



# Fresh Tape Media

## Capabilities Deck



# **Fresh Tape Media is a creative production company based in Denver, Colorado**

We make videos, photos and experiences for brands, sports properties, and media companies

(nice to meet you!)



# What We Do



## Content Production

- Full-scale production and editing
- Engaging sponsor-generated content
- Content series ideation and production
- Product photography and videography



## Graphics

- Graphics packages
- Motion graphics
- Stop motion
- Illustrations and animations



## Strategy and Social Management

- Social media strategy
- Copy-writing assistance
- Strategic roll-out plans and scheduling
- Vendor management systems



## Other

- Set design and activation builds
- Email automation system
- Custom-built content capture rigs
- Proprietary analytics software



# Event Set Activations



## 2022 WNBA All Star

Alongside Twitter Next, we created a space for all the All Stars to physically break the “glass ceiling” they’ve been shattering their whole career, revealing messages of support from fans inside.



## 2022 NFL Spike-O-Meter

This interactive set gave all the players at Pro Bowl practice the chance to compete with one another for the strongest spike.



## VMAs #StanMail Cam

Backstage at the show, we built a physical experience that displayed a custom-curated wall full of adoring fan Tweets from around the world.



# Set Fabrication



## 2022 Team USA Week

At Team USA Week in DC, all athletes from the 2020 & 2022 Games were invited to take part in our media days on this custom 10x10 wall featuring various iconic moments from the Games and a custom Team USA neon sign.



## 2022 WNBA Draft

At the WNBA Draft, we created a rotary phone space featuring shelving and customized colored phones



## 2022 NBA Draft

For the NBA, we created a visually-stimulating set with duotone lighting for the Draftees to showcase their bling and celebrate their big day!

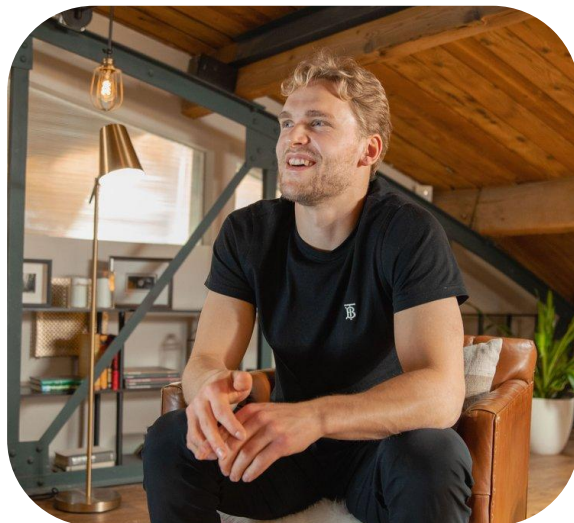


# Full-Scale Production



## EA Sports - Madden NFL

In promotion for NFL Madden, we captured alongside the most rambunctious talent we've worked with yet: GOATS!



## EA Sports - NHL22

To promote NHL22, we worked alongside Mikko Rantanen and Gabe Landeskog to capture the showdown of the century: the two Avs players going head-to-head in NHL22.



## Behind the Tweets

In partnership with Twitter, we produced Behind the Tweets: a series in which celebrities revisit old Tweets and explain them.



# Content Days



## 2022 Denver Nuggets

The Nuggets came to us to produce this season's video content both for their social channels and video board. Our team designed the set, captured the content and edited all social deliverables.



## 2022 Colorado Avalanche

The Avalanche came to us to design and capture their team's video content for the 2022-23 season. Our team produced, captured and edited social pieces as well as delivered their in-venue content.



## 2022 NHL Draft

To promote the Draftees, we made custom graphics for each NHL team and captured & edited in real-time, social-first vignettes for the NHL.



# Event On the Fly Content



## 2022 USA Gym Champs

At the 2022 USA Gymnastics US Championships, we sent one social-focused videographer and one photographer to capture the essence of the event and share it with Team USA fans, all turned around in near-real time.



## 2022 T&F Worlds

At the Track & Field World Championships alongside Team USA, we sent a photographer/videographer to capture the quintessential T&F moments that needed to be seen by Team USA fans in real time.



## Team USA Rugby

Ahead of Rugby Worlds, Team USA invited us to Rugby practice to create informational and get-to-know-you content featuring the athletes.



# VFX & Illustration



## 2021 You Ain't No Cowboy Series

The PBR approached us to produce a series pitting two of the top bull riders against each other for top rider rights. In this episodic game show sponsored by Can-Am we created custom motion graphics to help tell the story.



