



2024 CAPABILITIES DECK

# ELEVATING BRANDS THROUGH EXPERT VIDEO PRODUCTION

Pre-Production. Production. Post-Production

Follow us @shotglassLA

**Social / Digital Content • Commercials • Corporate B2C / B2B • Training**

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# MAXIMIZATION

Shot Glass is an award winning full service, women-owned video production company servicing clients ranging from agencies and Fortune 500s, to governments and small businesses. Our team has extensive experience in social/digital content, commercials, and corporate communications including B2B, B2C, and training. Our smaller size is a strength that enables us to offer our full attention to our clients. This, coupled with our ability to produce visually-stunning work that produces results, is how we have managed to capture unwavering client loyalty and a stellar reputation.

## GEOGRAPHICAL REACH

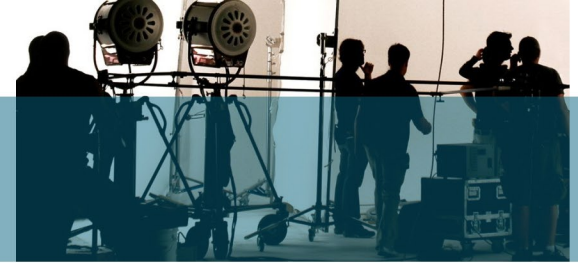
Based in Los Angeles we work on productions both big and small throughout the United States, while guaranteeing high quality results on every project. For out-of-town productions, typically only one or two of our key production personnel travels to ensure quality control and cost-efficiency.



## COLLABORATION IS AT THE CORE OF OUR OPERATION & STRUCTURE



We make the entire production process seamless and are known for going the extra mile. Shot Glass is highly skilled at finding creative and cost-effective solutions to maximize all of our productions. No production is ever the same, and we specifically tailor each project to meet your needs. As your production partner, we do whatever it takes to ensure a smooth and successful production.



## Helping Brands & Agencies Create Compelling Video

**STRATEGY** We dive into your project, identify your needs, and become entrenched in your vision and brand. We plan ahead, forecast, and budget very carefully. Each project is tailored to achieve your desired outcome.

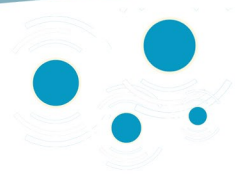


**PRODUCTION** No brand, product, or video is alike, and that's what keeps the juices flowing. Yes, we all have access to gear (thats easy), but it's talent that rises to the top. We have a love for the game, and a passion for perfection. Transforming vision into something tangible that benefits our clients is what we're all about!

**PRE-PRODUCTION** Similar to planning a party, there is a lot to think about when preparing for a film shoot. Logistics, scheduling, talent, locations, crew, gear... don't even get us started. At Shot Glass no stone goes unturned. Everything is considered and accounted for.

**POST-PRODUCTION** We have the latest and greatest tools, but it takes more than that. We give our diligence, imagination, and creativity to bring your project to life. We're always looking out for our clients and what is best for each project. We believe in collaboration and we dont stop until it's right. After all, no one knows their brand like our clients do.

B2B or B2C corporate work doesn't phase us...  
We always deliver stunning results.

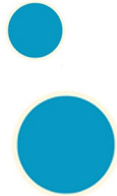


## EXPERTISE

When it comes to video production for brand marketing or PR, we've got you covered. Our ability to tell a story transcends everything we do, but we don't stop there. We've lent our eye to public outreach, education, government, product demos, B2B, investor relations, and training projects too.

If it involves a camera or an edit bay, it's up our alley; we don't just offer full-fledged production services. Our team also helps our clients with smaller projects that consist of only post-production / graphics, or event / behind the scenes coverage. We work on everything from b-roll shoots to bigger budget brand campaigns and commercials... and we've been doing this for over 20 years.

We work within a wide range of sectors and genres.



**SPECIALTIES**

- Brand Marketing
- Social / Digital
- Promotional
- Product Demos
- Corporate Communication
- Outreach / Educational
- Testimonials / Interviews
- Training
- Philanthropy



**SECTORS**

- Consumer Products & Services
- Energy / Utilities
- Technology
- Financial
- Healthcare
- Manufacturing
- Public / Government
- Nonprofit



FULL SERVICE PRODUCTION & ANYTHING IN BETWEEN



Our experienced team works hard to deliver eye-catching video content that yields results.



### JESSICA RISTIC

Head of Production & Executive Producer

"Today's climate demands producing content that connects and inspires."



### ERIC JACKSON

Director / Director of Photography and Technical Advisor

"It's all about making something that resonates with your target audience."



### JOANNA GAMEZ

Producer & Project Manager

"We work really hard to make sure nothing ever falls through the cracks."

Our directors have spent years perfecting their craft, with real-world experience for a wide range of clients.



