This project demonstrates the ability of digital marketing and cinematography working collaboratively to influence a narrative perceived by an audience. This was done through creating videos using SIFU & Unity before being edited in Premier Pro & After Effects. The final output of this project was an advertisement created for a fictional charity, *Free From Captivity.* The goal of this project is to support findings in both collective fields as well as produce more results towards that by showcasing suitable user experience methodologies. Results garnered from this project, clearly indicate that cinematography and digital marketing can work in combination to produce a narrative that fulfil a business intended output. This can be seen as nine out of ten people, believe the final artifact accurately fulfilled its purpose of influencing a narrative.