

A photograph of a woman with long dark hair, wearing a dark top, sitting on a rocky beach at sunset. She is looking down at a small object in her hands. The background shows a calm body of water with low-hanging clouds and a warm, golden glow from the setting sun.

**DOW DIARIES**

**DEMYSTIFYING  
BUILDING TRUST  
EMPOWERING**

**THROUGH EMOTIONAL VIDEOS**

**STORIES OVER  
NUMBERS**

**PRESENTED BY  
NOMO FILMS**



# PROPOSAL

There's nothing wrong with videos exploring massive amounts of data, systems and academic language...as long as they're being played at a conference full of experts and analysts.

## BUT WHAT ABOUT EVERYONE ELSE?

If a person scrolls into a video that starts with "At DOW we believe in sustain-" oh! Sorry to cut that sentence off but they've already scrolled past it.



Thing is, boilerplate talking points that are paired with infographics and stock footage can make people feel alienated, or even worse: bored. So if the goal is to get a person to roll up their sleeves and get involved, you have to activate their imagination.

## AND WHO DOES THAT BEST? **FILMMAKERS.**

What if they land on a beautifully framed moment in time, where an inciting incident is happening to a person that looks like them, in a place that looks like home...well they're gonna want to know what happens next. That's the power of a great visual story.



WHO IS NOMO

## A BIT ABOUT US

NOMO creates and shapes emotion through cinematic commercials, documentaries, music videos, and films. We're a sleeves-up studio that defiantly pursues work the world wants to talk about.

Our headquarters are based in New York and Toronto and our remote creative team spans the globe, enabling us to produce works in over 50 countries to date.



**AT NOMO, WE UPHOLD THE  
BEST AND MOST VISUALLY  
REFINED STORIES THAT  
RESONATE DEEPLY AND  
EVOKE ACTUAL FEELINGS.**



**WHAT  
WE'RE  
THINKING**

## **THE CONCEPT**

Through a series of short emotive stories, NOMO will highlight three core sustainability challenges that inspire the viewer to get involved.

## **CORE CHALLENGES**

1. Demystifying recycling
2. Building trust
3. Empowering the individual

## **THE STORIES**

In order to cast as wide a net as possible it's crucial to diversify stories, settings and cast. In order to do that, we'll create three short videos for each of the three Core Challenges. That's 9 videos total.



# **3 CHALLENGES 9 STORIES 1 MESSAGE**

## REFERENCES

Guilt is a poor motivator, so our films will focus on inspirational and connective moments. Positive emotions first.

Cinematic, emotional, intriguing, with call to action to pull everything together.

**It doesn't happen without you.**

# SWITCH ON NOW



## REFERENCE 1

**CORONA**

Following a plastic bag on its flight through the world. In the end, the call-to-action is to participate in recycling as an individual.