### **ERIC JACKSON**

Branded B2C / B2B, Public Outreach, High End Corporate Video

Eric is a multiple award-winning Director & Director of Photography who literally grew up in the industry. An extremely versatile Director, his powerful and vibrant visuals pair well with videos across all genres and brands.

Clients: Levi Strauss & Co., Gillette/Venus, Intel, Chevron, Samsung, TaxSlayer, Toyota, Union Bank, Edison International, U.S. Army, County of Los Angeles, Muscle Milk, and Apria Healthcare.



### **JARETT BELLUCCI**

Product Launch, Digital / Branded Content, Commercials

Jarett is a two-time Emmy Award- winning director who has been directing commercials, digital, and branded content for over 15 years. His work has an organic and alluring aesthetic that effectively grabs the attention of the audience.

Clients: Nike, MasterCard, Tropicana, AfterShokz, Forbes, Bodyglide, BMW, Kaplan, Mercedes, National Geographic, and Buy Buy Baby.



### **AUBREY SMYTH**

Light Comedy, Consumer Products, Digital / Branded Content

Aubrey is an award-winning Director and Writer with a colorful visual style. She tends to focus on projects that have a positive message and a light comedic tone.

Clients: Google, Amazon, Purina, Audible, Rockin' Protein, Campbell's Soup, Chase Bank, Clorox, Colgate Toothpaste, Unilever/Dove, TJ Maxx, Pantene Pro-V, and The Make- A-Wish Foundation.

**LAURENCE SHANET**

Comedy, Commercials, Branded Content

An award-winning director, writer, and creative director, Laurence got his start in advertising working with some of the world's most prestigious ad agencies before embarking on his directorial career. Whether it's a quirky comedy spot or a branded commercial, Laurence always has a unique approach to capturing a brand's essence while engaging audiences with fresh content.

Clients: Walmart, LG Electronics, Starburst, WordPress, H&R Block, Visa, Powerball Lotto, KFC, Green Giant, RaceTrac, KFC, Skittles, and The Knot.

**JUSTIN OSTENSEN**

Consumer Products, Digital/Branded Content, Commercials

Justin is a Director and Director of Photography who believes in telling good stories with powerful visuals. He approaches each project with the goal of motivating people to think and feel differently.

Clients: Oakley, Nintendo, Dell, GQ & Glamour Magazines, Marshalls, Nike, Red Bull, Intel, Toshiba, Wahoo, and Wells Fargo.



"The [Shot Glass] team is world-class. Their work is far and above other production companies we've worked with. An incredibly talented group with boundless energy and a real mastery of the art. Their work on 'Leading the Way in Electricity' was breathtaking."

Doug Olivieri, Manager of Stakeholder / Corporate Communications, Edison International

## CREATIVE BY NATURE

"Shot Glass has gone above and beyond in helping our nonprofit produce outstanding videos even with the constraints of our challenging budgets. Their creative vision and technical skills are among the best in the industry. The entire team takes great care in capturing and delivering the perfect message."

Elena Engel, Board of Directors, Sansum Diabetes Research Institute

"We're so grateful to you for making the videos possible. I know it will be of great benefit to many riders who are disabled, especially for those who have been hesitant because they are unfamiliar with what to expect on the Metro System. The videos solve this and provide a lot of great information for all riders! Thanks again for making the dream a reality."

Yvonne Price, Accessibility Compliance Programs Administrator  
Los Angeles Metropolitan Transportation Authority (Metro)

"Working with Shot Glass can be summed up simply as gaining a peace of mind. They take your script and craft a production plan that fits your budget and elevates material. Also, they're just great, solution-focused, hard working people with whom you genuinely enjoy spending long production days."

Billy Kirland, Creative Director

"Shooting during the early days of COVID required strict adherence to all COVID protocol for filming on set including quarantining beforehand and the team was very cautious with this and while on set. I would highly recommend Shot Glass and look forward to working with them again."

Fiona McDougall, Director Creative Services & Producer  
OneWorld Communications

"THANK YOU for your outstanding work on the Momentum video. Our leadership team REALLY loved it and it was such a great way to kick off the conference. As always, you guys were amazing to work with – attentive, receptive, thoughtful, creative – and more. The icing on the cake was when you were able to make that 'urgent last minute change' about the titles the day before we had to show the video. Thank you, thank you!"

Alicia Faugier, Director of Video Production, MUFG, N.A.





## EXPERIENCE • DEDICATION • REPUTATION OVER 20 YEARS IN THE INDUSTRY

We are a small, multi-talented, and resourceful team that is 100% dedicated and attentive to servicing our clients' needs. Our creative and strategic cost-effective practices allow us to offer our clients maximized results-driven productions.

Our business sensibilities and reputation for delivering content that connects and makes an impact, coupled with our knowledge of a multitude of genres and industries, makes us the perfect partner for you.

For questions or bid requests, contact:  
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