

SHOOT

THE COMPANY

CREDENTIALS



ABOUT US

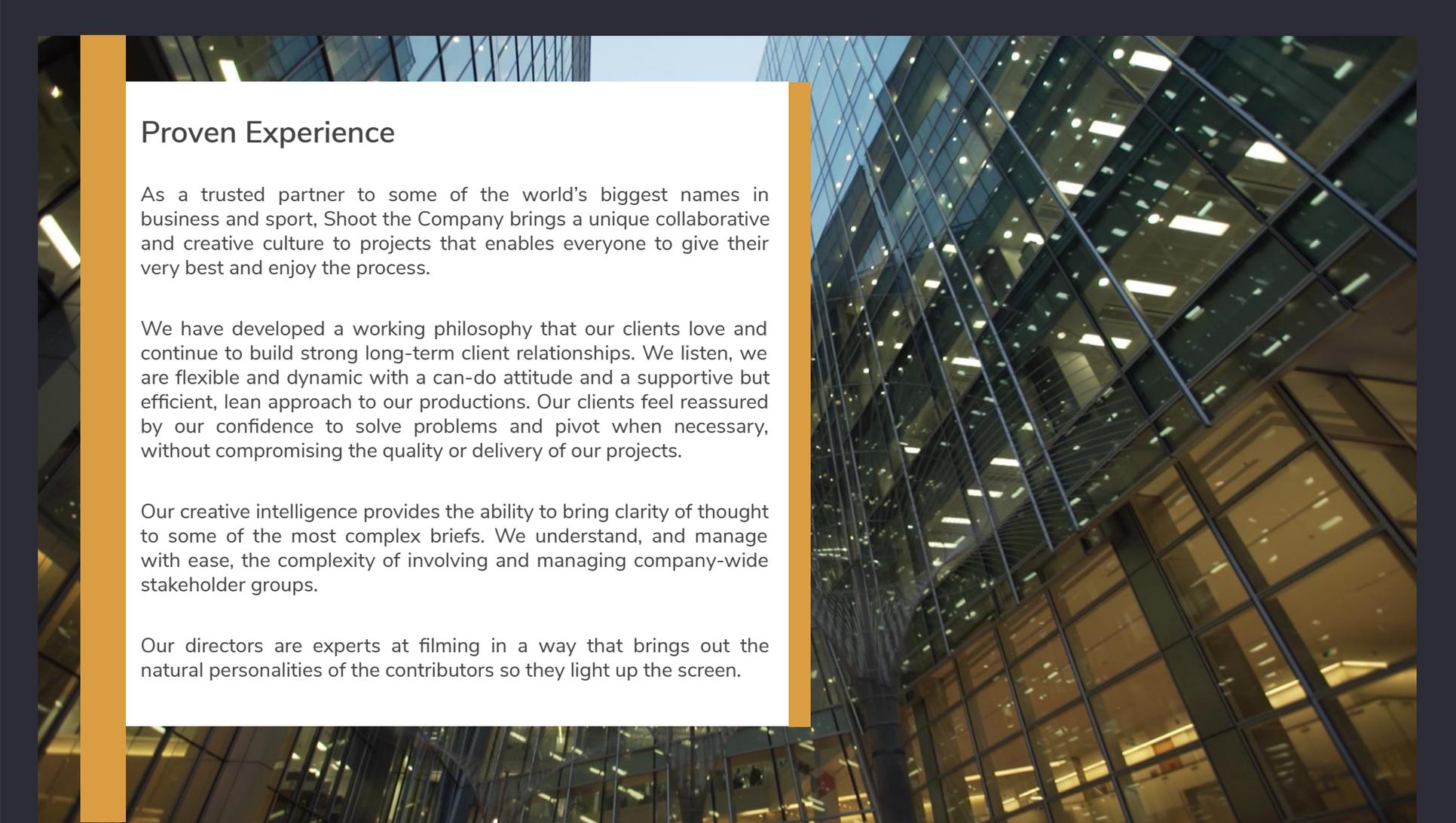
Introduction

Shoot the Company is an award-winning full service film production agency based in London. Established in 2006, we are the trusted partner of some of the world's biggest brands and organisations. We work in many different sectors including financial services, sports, automotive, FMCG's and the charitable sector, producing corporate film, branded content and short documentaries.