## REFERENCE 2

**CANCER SOCIETY**

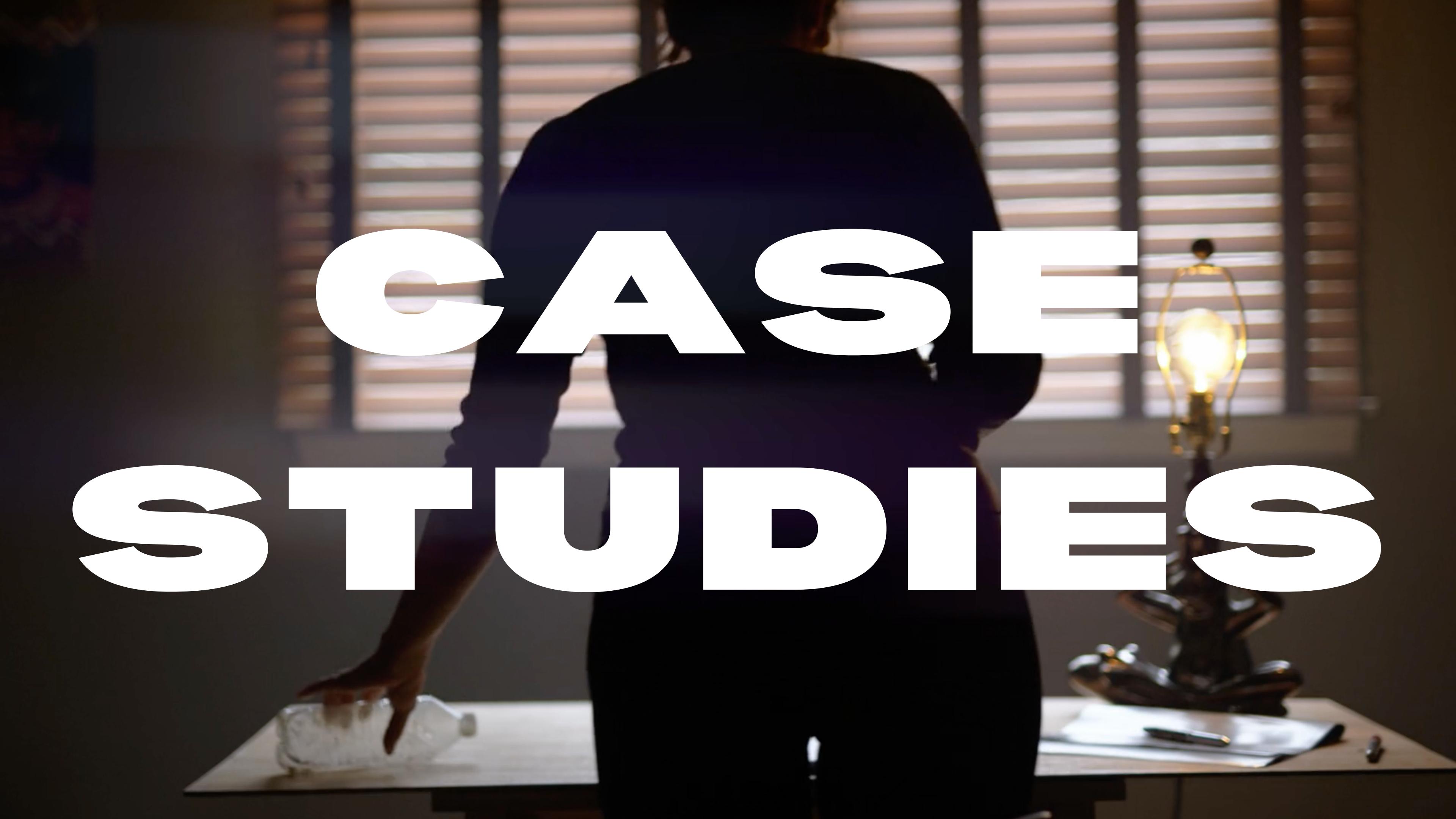
Through emotional moments and vignettes of many different people, this piece shows how working together changes the world. We would employ a similar inspiring approach as a call-to-action to participate.



## REFERENCE 3

**COCA COLA**

This piece uses a diverse cast in micro-vignettes of fun, romance, friendship and product interaction. A great way to keep the viewer watching and invested in the outcome while offering positive associations. We'd use this approach with subtle recycling happening throughout, showing the ease of closing the circle.

A man in a dark suit and tie is seated at a wooden desk in what appears to be a courtroom or a formal office. He is seen from the back, looking towards a gavel and some papers on the desk. In the background, there are vertical blinds covering a window, and a small lamp is visible on the right side.

CASE STUDIES

# RELEVANT WORK



## CASE STUDY 1

**COLGATE**

Colgate is making big moves in sustainability and naturally commissioned NOMO to direct and film a piece that introduces the client's new recyclable toothpaste tube technology. Instead of simply explaining the science and hurdles of the technology, we focused on one woman at the center of it all, combining polished commercial images and raw documentary coverage.



## CASE STUDY 2

**PFIZER**

To everyone except his family, Bazi seemed like an ordinary young boy - until a routine operation revealed a rare diagnosis. Pfizer approached us to tell a human story that connected the viewer to the effects of its work, rather than focusing on the science of it all. We worked with a family to help tell this story in order to show how research efforts are helping the healthcare community recognise and diagnose rare diseases and support patients more confidently.



## CASE STUDY 3

**BAYER**

Bayer was struggling to communicate the value of their pharmaceutical solutions in an emotional and personal way that spoke to consumers' hearts. They commissioned NOMO, and instead of explaining the medicine in question, we decided to tell the challenging story of a woman's battle with Parkinson's disease. With tenderness and respect as our guide, we helped connect our subject's story with Bayer's technology, showcasing the possibility of reversing the disease using revolutionary gene and cell therapy.

**FINAL  
THOUGHTS**



## **WRAPPING IT UP**

With a litany of images and videos hitting our eyes everyday, people have developed a keen sense of value in what they watch. The data on this is conclusive:

### **STORIES PULL PEOPLE IN.**

It's absolutely possible to move them toward action and catalyze a circular economy of sustainability. All it takes is

### **A BIG IMAGINATION.**



# THANK YOU

## CONTACT

**JOSHUA MORIN**  
FOUNDER  
[joshua@nomofilms.com](mailto:joshua@nomofilms.com)

**BLAZE NOWARA**  
FOUNDER/PRODUCER  
[blaze@nomofilms.com](mailto:blaze@nomofilms.com)

**DANIEL TAL**  
CREATIVE DIRECTOR  
[daniel@nomofilms.com](mailto:daniel@nomofilms.com)

## NOMO FILMS

NOMO creates and shapes emotion through cinematic commercials, documentaries, music videos, and films. We're a sleeves-up studio that defiantly pursues work the world wants to talk about.