

# INTERWOVEN MEDIA

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About Us & Our Work



INTERWOVEN  
M E D I A

# About Interwoven Media



## The Interwoven Approach and Perspective



Interwoven is a boutique video production and strategy firm dedicated to producing high-quality, short-form, branded video content. We partner with brands, businesses and organizations to develop purposeful video content that is aligned with their mission and helps their products / services / message get into the hands of more engaged clients / consumers / fans.



We offer in-house physical production services (from pre-production to final cut), and strategic content advisory, to a network of clients in the CPG, fashion, food, health & wellness and technology industries.



For us, we believe that in the digital age - consumers are looking to align with those whose core values speak to them. In our opinion, video is a perfect medium to accomplish this goal, as it allows you to communicate authentically and transparently with viewers, and helps establish emotional bonds with your target audience



In 2022 consumers want to connect with the individuals and organizations they work with and purchase goods/services from. In our view – the best way to position your property for success in this modern landscape is be authentic. Our vision for each of our clients is to help establish this authentic presence through video and form meaningful, lasting relationships with their audiences.

# A Bespoke Process

## The Interwoven Process is Tailor-Made to Each Individual Client's Needs

Interwoven applies a bespoke response to each of its client engagements, approaching projects from a blank-slate perspective and crafting go-forward game plans that are unique to each need at-hand.

1



### 1) STRATEGY:

We ideate your video concept, outline and schedule each step of the production process and collect relevant details to bring the process and vision to life.

2



### 2) PRE-PRODUCTION:

We develop draft video storyboards / scripts for your approval while assembling the relevant inputs for each upcoming, active project.

3



### 3) PRODUCTION:

We capture footage, manage cinematography and assist creative direction from start to finish, bringing your brand to life through video.

4



### 4) POST-PRODUCTION:

We edit your footage, handle color corrections and audio mixing, create graphics and generate subtitles in order to produce a Final Cut of your video.

# Video as An Asset for Business Development

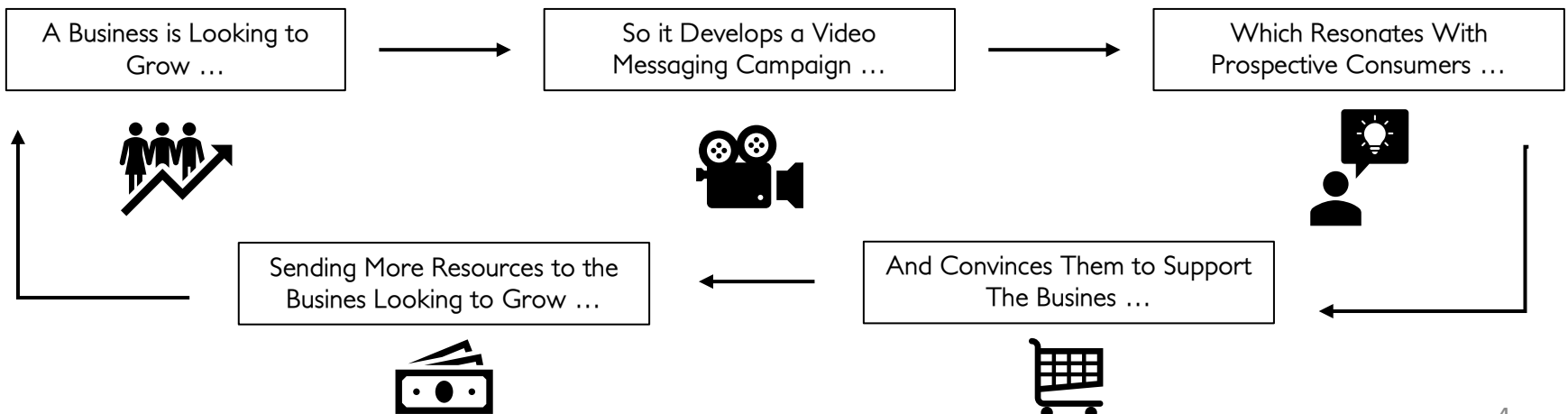
In the Modern Marketplace, Brands Must Form Emotional Bonds With Their Consumers ...