We create beautifully crafted films that are featured online, at major events and conferences and by international broadcasters including projects for Audi, Barclays, FIFA, McDonald's, Mastercard, Red Bull, UEFA, Unilever, and VW amongst many others. Our films often champion diversity and inclusion and feature people with inspiring stories to tell.

We have the ability to work on projects big and small, our full service offering ensures we provide the most appropriate approach for each brief and budget.

We develop strategic, relevant, fresh and dynamic ideas that engage and resonate with audiences. We have a team of amazing crews for shooting on locations throughout the UK and all over the world.



Proven Experience

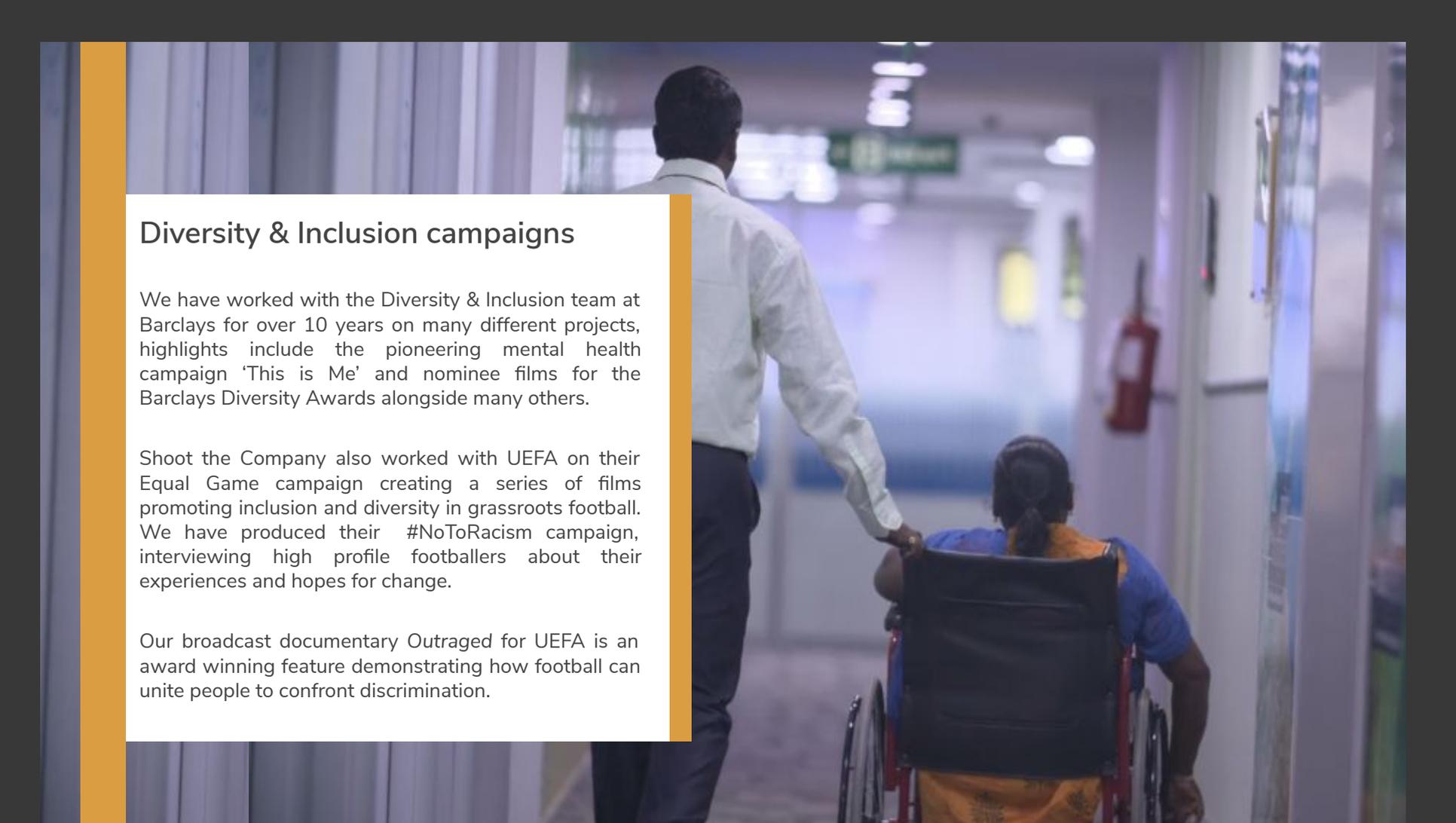
As a trusted partner to some of the world's biggest names in business and sport, Shoot the Company brings a unique collaborative and creative culture to projects that enables everyone to give their very best and enjoy the process.

