



## WHAT IS CINEMA BRAND STORYTELLING?

Ever wonder why the marketing and branding initiatives for movie content is the most effective, lucrative and the most engaging form of advertisement across the board? Because its primary focus is to tell (sell) a story above all else.

A "Full Sensory Experience" that does nothing more than leverage a brand to create an emotional connection.

CAPTURE YOUR AUDIENCE  
WITH

## FULL SENSORY MARKETING



WATCH CINEMA VIDEO

## USING CINEMA MARKETING FOR YOUR BUSINESS.

If story is the most fundamental part of being a human being, "how" you connect with your customers is more important than the product or service you sell.

Creative Doorway is renowned for integrating brand story marketing with cinema production workflows to create award winning campaigns that focus on eliciting feelings first.

## CRAFTSMAN OF AESTHETIC & NARRATIVE.

We invite you to learn how our "Creatives" have strategically pioneered a successful trademark storytelling process, combining cinema style video production and brand marketing to envelop viewers in a full sensory storytelling experience. One that conveys the perfect harmony between visual aesthetics and story narrative.



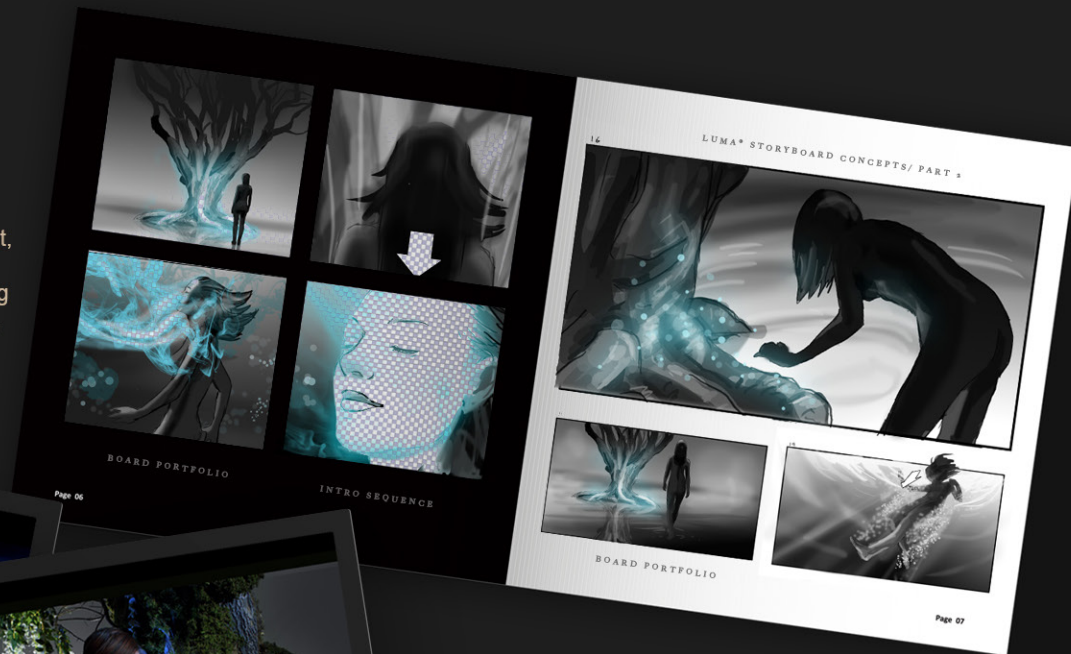
# CD

## THE CREATIVE DOORWAY® WORKFLOW PROCESS.

PROJECT SHOWCASE: LUMA® BRAND CAMPAIGN

### CONCEPT

Each project adheres to a unique concept origination phase. Systematic pre-production protocols affords us the luxury of solidifying the script treatment, building visual mocks and sketch storyboards, perfecting the creative and art direction, and acquiring all the story assets.



### PRODUCTION

Proceeding the concept-phase green light, building the story core is dependent on our campaign's cinema video and photography production workflows. It is our highest priority to capture the essence of our story using the film industry's most competitive cinema equipment; along with a line-up of the most esteemed creative talent.

**Post Production:** Editing, Motion Graphic EFX, 3D Animation, Compositing, Color Grading and more.





# WEB AND PRINT

## MARKETING

### DIGITAL

Proceeding the production-phase, our team of award winning designers will extract the still frame HR graphics and build strategic ad visuals that trickle into the digital marketing categories of your company's sales/brand collaterals.

Employing a full range of brand services from web design/ development to content for social media marketing.



### PRINT

Implementing a strategic creative direction for tangible print related objectives, along with understanding the current sales languages of a particular industry, requires quite extensive planning and research at each of the production phases. Our effectiveness relies on how well our print collaterals open an entrance back into the brand story.



### BUILD THE STORY ENTRANCE INTO YOUR COMPANY.

Transport over-saturated and tired attempts at building ineffective content into another realm of artistry. We are inviting you and your business in through the Creative Doorway, to connect to your audience using our cinema marketing and production prowess; all the while, indirectly communicating your company's intrinsic benefits and values.

