

VINYL™

vision over volume

a london and kuala lumpur studio making brand film, campaign systems and the year of work that follows. we build cultural authority, pairing traditional communication and high art direction with modern workflows.

BRAND FILM

CAMPAIGN SYSTEMS

POST & FINISHING

ART DIRECTION

MOTION

LONDON · KUALA LUMPUR

four things, and the system that holds them together

01

cinematic brand anchors

high stakes brand films and commercials directed with real world camera craft, precision lighting and cinema grade colour.

02

visual architecture & systems

aesthetic frameworks, kinetic typography and key art suites engineered to hold fidelity across every digital touchpoint.

03

modular media ecosystems

master assets deconstructed into high impact collateral for multi channel deployment, without diluting the original.

04

executive creative advisory

retained oversight for leadership teams: ongoing visual direction, campaign ideation and brand guardianship.

the through line is a delivery model rather than a service list. one shoot is finished in every ratio it will ever be asked for, and the master is built knowing the crops that come out of it.

five records

afiniti	three years of brand film and social video for an ai company, built on one red ball and no server rooms.	7 creative awards	3 yrs on the account
isbei	four years of brand and media, running in english and chinese at the same time.	300+ assets delivered	2 markets, one system
wftv	one evening, six speakers, and seven finished films instead of the usual one.	7 films delivered	1 shoot day
inkerman	one shoot, cut into a year of posts across the site, instagram and tiktok.	12,416 stills from motion	61 cuts in three weeks
the tea	an eighty eight minute studio record, cut to an episode and a run of vertical clips.	88 min studio master	10 cuts and versions

seven creative awards

every award here was given to the work. company and technology awards from the same period were won for the product rather than the film, so they are not counted.

GOLD	International Content Marketing Awards	best use of social media, b2b · 2021
GOLD	W3 Awards	branded entertainment, science & technology · 2021
GOLD	W3 Awards	social video, humour · 2021
PLATINUM	Hermes Creative Awards	social video · 2021
SILVER	The Telly Awards	social video, general · craft, mixed media · 2021
AWARD	AVA Digital Awards	web video · 2021

a film is finished when it is in the room

glastonbury

FESTIVAL · SOMERSET

leeds festival

FESTIVAL · LEEDS

the o2 arena

ARENA · LONDON

brixton academy

VENUE · LONDON

dubai world expo

PAVILION · DUBAI

quaglino's

VENUE · LONDON

sugarcane

VENUE · LONDON

dear darling

VENUE · LONDON

festival and live content produced at same-day turnaround across seventy to eighty events, alongside commissioned documentary for the pakistan pavilion at the dubai world expo.

START SOMETHING

initiate a commission

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