



ARROW


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“authentic and compelling videos that cut through the noise and leave real and long lasting impressions on people.”



CLIENT: SOL

DESCRIPTION: SOL | GO WHERE YOU FEEL MOST ALIVE

SOL Heatwear is Canadian heated clothing company based out of Vancouver, BC. They operate at the intersection of fashion, technology, and design. Their vision is to create smart winter apparel that is aesthetic, comfortable, and functional.

SOL wanted a production that would highlight it's jacket's functionality and usage. We decided to create a short commercial that would showcase the product in everyday environments and situations. This hopefully giving the audience an idea of the aesthetic design of the product, as well as the technology.

Our goal with this project was to help the viewer **put themselves in the shoes of the characters**, and hopefully **get excited about purchasing** the product for themselves.

SOL



SÖL

CLIENT: OXLEY

DESCRIPTION: OXLEY | EXPLORE THE GOOD TIMES

Whether you're out for a ride on local trails, fly fishing at your favourite lake or sitting by a fire with your buddies, **Oxley** has the gear to keep you looking good, staying comfy and exploring the good times.

This specific brand launch.. very much like the SOL brand launch, **aimed to showcase Oxley's clothing in their everyday usage**. This product is aimed towards the outdoor adventurer/enthusiast, so the video is set deep in the Okanagan bush.

The film's title is **Explore the Good Times**... and our goal was to capture exactly that, with Oxley of course being the main sponsor.





OXLEY



“why you do what you do”

?

CLIENT: ARROW TRANSPORTATION

DESCRIPTION: ARROW | MOVE | 30 SECOND

Arrow Transportation is leading the way in developing service focused transportation solutions by working with a broad range of customers, hauling a wide variety of products, and expanding their presence throughout Canada and the United States.

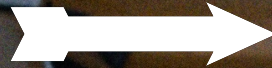
This version of the Arrow – Move project, was less about showcasing the scale of Arrow's operation and more **geared toward cinematics**. The project's title is 'Move' so our **aim was to capture the movement** that happens at Arrow. Moving from town to town, employees working, environments changing.. It's all designed to fit the theme that we we're going for.

We also wanted to highlight the fact that this company is brimming with life, it's not robotic. What the company does is transport materials from location to location, **but it's really much more than that**, and our aim here was to capture that.





ARROW



CLIENT: SEVIN KASRAN

DESCRIPTION: SEVIN KASRAN | UNITY IS DIVERSITY


A film by **Sevin Kasran** and New Parallel.

We teamed up with designer fashion company, Sevin Kasran to showcase their most recent collection titled "Unity Is Diversity". We worked to showcase their new items in a unique fashion that showcased not only the clothing, **but the models, expressions, and environment.**

Giving the viewer an all-encompassing experience and deeper message that the designer duo Kevin Klover and Sunny Basran are looking to express; the message that **"Our ability to reach unity in diversity will be the beauty and the test of our civilization."**

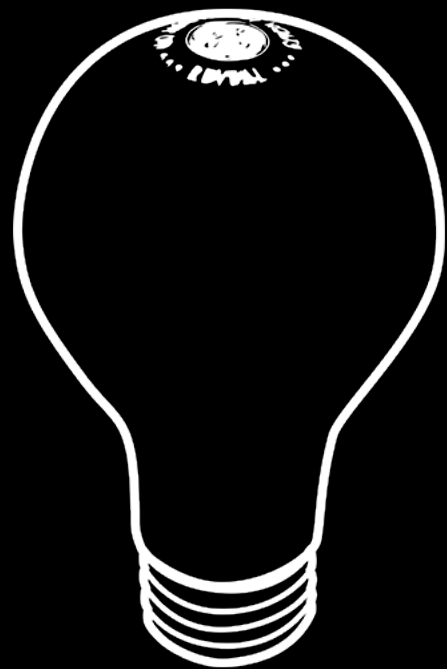
-Mahatma Gandhi

SEVIN KASRAN

A close-up, high-angle portrait of a man with dark skin and short hair. He is looking slightly to the right of the camera with a neutral expression. The lighting is soft, highlighting the texture of his skin. In the top right corner, there is a small black triangle pointing to the right. The name 'SEVIN KASRAN' is printed in white, bold, sans-serif capital letters across the middle of his face.

SEVIN KASRAN

“the thing that lights you up, is the thing that’s going to light others up”



CLIENT: TOURISM KAMLOOPS

DESCRIPTION: TOURISM KAMLOOPS | ARTS & CULTURE 2020

Tourism Kamloops reached out to us to create a video series revolved around Arts & Culture in the city.