We have developed a working philosophy that our clients love and continue to build strong long-term client relationships. We listen, we are flexible and dynamic with a can-do attitude and a supportive but efficient, lean approach to our productions. Our clients feel reassured by our confidence to solve problems and pivot when necessary, without compromising the quality or delivery of our projects.

Our creative intelligence provides the ability to bring clarity of thought to some of the most complex briefs. We understand, and manage with ease, the complexity of involving and managing company-wide stakeholder groups.

Our directors are experts at filming in a way that brings out the natural personalities of the contributors so they light up the screen.

CREATIVE APPROACH

A photograph of a man in a white shirt walking away from the camera, supporting a woman in a wheelchair. They are in a brightly lit hallway with a fire extinguisher on the wall. The man is on the left, and the woman is on the right, seated in a black wheelchair. The background is slightly blurred, showing a hallway with a green exit sign and a fire extinguisher on the wall.

Diversity & Inclusion campaigns

We have worked with the Diversity & Inclusion team at Barclays for over 10 years on many different projects, highlights include the pioneering mental health campaign 'This is Me' and nominee films for the Barclays Diversity Awards alongside many others.

Shoot the Company also worked with UEFA on their Equal Game campaign creating a series of films promoting inclusion and diversity in grassroots football. We have produced their #NoToRacism campaign, interviewing high profile footballers about their experiences and hopes for change.

Our broadcast documentary *Outraged* for UEFA is an award winning feature demonstrating how football can unite people to confront discrimination.



Emotive Storytelling

Shoot the Company excels at filming stories that are natural, honest and compelling. We know the key to making the campaign work is to create engaging content that viewers enjoy watching. We understand the need to create additional content that can sit alongside the main films to drive traffic to the longer content.

Our USP is making intelligent films that are unscripted, allowing contributors to speak in their own words. We are experts at storytelling to give a cogent thread to each film, guiding the viewer through complex material while keeping the films engaging and relevant.

The best moments for social content develop from understanding and knowing the real stories and experiences of the talent. Our Directors draw out the genuine moments that create powerful pieces of content.

We work regularly with crews who travel with stripped down equipment to ensure they are nimble on the ground and able to film in small, domestic spaces and travel easily between locations.

