

**PR**

**IMAL**

# *WHO*

Established in 2007, Primal is an award winning full-service production studio that helps clients capture their key messages, design unique strategies, craft bold content, and create lasting brand images worthy of legacy.

# *WHAT*

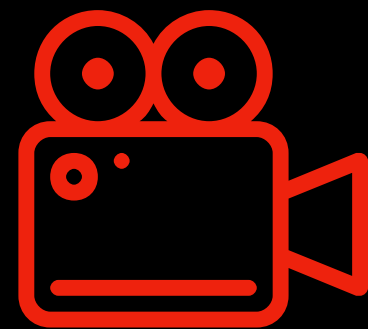
Using a hybrid method, we scale up to full-service agency and we scale down to production boutique, determined by project needs.

# *HOW*

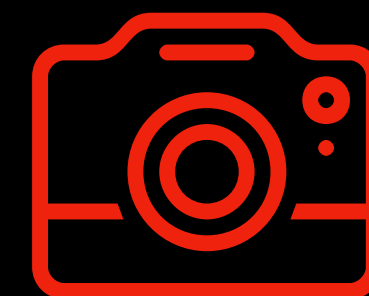
We work tirelessly to steer our client's projects through the right digital, television, and film venues. We have a deep understanding of what it takes to capture stunning visuals, and create unforgettable moments.

Our passionate and innovative team will help guide you through all phases of production to create high quality content that allow your brand to thrive and your project to find the audience it deserves.

**CHECK OUT**  
**OUR REEL**



**EXPLORE OUR**  
**GALLERY**





# SERVICES



## PRE-PRODUCTION

- Marketing consultation
- Concept development
- Story outline, scripts, copywriting, storyboards
- Strategize key messaging through treatments
- Crew & casting
- Location Scouting
- Studio & on location filming

## PRODUCTION

- Live action video & photo formats
- Top line cameras & lighting
- Wardrobe styling, art direction, hair & make up
- Drone, time-lapse, audio recording, live streaming, virtual reality

## POST-PRODUCTION

- In depth analysis & organization of pre existing assets
- Editing, music licensing, sound design & mastering
- Graphics & animation, full color correction

## DELIVERABLES

- Sizzle reels, TV commercials, story based videos, product focused branded videos
- Lifestyle & architectural premium still images, event videography & photography
- Employee training videos, business culture videos that showcase & build values for HR & recruitment



## TV / FILM LOCATION SERVICES

- Product placement
- Position your brand's location as backdrops for commercials, TV shows or films

## DISTRIBUTION

- Website content, online video advertising, television, social media

## SOCIAL MEDIA

- Customize a digital asset library
- Provide influencers with client approved video & photo distribution

## CONTENT SERIES / DOC-U-STYLE

- Original long-form content to give viewers an authentic inside look into your brand's day-to-day

## STRATEGY

- Offer a unique perspective to your in-house marketing team's efforts
- Various techniques to make your custom content more memorable
- Obtain more mileage by repurposing assets for future use



# SERVICES

# PRIMAL

*SEE WHERE A STORY  
CAN TAKE YOU....*



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