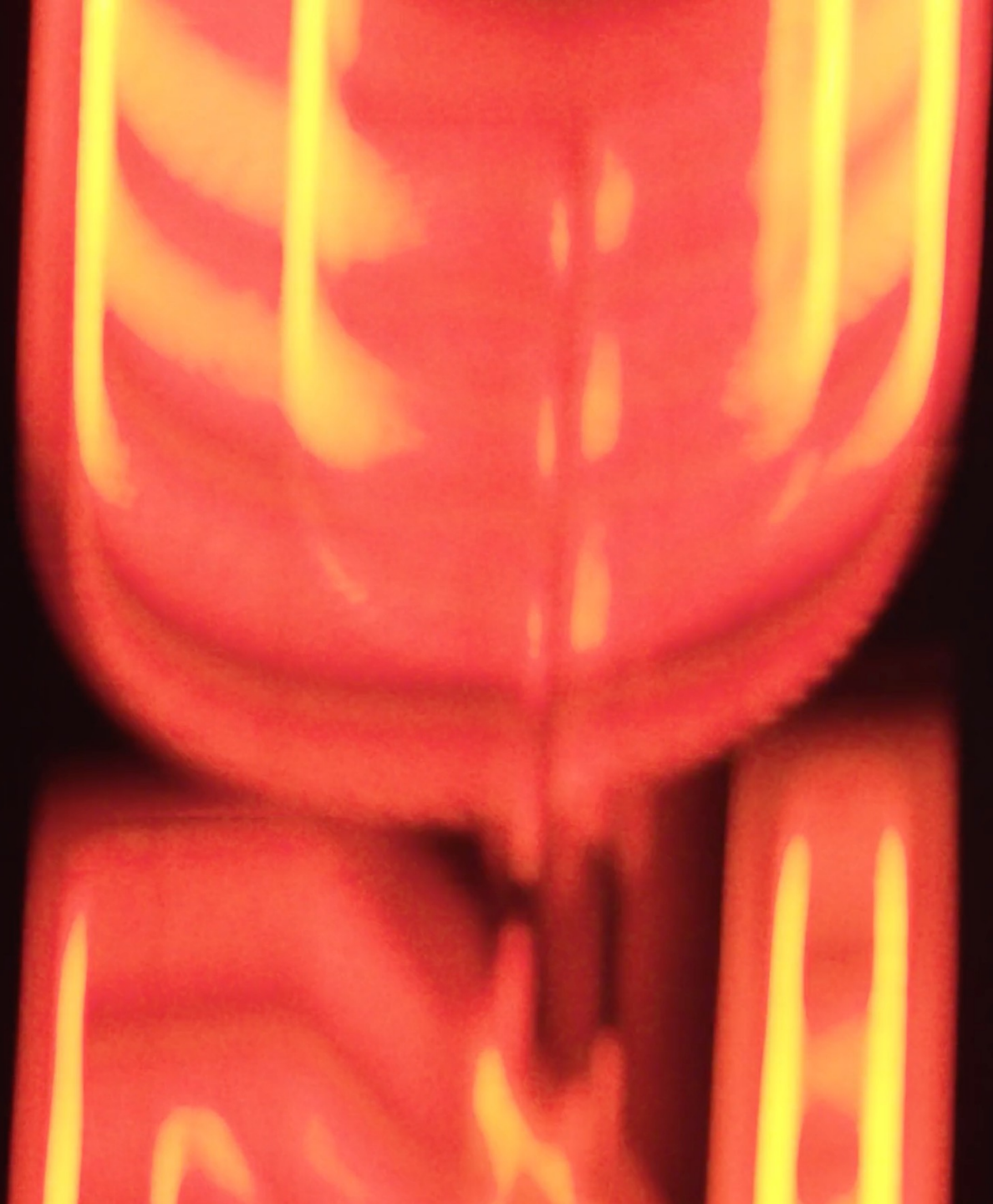
We were asked to create 4 different videos that highlights **Kamloops' main Arts & Culture attractions**. The Kamloops Museum, the sagebrush theatre and the orchestra, the film fest, and the art gallery.

We went for a **raw style** that aims to appeal to people potentially thinking about visiting Kamloops for these reasons.

kamloops
BOLDLY UNSCRIPTED



kamloops
BOLDLY UNSCRIPTED



CLIENT: GOLF KAMLOOPS

DESCRIPTION: GOLF KAMLOOPS | TRUE PLAY

Golf Kamloops offers award-winning golf experiences unlike any other. From winding parkland layouts to dramatic riverside links, there is something for every player.

Golf Kamloops reached out to us for a marketing and branding campaign in mid 2019. The task was to create 5 different videos for 5 different courses, for promotion throughout BC and Canada.

We went with a natural look to give the viewer an idea of **what it would feel like to be there playing at the course**. We typically go for this look when it comes to tourism so that the viewer can **put themselves in the shoes of the characters**.



PASSION PROJECT: SEE IT DIFFERENTLY

DESCRIPTION: SEE IT DIFFERENTLY

This project was one born out of passion. We work with companies to deliver their ideas to the screen but from time to time a **spark arises in us** to express our own selves.

This film, completed mid 2020 aimed to challenge all of our abilities. **Strategy, concept, design storytelling etc.** This required much work and deliberation, but we're very happy with the outcome!

SEE IT DIFFERENTLY

JVC



SEE IT DIFFERENTLY