

EDITORIALLY CRAFTED DOCUMENTARY CAMPAIGNS

A NEW APPROACH TO BRAND STORYTELLING

MISSION

At the heart of effective marketing is the ability to connect with audiences on an emotional level.

While traditional marketing campaigns focus on promoting products and services, storytelling takes a different approach by creating a narrative that captivates and resonates with people.

Our goal is not only to engage audiences, but to leave a lasting impression.

Our clients agree.

WHY

Editorially crafted documentary campaigns are a new and effective marketing tool that are quickly gaining popularity among brands looking to connect with their target audience and showcase their products and values in a new and engaging format.

Some of the key benefits are:

- Increased Visibility: reach a wider audience, increasing a brand's visibility and recognition.
- Building Trust: give the audience an inside look at the brand's values, processes, and people, building trust and credibility with the target audience.
- Humanizing the Brand: put a human face on the brand and make it more relatable to the target audience, therefore creating an emotional connection.
- Showcasing Products: a great platform for showcasing the brand's products and services in an original and engaging way while driving traffic to the brand's website, increasing engagement and sales.
- Cost-Effective: Documentary campaigns are cost-effective, as they can be produced on smaller budgets and reach larger audiences through pre-established digital channels.

In conclusion, with their focus on storytelling, accessibility, and interactivity, editorially crafted documentary campaigns are a valuable tool for companies looking to stand out in an increasingly competitive digital landscape.

HOW

Editorial Documentary Campaigns are an ideal platform for the **integration of conversion rate optimization (CRO) strategies**.

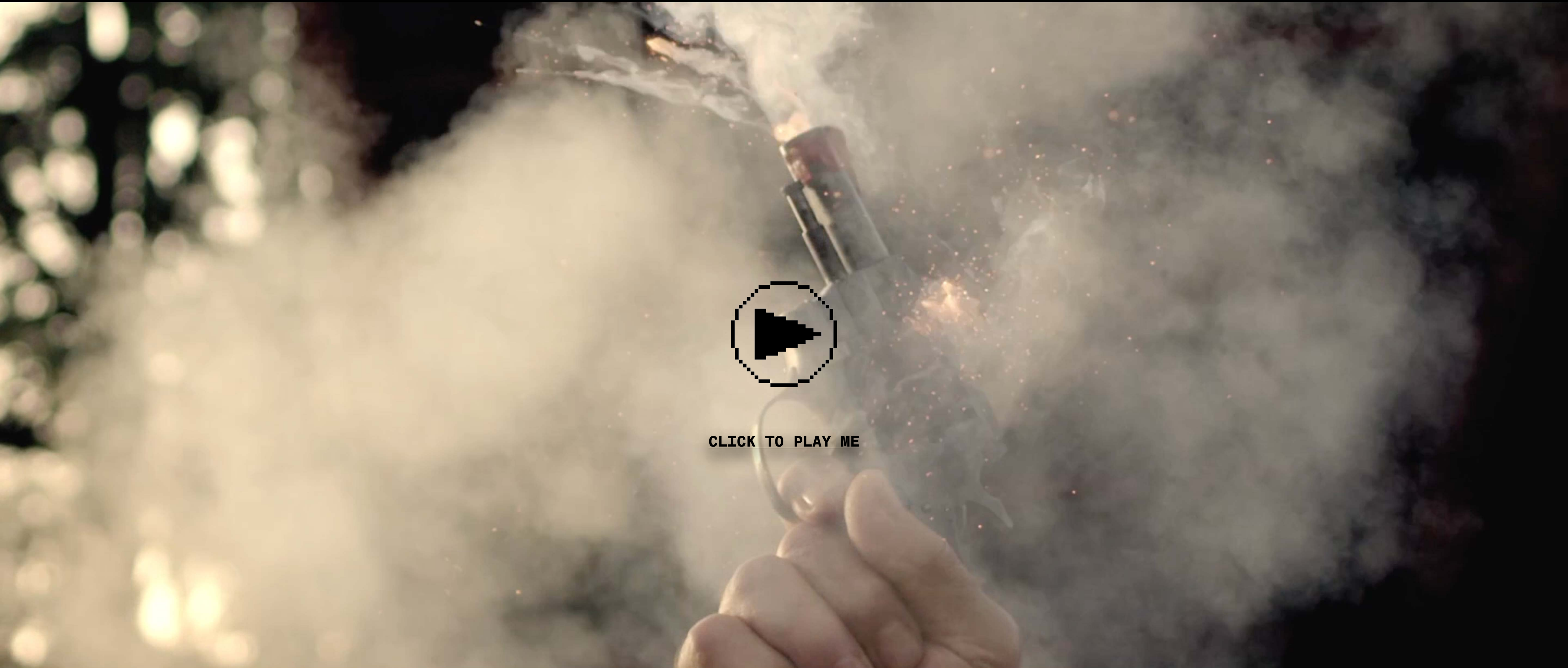
Through visual content we can increase the likelihood of a desired action, such as making a purchase, subscribing to a newsletter, hiring new personnel or simply driving more traffic to your website and therefore your business.

To maximize the effectiveness of your content we can help you with the following:

- Develop shoot and edit compelling visual content that **highlights the benefits of your product or service**.
- Produce a **5 minute video**. This format can be utilized as whole on the company's website or on other marketing platforms.
- Restructure and repackage the content in to shorter **(30-45 seconds)** focused pieces **dedicated for sharing on social media**.
- Use strong call-to-action strategies in your video to drive conversions, i.e. **Purchase / Subscribe / Hire / Inspire**.
- Optimize your video content for a **multi platform experience**.
- Create a **visual archive** for future campaigns.

In conclusion, integrating CRO strategies into editorial documentary campaigns is a **highly effective way to drive conversions and achieve marketing goals**.

REEL



CLICK TO PLAY ME

BANGBANG STUDIO + L&A ARTISTS

Industry friends, Sebastiano TOMADA PICCOLOMINI and Scott KEENAN have been working within the fashion and commercial world for the last decade. Both their careers began as assistants to world renowned fashion photographers and directors. They have since built lengthy careers in the industry.

Sebastiano eventually broke away from the editorial/feature world to focus on his passion for documentary filmmaking.

Scott founded his own company and began producing and directing film and video projects for an extensive list of commercial clients.

In 2018 Sebastiano and Scott joined forces and decided to focus their work on a successful hybrid form of commercial filmmaking known as "Editorial Documentary", which has been proven to become an effective marketing tool for brands and companies. Within the last five years, Sebastiano and Scott have produced, directed and lensed a myriad of visual content for brands including feature documentaries and editorial series for HBO, A&E and Paramount Pictures.

They work in partnership with L&A Artist, a turn-key production company who alongside L Group Productions provide creative services specializing in production, casting, creative direction and location scouting for advertising campaigns.

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THANK YOU

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