



Show the Real You.

WEBSITE

www.gattoncreative.com

INSTAGRAM

@gattoncreative

FACEBOOK

@gattoncreative



WHO WE ARE

At Gatton Creative, we want to help companies present themselves how they actually are, rather than how they *think* they need to be seen.

How do you engage with your target audience in today's media saturated world, while also staying true to yourself and your company's values?

This is what Gatton Creative is all about and why we exist. We understand the power of film and photography and the role it plays in conveying your own brand story and ultimate success.

We are champions of visual storytelling and want to help your company show off its personality through bespoke media content that resonates with audiences while also capturing the company's essence.



Visit our website
www.gattoncreative.com

HOW WE DO IT

Our process always begins the same way with the same question.

Do the images/videos on your website present your company the way you want it to?

We're not asking if you think the videos are informative. We're not asking if the images look nice. Let's face it, anyone can do those things.

We are asking if your media is actually reflective of your company's culture, personality and practice.

At Gatton Creative, we want to help businesses move away from the cold, corporate content from yesteryear and instead towards media that is more appealing to the modern market.

We spend time with our clients to agree on what format and approach will work best for their business. This is done either through online consultations or in-person meetings.



After defining the deliverables through our project treatment, it's up to you.

You can either leave it in our hands or come on board for the journey. We will plan and shoot the content in line with the agreed specifications while always bearing in mind that needs might change as we go along.

When it's all done, you then have the finished product to do with as you please. A product we're confident you'll be proud of.

WHAT WE DO

Corporate

Whether it's pitching your service to clients, showing off your amazing work via a case study or communicating to your team internally, corporate videos are a great way to show what you do.



Advertising

Do you have a great product or service and want people to start buying it? With a specially designed advert we'll help to make your business look fun and appealing to potential customers.



Photography

A strong set of pictures can highlight your product or service far more effectively than a description on its own ever could. With our help you can be assured of high quality content for your marketing strategy.



VISUAL MOTIFS

USING COLOURS

Example A shows the "normal" version of a colour grade, whereas Example B shows the same still with an emphasis on the colour most strongly linked to the company's branding (blue). This subtle change draws the viewer in by adding that extra pop to the finished product. Example C shows an example of how content can be re-purposed for small social media elements via the use of text graphics.

Example A



Example C



Example B



A huge benefit of working with Gatton Creative is that our quality control drives a level of consistency throughout all our processes from the equipment used through to the style of editing. This will help to create a stronger, more cohesive brand image for your media content than you might not otherwise get.

SUSTAINABILITY

At Gatton Creative, we are committed to sustainability which is why we are proud to describe all of our operations as green and environmentally conscious.

We are very supportive of companies becoming more sustainable in their operations and want to be at the forefront of assisting you to demonstrate your efforts to help the planet while performing your business activities.

But why should it stop there? In addition to your own business being green, it's important that this mindset carries through to the businesses that you deal with in your supply chain and other dealings.

When you work with us, you'll know for certain that we take sustainability as seriously as anyone. This ranges from arriving to location in electric vehicles through to a strict zero-wastage policy on set.



Find out more about what we do
www.gattoncreative.com/sustainable

What We Offer

NO HIDDEN COSTS

Our pricing structure is both transparent and simple – no hidden costs, nasty surprises or smoke and mirrors. Prices are agreed in advance and confirmed in writing so you have a complete record of what's been agreed and the scope of the brief. Transparency and communication is key to our ethos as a company and, as such, we like to make sure this extends to every area of our operation. We have an ongoing subscription to a music library that we can use at no extra cost to provide a soundtrack to the video.

VIDEO

In addition to 4K and 6K video cameras, we have a host of extra equipment to call upon such as drones, gimbals, state of the art lighting and industry standard sound kit. All videos are delivered in the format agreed with you (1:1, landscape or portrait).

PHOTO

Our photo albums typically comprise of a day on location, followed by a day editing in post-production.



REGULAR CONTENT PLAN

Gatton Creative is all about building long term relations and this extends to providing consistent content for clients that have an ongoing need for regular video and/or photography in line with their social media strategy, new product launches, seasonal special offers etc. We offer significant discounts on our RCP work and always work to brainstorm new ways that you can showcase yourselves.

Contact

We believe that visual media content for modern businesses should be both fun and informative. We believe that Gatton Creative is perfectly placed to help you make the most of this.

If you are interested in our services, or want to find out more, please visit:

www.gattoncreative.com

Or get in touch with our Head of Business Accounts Sean Murrough at:

sean.murrough@gattoncreative.com
+44 7598 927 722

We look forward to hearing from you,

The Gatton Creative Team.