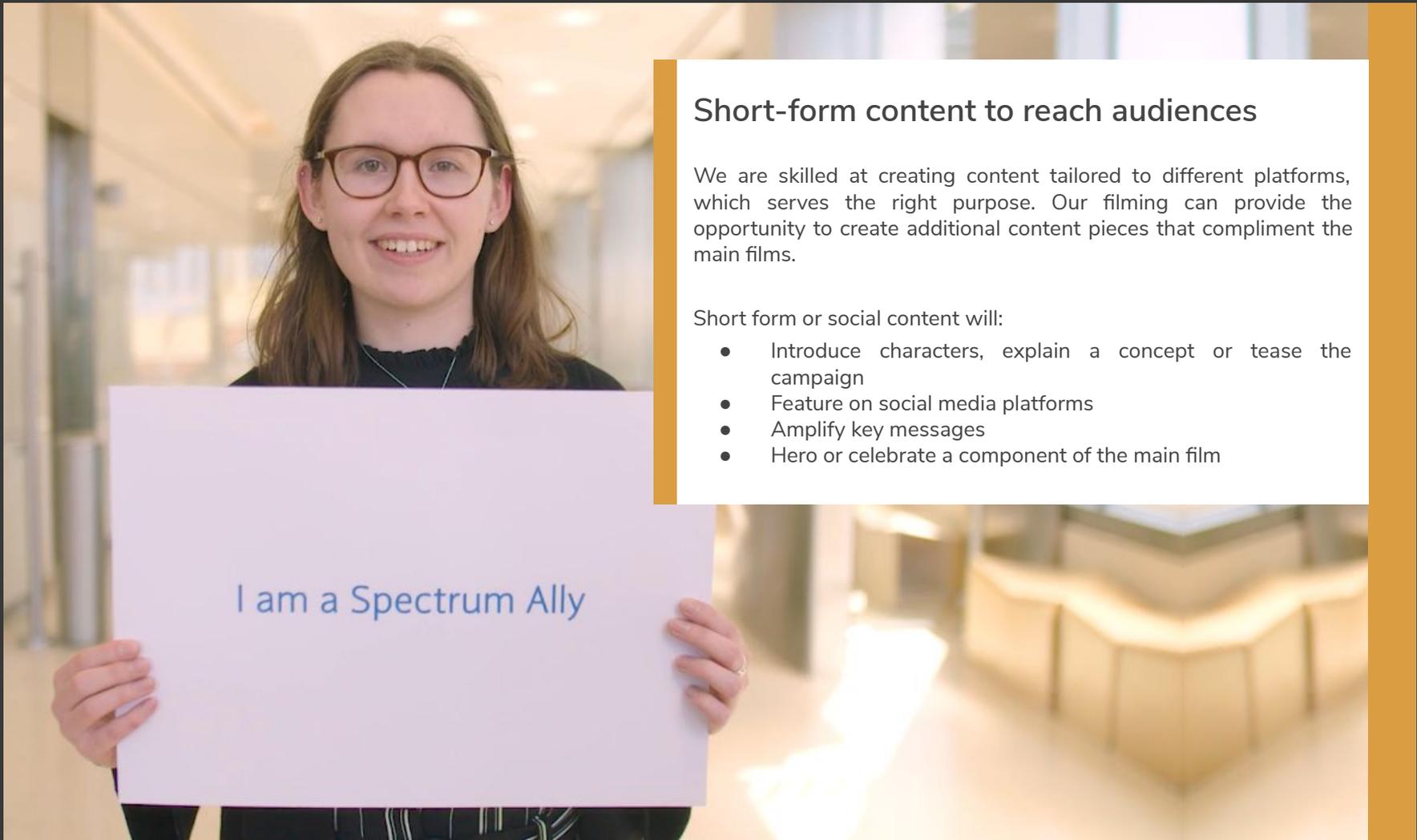
Visual Language

At Shoot the Company we create beautifully crafted films that reflect a brand's aesthetic and key messages, whilst ensuring they are relatable and authentic.

Our films are authoritative, intelligent and engaging, with a clear narrative thread throughout. The way we help people tell their stories, the framework we create for them to do this, is reflected in our visual language.

We film interviews in a crisp and contemporary style, with depth of field in the background and precise lighting. The contributor is the hero of the frame and we understand the importance of their comfort in front of the camera. Our crews work hard to capture the most interesting interactions between the contributors to highlight the dynamic between them.





Short-form content to reach audiences

We are skilled at creating content tailored to different platforms, which serves the right purpose. Our filming can provide the opportunity to create additional content pieces that compliment the main films.

