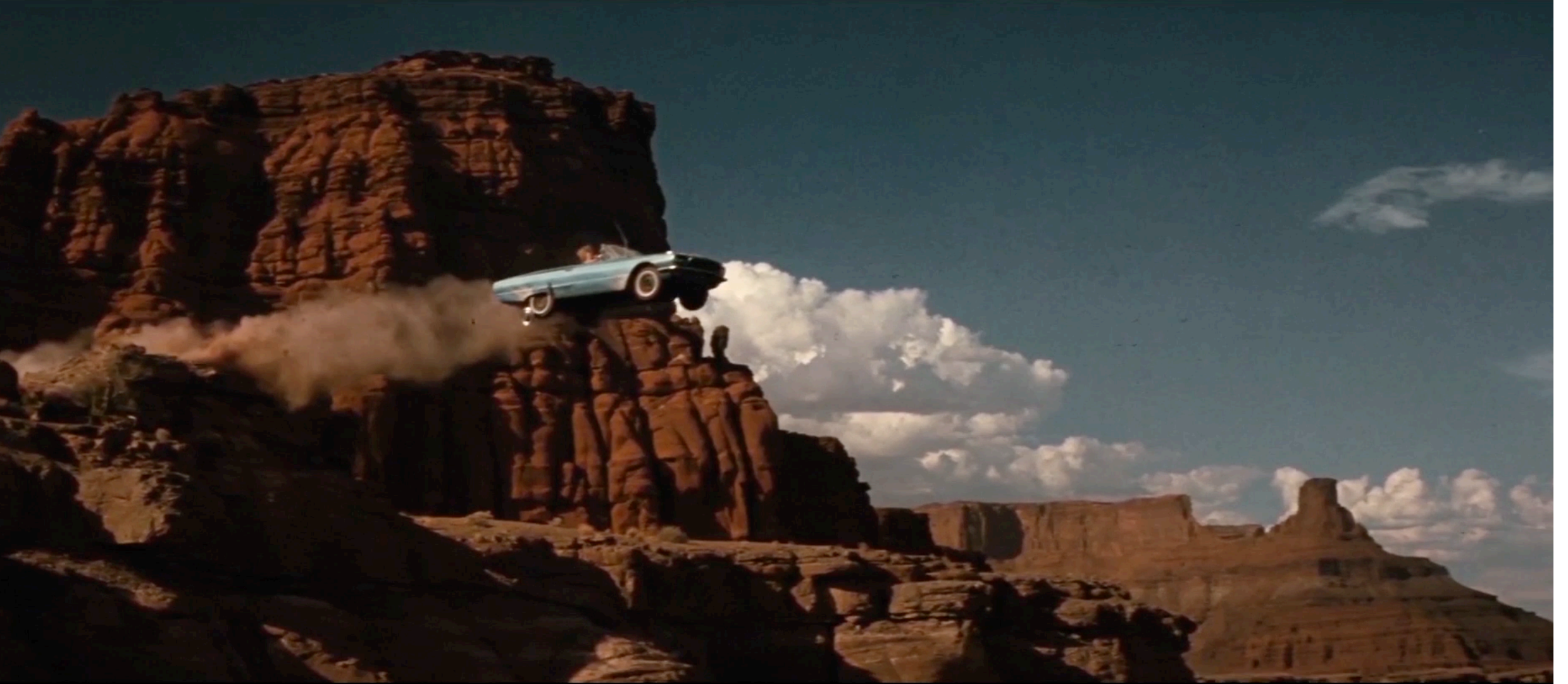
# KITCHEN NIGHTMARES











# THANK YOU

James Hayr: Co-Founder Brand Directors

