
**REINFORCE
YOUR
BRAND
IDENTITY.**

YOUR BRAND HAS A STORY. WE ARE THE STORYTELLERS.

Move people. Reach their hearts and minds.
Take them on a trip and tell them your brand's
exciting story. Make them feel it and love it.
They need dreams and are hungry for adventures.
Make them live one.



INSPIRE YOUR AUDIENCE.

Video content increases brand engagement, generates shares, builds trust, boosts conversions and sales and appeals to mobile users.

It is one of the most effective digital marketing tools today.

A custom-tailored compelling video engages your audience, tells your brand story and turns your ideas into emotions. It has the power to quickly explain, convince and capture the viewers' attention.

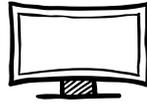


MAKE YOUR BRAND A STAR.

We have specialized in crafting valuable and cost effective video content under all its forms.

We are here to help you develop and create original media you want to post on your social media channels, broadcast on TV or cinema, use in e-mail marketing or just show during a conference.

We conceive, plan and execute your project in respect of your business objectives, budget and deadlines. Our aim is to make you feel relaxed and confident all the way during the production of your inspiring story.



**TV
COMMERCIALS**



**CORPORATE
FILMS**



**2D AND 3D
ANIMATIONS**

LET US TAKE CARE OF EVERYTHING.

As a full service video production company we bring together, organize and supervise the work of all players contributing to your video production.

We spend our days talking on the phone, meeting clients and actors, preparing the next shot on the set or working hard in the editing room.

We talk, drive, shoot, edit, record, run, discuss, shout, write, laugh, animate, negotiate, produce and direct.

We love that.



SCRIPT

Everything starts with an idea. And the idea has to be turned into a script. We come on board, discuss in detail your goals and advise you on how your ideas can be brought to life. We conceive and develop your script in case you don't have one yet.



BUDGET

The next step is to estimate your video production costs and deliver a detailed price quote. Don't worry if your funds are limited. We are flexible and can rework our quote until it fits into your budget.



SCHEDULE

Once the script and budget are approved, we prepare the project's schedule. This is the timetable of all steps we will take from day one up to the delivery of your video.



STORYBOARD

We provide storyboards when working on TV commercials. Drawings of the key scenes give you a better idea of the camera movements, actors' positions and final edit.



CASTING

We make a casting and meet selected actors, then help you choose the most talented ones for your video.



LOCATION SCOUTING

If your video needs a real life location, we contact property owners and visit different indoor and outdoor sites until we find the most appropriate place for your story.



PRODUCTION DESIGN

Our production designer works in collaboration with your creative team to make decisions on the costumes and the overall look of the shooting location. He is also in charge of buying or renting the wardrobe and all props necessary for the shoot.



SHOOTING AND DIRECTING

Welcome on the set, the most intense and exciting part of your video production. Creativity, performance and technical execution meet here. We organize the crew and the actors, rent camera, grip and lighting equipment, take in charge the transportation, catering and insurances.