Short form or social content will:

- Introduce characters, explain a concept or tease the campaign
- Feature on social media platforms
- Amplify key messages
- Hero or celebrate a component of the main film

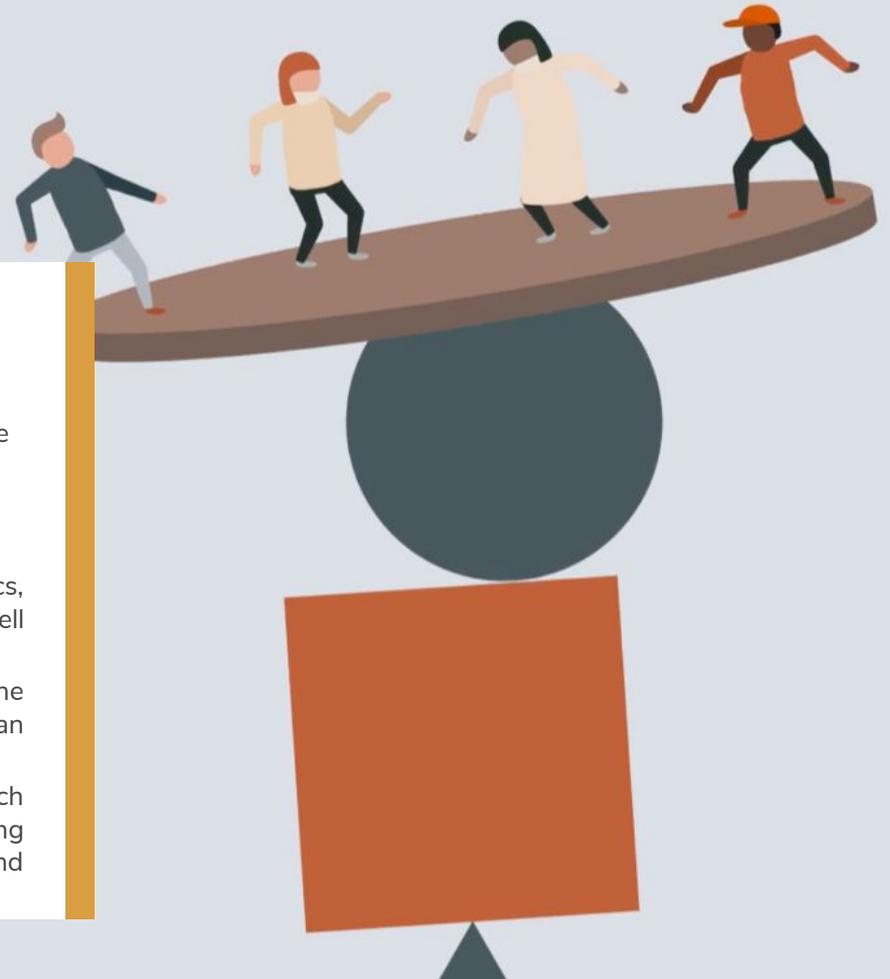
Animated Graphics & Animation

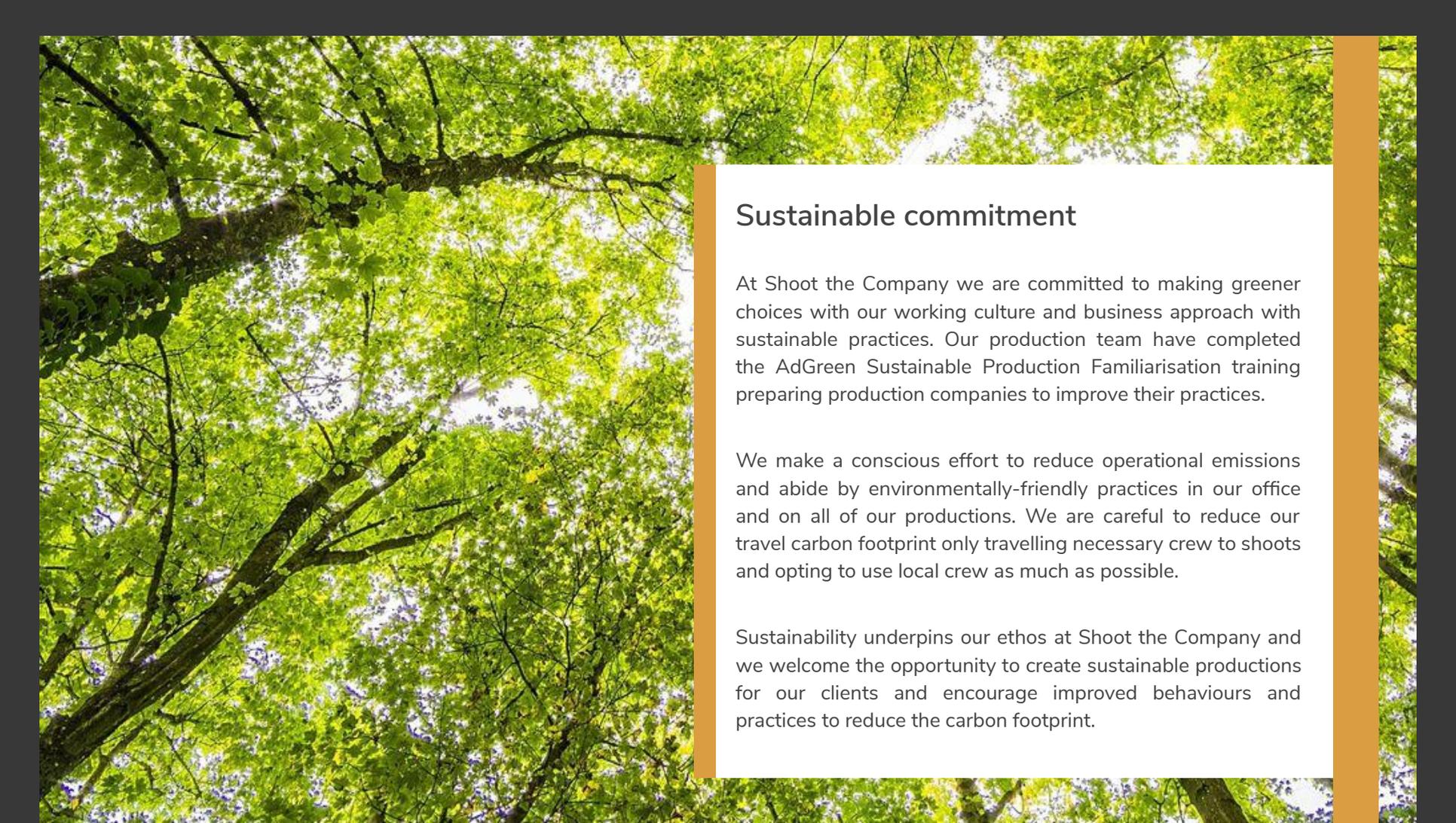
We are experienced in building a range of animation styles, from basic 2D, digital 2D, 3D and CGI. We create bespoke animation style that fits specific budgets, brands and campaign styles. We collaborate to define the script, character design and style of the animation at the beginning of the project.

Our creative team has a talent for designing bespoke text graphics, inline with the brand guidelines, in a minimal, bold style that sits well on screen.

Using typography and transitions reinforce key messages and the creativity of the right font overlaying dynamic images can create an engaging, graphics-led film.

There are a variety of different transition styles and templates, such as split screen, that can be used to bring in existing footage showing different events, overlaid with text and graded to match brand colours.





Sustainable commitment

At Shoot the Company we are committed to making greener choices with our working culture and business approach with sustainable practices. Our production team have completed the AdGreen Sustainable Production Familiarisation training preparing production companies to improve their practices.

We make a conscious effort to reduce operational emissions and abide by environmentally-friendly practices in our office and on all of our productions. We are careful to reduce our travel carbon footprint only travelling necessary crew to shoots and opting to use local crew as much as possible.

Sustainability underpins our ethos at Shoot the Company and we welcome the opportunity to create sustainable productions for our clients and encourage improved behaviours and practices to reduce the carbon footprint.

