



# GRAiNEY PICTURES

## BRANDED CONTENT

GRAiNEY PICTURES is a full service production company. We create high-end content for digital & web platforms, TV broadcast and theatrical release. With an acclaimed track record in documentary, branded entertainment and interactive campaigns, the gang at GRAiNEY PICTURES also produces immersive 3D and scripted features. Founded by independent filmmakers, for independent filmmakers, we specialize in teaming major brands with cutting edge storytellers to create provocative, cross platform content. There has never been a more exciting time for brands to integrate their message into a wide variety of entertainment, interactive social media portals. We are passionate about maximizing this experience for our brand partners.

We deliver a personal touch to every job (big or small), and our team comes with an inherent sense of what makes each individual organization unique. We offer only the most professional crews, ensuring cutting edge creativity from start to finish for every client.

Our teams are well versed in fly-on-the-wall documentary, scripted, celebrity, actor and "real people" coverage alike, always with an eye for maximizing the visual impact and interactive experience for each story. We have been working directly with major brands and corporations to create customized brand content since we opened our doors in 2003.



Through integrated marketing, social networking initiatives and immersive media, we help brands define & amplify their messaging, while engaging consumers. Our sweet spots are cause marketing, fashion\beauty, celeb content and live action\sports themed programming. Thanks to our documentary roots, we work with brands and NGO's to bring real stories to light to impact and inspire action. We operate with a holistic approach, delivering the highest quality, demographic appropriate content across all platforms. Simultaneously we enhance internal programming to support each brand's DNA, always with an eye for arresting visuals and cohesive brand messaging.

**Corporate Clients include:** ABC, Google, Schick, ABC, Levi's, The Hollywood Reporter, What To Expect, Schick, Subway, Gap, Banana Republic, Old Navy, Juicy Couture, MAC, Pingg, DirecTV, Arm & Hammer, Unicef & USA Waterpolo.

