



BRANDED SHORT FILMS

**BY PHILIP KNOWLTON
& TOMATO LAB FILMS**



**TO
MATO** LAB



GOAL

To align the goals and values of non-profit organizations with sponsor companies in the creation of inspiring branded short films.

In producing a film highlighting the organization's core message in a cinematic way, the sponsor company will have an array of options for seamless brand integration. Our team will work with both the organization and the sponsor to envision an integrated approach to advertising and storytelling.

Example / Adventures for the Cure (Non-Profit Organization) & Cerasport (Sponsor)

AFC stands for qualities of a healthy lifestyle, active bodies, community leadership, and non-profit activism. They know how to have fun WHILE doing good.


We believe that Cerasport has similar qualities and goals as AFC. To align their brand with such a momentous organizations can be a perfect match and serve to better both companies.



PACKAGES

Top Tier / TV Commercial Package \$\$\$

This set of highly polished, TV-ready commercials will tell the inspiring story of the non-profit organization in a cinematically stunning way. Filmed by two outstanding cinematographers using professional quality 4K cameras, full lighting setup, and a number of accessories (steadicam rigs, quadcopter, etc), these stylized videos could air on your local network or on national TV during the Super Bowl.



Mid Tier / Cine Package \$\$

The Cine Package will give you the same captivating storyline as the TV Commercial Package, but with a more documentary feel. We will film with a 4K and DSLR camera (or equivalent), using a mostly available light supplemented by a standard lighting package. This video is for the medium-size company that may like a more intimate approach to collaborating. These videos could both air on TV, or live online as web videos.



Lower Tier / Guerrilla Style Package \$

This short film will be produced using a DIY-style approach. Filmed mostly handheld with one camera using available light, it will focus on telling a compelling story, filmed in the most visually exciting way possible. The film will be perfect to post online and share on social media platforms.

PACKAGES (CONT'D)

	TOP TIER	MID TIER	LOWER TIER
OPTIONS			
Camera	2 Cinema Cameras	1 Cinema Camera 1 DSLR	1 DSLR
4K (or higher)	✓	✓	
Lenses	Cine	Cine	Prosumer
Ultra Slow Motion	✓	✓	
Steadicam	✓		
Quadcopter option	✓		
Lighting	Full Package	Medium Package	Basic 3-Point Kit
Travel Expenses	✓	✓	✓
Production Insurance	✓	✓	
Crew	10 people	5 people	2 people
Edits	1 Long Form (2-5 min.) version 1 :60 version 1 :30 version	1 Long Form (2-5 min.) version 1 :30 version	1 Long Form (2-5 min.) version 1 :15 Instagram version

BRAND INTEGRATION

OPTION A - LOGO IN CREDITS

In Option A, the company's logo will be shown at the beginning of the film or the start of the closing credits.

Example:

Short Doc "Made possible by Patagonia" with "Generous Support from" various organizations (End Credits)

<https://vimeo.com/122375452>

Opening Credits / Football Documentary "Presented by Powerade" (Opening Credits)

<https://vimeo.com/131931321>

OPTION B - SUBTLE PRODUCT PLACEMENT

In Option B, the brand/product is subtly and organically incorporated into the film. The product is not a focus of the shots but is visible.

Example:

Cerasport - We see a bottle with the Cerasport logo on the bike as they ride by.

OPTION C - BRAND INTEGRATION

In Option C, the storyline is built around the brand's core messaging.

Example:

Cerasport - The bikers are able to be so active and compete at the highest level thanks to the help of Cerasport. We might see them reach the top of a huge climb and take a big swig of Cerasport. They get back on the bikes and take off.

ABOUT

PHILIP KNOWLTON

Born and raised in Paris, France, Philip Knowlton became fascinated with the creative world at a young age – spending countless hours shooting his own adaptations of Michael Jackson and Beastie Boys videos. After an opportune internship with hip hop video icon, director Little X at HSI productions, Knowlton landed a once in a lifetime chance to work alongside Beastie Boys' Adam Yauch as an assistant editor at Oscilloscope Films. Since then, he has been refining his unique style as a music video, commercial and film director and editor. His work has been featured in magazines like Communication Arts and has garnered praise from publications like AdWeek. Knowlton's most recent feature documentary, Lift Up, filmed in Haiti shortly after the 2010 earthquake, won several awards including the Documentary Directing Award at the Amsterdam Film Festival.

PORTFOLIO:

Ford - Grow A Row

<https://youtu.be/AH7HUs6xvqQ>

3,200,000+ views on Youtube

Beck's - Ron Finley

<https://youtu.be/uC8SL0nFy-M>

287,000+ views you Youtube

Dick's Sporting Goods - Run For Hope

<https://vimeo.com/64130921>



Tomato Lab LLC is a full service film production & post-production company specializing in original content in the form of narrative & documentary films, music videos and branded web content. Tomato Lab was founded by Philip Knowlton in 2013 and is located in Los Angeles, CA.

Visit our site for more info:

<http://tomatolab.org>