

# BE UNEXPECTED

FREE RADICAL is an end-to-end film production agency that produces engaging content for brands.



# YOU NEED MORE THAN A VIDEO. YOU NEED A STRATEGY.

Our process for creating engaging content that converts includes four steps.



## DEVELOP

We draft a creative concept that serves your specific goal.



## PRODUCE

Our production team efficiently brings the vision to life.



## DEPLOY

We provide a distribution plan to maximize reach.



## MEASURE

We track engagement in order to refine and repeat.

## WHAT WE DO

- ✔ COMMERCIALS / ADS
- ✔ BRANDED CONTENT
- ✔ NARRATIVES / STORIES
- ✔ CREATIVE EXPLAINERS
- ✔ ARTISTIC TESTIMONIALS
- ✔ DOCUMENTARIES

### OUR TEAM'S WORKED WITH



**WHY DO WE DO THIS?**

**We started FREE RADICAL because we've seen too many videos wasted.**

Videos without a clear purpose and plan often get uploaded to their final resting place (YouTube), never to achieve their potential.

And a well-crafted, purposeful video has a LOT of potential.

Facebook reports that audiences give video content 500% more attention than static content. G2Crowd found that social video generates 1200% more shares than static content. And 59% of executives surveyed say they are more likely to watch a video than read text, according to Wordstream.

So if you want to drive engagement and increase conversions, video is what you need.

**WHAT MAKES US DIFFERENT?**

**HOW DOES IT WORK?**

**free rad-i-cal**

**noun** an uncharged molecule having an unpaired valence electron – making it **disruptive** and **spontaneous** in nature. Also, a key component of **combustion**.

## GOT A PROJECT? LET'S CHAT.

First Name

Last Name

Email

Phone

Message

**SEND MESSAGE**



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Office Hours M-F / 9-5 PST



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By Appointment Only