In today's digital marketplace, it has become increasingly important to establish authentic online identities. Chiefly, brands are turning to video communication as a medium for brand building and brand identity.

With video, brands are able to break down walls that may separate them from their consumers and invite consumers new and old "behind the curtain" to learn more about the brand / business. This honest and transparent type of communication helps develop a sense of trust between consumers and the brand.

This is key, as in 2022 – consumers want to relate to the businesses they support, and sharing your own personal story, closely held beliefs and core values will help your brand convert more potential leads into paying customers.

... As Emotional Bonds Lead to Business Development Opportunities



# Consumers Value Authentic Marketing

## Consumers Want to Support Businesses and Ideas They Relate To; An Emotional Bond is Important

Developing an authentic online presence through the use of compelling and transparent video is critical to increasing sales conversions and consumer retention in the current market landscape.

90%

Of consumers say authenticity is important when deciding which brands they like and support<sup>1</sup>.

92%

Of consumers trust organic, user-generated content more than they trust traditional advertising<sup>2</sup>.

Increase in sales conversions is possible by utilizing engaging video marketing content<sup>3</sup>.

80%

“The transition to video will be bigger than the transition to mobile ... On the advertising side, video ads are also more effective. They're more visceral. More engaging.”

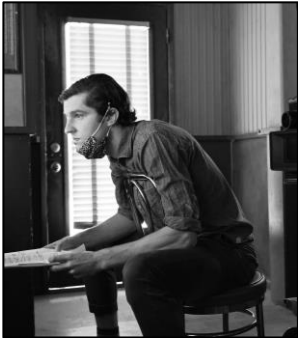
- Steve Huffman, CEO and Co-Founder of Reddit<sup>4</sup>

1. Business Wire, *Stackla Survey Reveals Disconnect Between the Content Consumers Want & What Marketers Deliver* (2019).
2. Nielsen Consumer Trust Index (2018)
3. EyeViewDigital, *Making Video Accountable* (2019).
4. The Wall Street Journal, *Reddit Snaps Up Dubsplash to Expand in Fast-Growing Video App Market* (2020).

# Our Creative Roster

A Curated Pool of Talented Emerging Filmmakers Within Branded Production

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Brannen Haderele  
*Director & Editor*



Brendan Bennett  
*Producer & Editor*



Elle Nava  
*Editor*



Elias Ginsberg  
*Cinematographer*



Jessica Romer  
*Producer & Writer*



Madeline Heyman  
*Director*



Michael Lappen  
*Director & Producer*



RJ Siu  
*Cinematographer*

# Our Video Production Services

A Diverse Suite of Video Production Capabilities

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Brand  
Storytelling



Product  
Videography



Social  
Content



Episodic  
Content



Traditional  
Commercial



Stop Motion  
Animation



Product Demos  
& Tutorials



User-Generated  
Content

# Prior Interwoven Content

Select Interwoven Produced Video (Click Title to Watch)



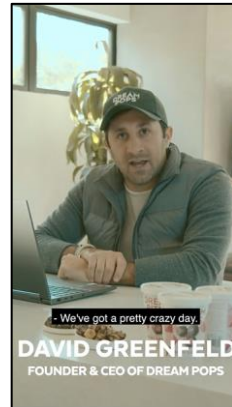
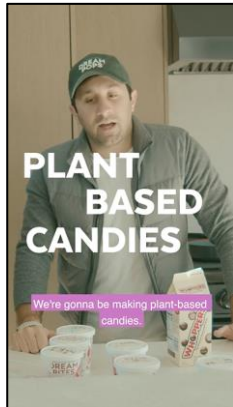
MOSH | Brand Announcement  
[Click to Watch](#)