## 2022 NBA All Star Wall

NBA approached us to create an art installation in Cleveland's city-center for a unique branding opportunity. So, we created this 55 X 13 foot decal featuring doodles of all things The Land and NBA.



## Rotoscopes

To give highlights some pizzazz for the NHL, we have turned over 20 top plays into memorialized rotoscoped pieces of artwork for their social media.



# Animation



## Stanley Cup 3D Render

Ahead of the 2021 Stanley Cup, NHL came to us looking for a dramatic reel showcasing how much this piece of hardware means to the players are that are fighting for it. Using Blender, we created a replica of the cup.



## 49ers Schedule Release

The 49ers were looking for a social-focused schedule release. Simultaneously, Westworld was about to release their greatly-anticipated Season 3, so we combined the two featuring team representations in a 3D-rendered environment.



## USTA Live Shows

USTA came to us for graphics packages built out to support their live shows. We leaned on segments from previous years and gave them a refreshed look!



# Graphics



## Team USA Juneteenth

For Team USA we partnered to produce a creator featured visual to celebrate Juneteenth. This graphic was shared across Team USA socials and shared the perspective Para Swimmer Jamal Hill.



## Stanley Cup Finals

To help build anticipation of the Stanley Cup Finals we partnered with NHL to capture the Aves and create these athlete featured magazine covers.



## Colorado Rockies

In our ongoing partnership with the Colorado Rockies, we design graphics to support and promote games and events throughout the season.



# Lifestyle Photography



## Puma X Lauren London

Puma came to us to get in with the LatinX culture alongside, Lauren London.

Providing Creative Direction and Production, our team captured imagery to use in-store, catalog and online.



## Puma X Dixie D'Amelio

Puma partnered with Dixie D'Amelio to capture a "Gen Z holiday," where we provided Creative Direction and Production for this 11-person capture.



## Puma X Helly Hansen

In their third season of the Puma X Helly Hansen partnership, Puma came to us to capture their newest product in a Winter-desert oasis.



# Product Features



## Puma X Kid Super

Ahead of the Kid Super launch, Puma shared a number of apparel items to us to be captured. Since the items in the collection are unique, we wanted to let the collection speak for itself on plain backgrounds



## Puma X Mr. Doodle

Puma partnered with Mr. Doodle to create an entire line of product featuring Mr. Doodle's iconic doodles. We wanted to celebrate the creative process in our capture

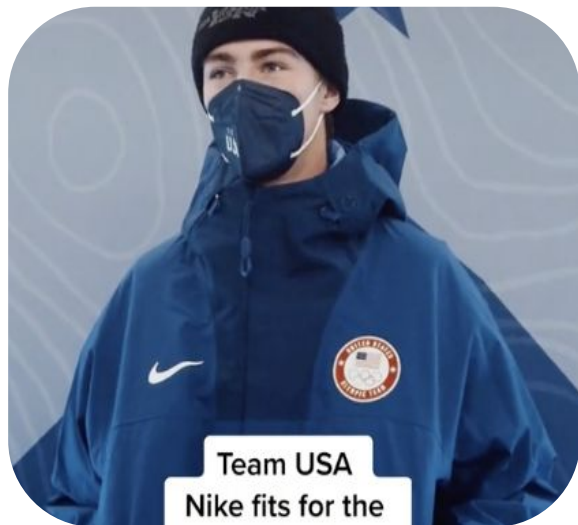


## Puma X Cali Sport

For the Cali Sport, we created a mini California set to showcase the shoe and the environment it was born from.



# Social Media



## Team USA TikTok

The Welcome Experience was Team USA's last chance to capture content with their athletes prior to them leaving for the Games, we were hired to leave no TikTok unturned as athletes got their swag and headed off to Beijing.



## Hilton Doodle Promo

Hilton came to us to promote their Doubletree Doodle Contest. We reached out to artists to help us create a social-first deliverable to encourage viewers to participate.



## Microsoft EDU TikToks

Alongside Microsoft, we produced a series of scripted TikToks that, in comedic fashion, highlights all programs that Microsoft has.





# Vendor Management

We also offer vendor management. This includes the management of contracts (statement of works, mutual non-disclosure agreements, and master service agreements.) We also handle payment to creators and EOY taxes for your contractors. Some of our recent vendor management work includes **Meta Coachella**, the **NHL 2021-22 Season**, and **Meta Samsung AR**.





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Thank You!