PREVIOUS EXPERIENCE

Barclays This is Me

A series of films produced for Barclays to empower and encourage colleagues to share their experiences of mental health, disability and neurodiversity in the workplace.

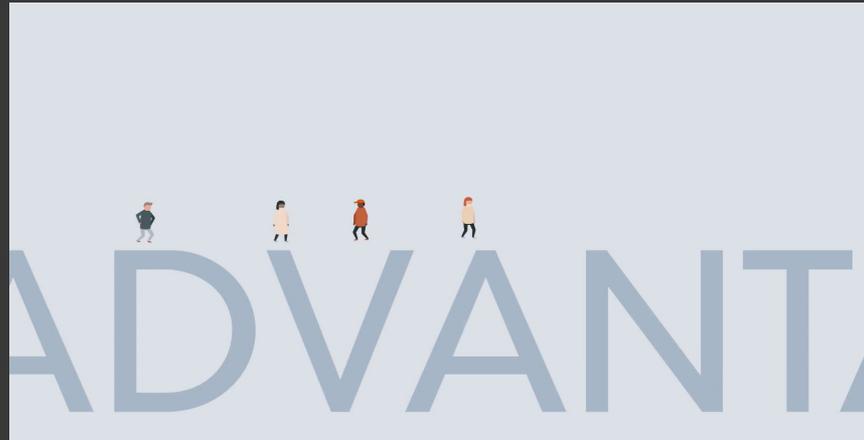
[Click here to watch](#)

Barclays and House of Lords IWD

Shown on IWD 2020, this is part of a long running series of films Shoot the Company have produced for the Diversity & Inclusion team at Barclays over the last 10 years.

[Click here to watch](#)





Centre for Education & Youth animation

We developed this stylish, emotive animation for CFE&Y to promote the book launch of the 'Young People on the Margins: Priorities for Action in Education and Youth'.

[Click here to watch](#)

Barclays IDAHOBIT

Alongside a main 'Hero' film for IDAHOBIT we created a series of bespoke shorts for social media.

[Click here to watch](#)

UEFA 'Outraged' documentary

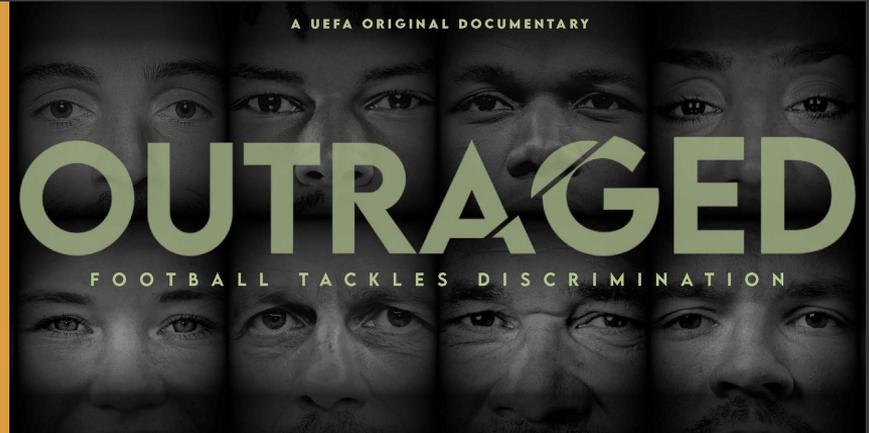
A feature length documentary film for UEFA that tackles discrimination in football, produced by Shoot the Company. Featuring high profile talent and filmed across Europe and USA it explores the attitudes to racism, homophobia, sexism and refugee inclusion in football.

[Click here to watch](#)

UEFA #EqualGame campaign

A film produced by Shoot the Company about Jane who can play football even though he is wheelchair-bound. Part of the award winning #EqualGame campaign with 18 films delivered from contributors across Europe.

[Click here to watch](#)



Thank you!

Any questions, let us know.

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