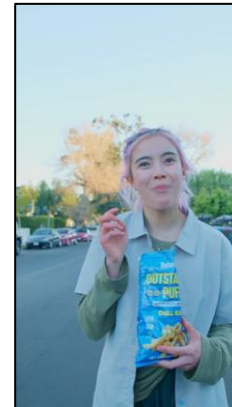
Threads 4 Thought | Team Storytelling  
[Click to Watch](#)



Pandia Health | Commercial Spot  
[Click to Watch](#)



Dream Pops | Brand Video Series  
[Click to Watch](#)



Outstanding Foods | IG Reels Package  
[Click to Watch](#)



# Prior Interwoven Content

Select Interwoven Produced Video (Click Title to Watch)



Angela Caglia Skincare | Founder Story  
[Click to Watch](#)



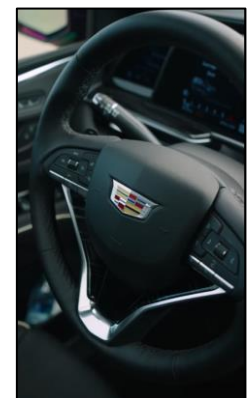
Threads 4 Thought | Lifestyle Video  
[Click to Watch](#)



ARIZE | Product Demo Video  
[Click to Watch](#)



Impasta | IG Reels Package  
[Click to Watch](#)



SLADE Services | IG Reels Package  
[Click to Watch](#)

# Prior Interwoven Content

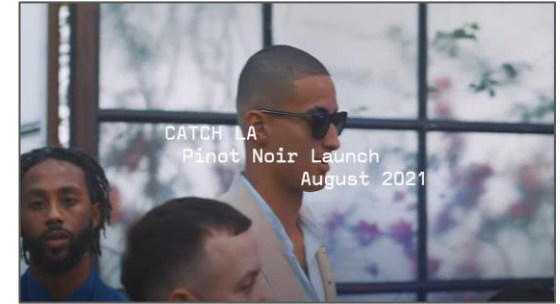
Select Interwoven Produced Video (Click Title to Watch)



Organic Oren | Website Video\*  
[Click to Watch](#)



Luis Tena Architecture | Founder Story  
[Click to Watch](#)



BARCODE | Event Recap  
[Click to Watch](#)



Angela Caglia Skincare | Product Promo  
[Click to Watch](#)



BARCODE | Erewhon Retail Launch  
[Click to Watch](#)



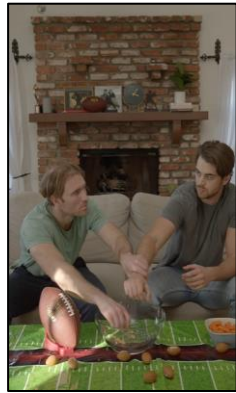
Brandenburg Equine | Commercial Spot  
[Click to Watch](#)

\*Denotes Rough Cut

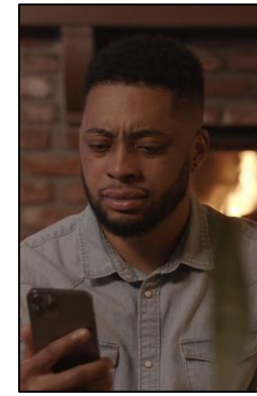
# Prior Interwoven Content

Select Interwoven Produced Video (Click Title to Watch)

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Outstanding Foods | IG Ad Campaign  
[Click to Watch](#)



Question Dating | Commercial Spot  
[Click to Watch](#)

# Questions? We Have Answers

Learn More

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Send Any and All Questions to [Liftoff@Interwoven.Media](mailto:Liftoff@Interwoven.Media)  
and We Will Be Sure to Be in Touch ASAP.

**Website:**

[Interwoven Media – Website](#)

**IG:**

[Interwoven Media – Instagram](#)

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[Interwoven Media – YouTube](#)