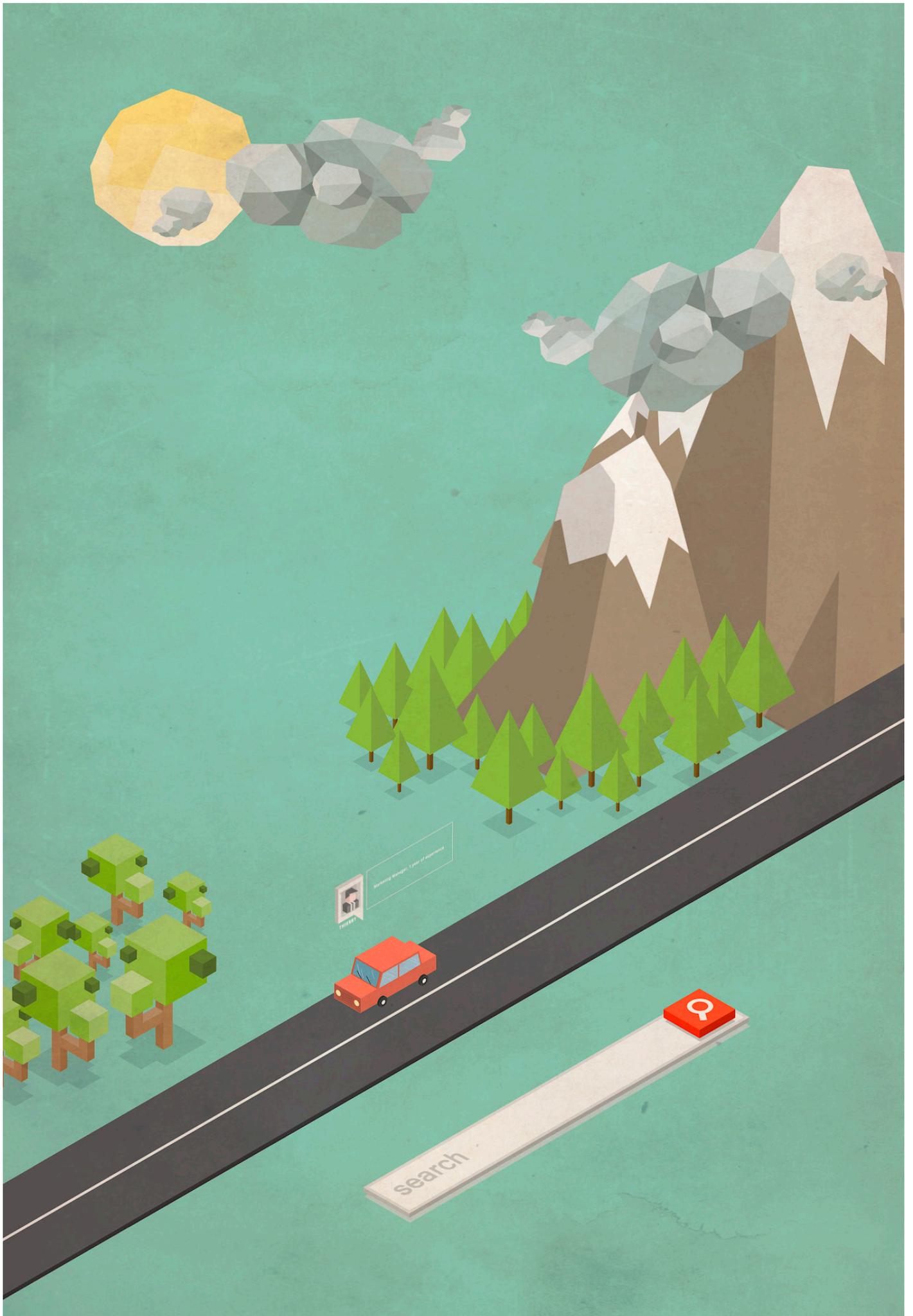
POST-PRODUCTION

We start post-production as soon as possible after filming is done. This is where the magic happens. We deliver the rough edit, record voice overs and buy music scores. After your feedback we proceed to the color grading and the sound design. We deliver your video in the right formats and screen resolutions for TV broadcast, cinema projection, Internet, social media or mobile use.



2D AND 3D ANIMATION

We produce all types of motion graphics, taking in charge the whole process, from script and storyboard development, voice overs recording, to animation and post-production. We deliver animated explainer videos, 2D and 3D animations and dynamic infographics that enhance the look of your corporate film.



WE DEVOTE 100% OF OURSELVES TO EVERY PROJECT WE PRODUCE.

CREATIVE



Whether we work on a video or an animation, we believe it should be original and inspiring. Exciting ideas are all around us, floating in the air. All we have to do is to transform them into a compelling story.

INTERACTIVE



We constantly communicate with clients, actors, agencies, crew members, equipment rental studios and voice over talents. We make sure everybody is on the same page and follows the client's objectives.

STRATEGIC



We know how many hours a shoot will take or how many days we will need to turn your script into an animation. Effective planning is essential for your successful campaign. We strictly follow it and never lose sight of the project's goal and deadline.

FLEXIBLE



We are a small team. That makes us flexible in terms of pricing and scheduling. Our compact size allows us to take quick decisions and adapt ourselves to the unique requirements of each client.

PROFESSIONAL



We are a team of idea generators and problem solvers with years of experience in advertising, animation and video. We are passionate about our job and invest all our creative energy, talent and skills in every single project we produce.

MAKE VIDEO WORK FOR YOU.



**INCREASE
BRAND
ENGAGEMENT**



**BOOST
CONVERSIONS
AND SALES**



**INCREASE TIME
VISITORS SPEND
ON YOUR SITE**



**GENERATE SHARES
AND GROW
YOUR AUDIENCE**



SERVICE PUBLIC DE WALLONIE



Client: Service public de Wallonie Agency: Hungry Minds Title: 1718 Language: FR Shooting location: Brussels

1718 is the new free phone line of Wallonia region for all information related to employment, accommodation, energy, taxes, health, education.

The TV commercial was conceived as part of a 360 degree public awareness campaign running

in different media. It is a story about a family playing a "Who am I" game at home.

We organized a casting and went on location scouting in Brussels. We visited different houses in and around the city and finally discovered a marvelous top floor loft.

After one day of shooting in a fun and relaxed atmosphere we started the post-production. The commercial was broadcasted on RTBF and screened during the Festival International du Film Francophone in Namur.

JOURNÉE FERMES OUVERTES



Client: APAQ-W Agency: Hungry Minds Title: JF0 Language: FR Shooting location: La Bruyère

A TV commercial for the 20th anniversary of the Journées Fermes Ouvertes event which takes place every summer in Wallonia and invites people to discover local farms.

The challenge was to cast 2 almost identical pairs of child and adult actors for the roles of a boy and a girl who have grown up during those 20 years.

And while we needed bright sunshine, the shooting day surprised us with dark clouds, stormy winds, rain and hail. The commercial was aired on RTBF.



SLASH/CLOUD



Client: Slash/Cloud Shooting location: Brussels

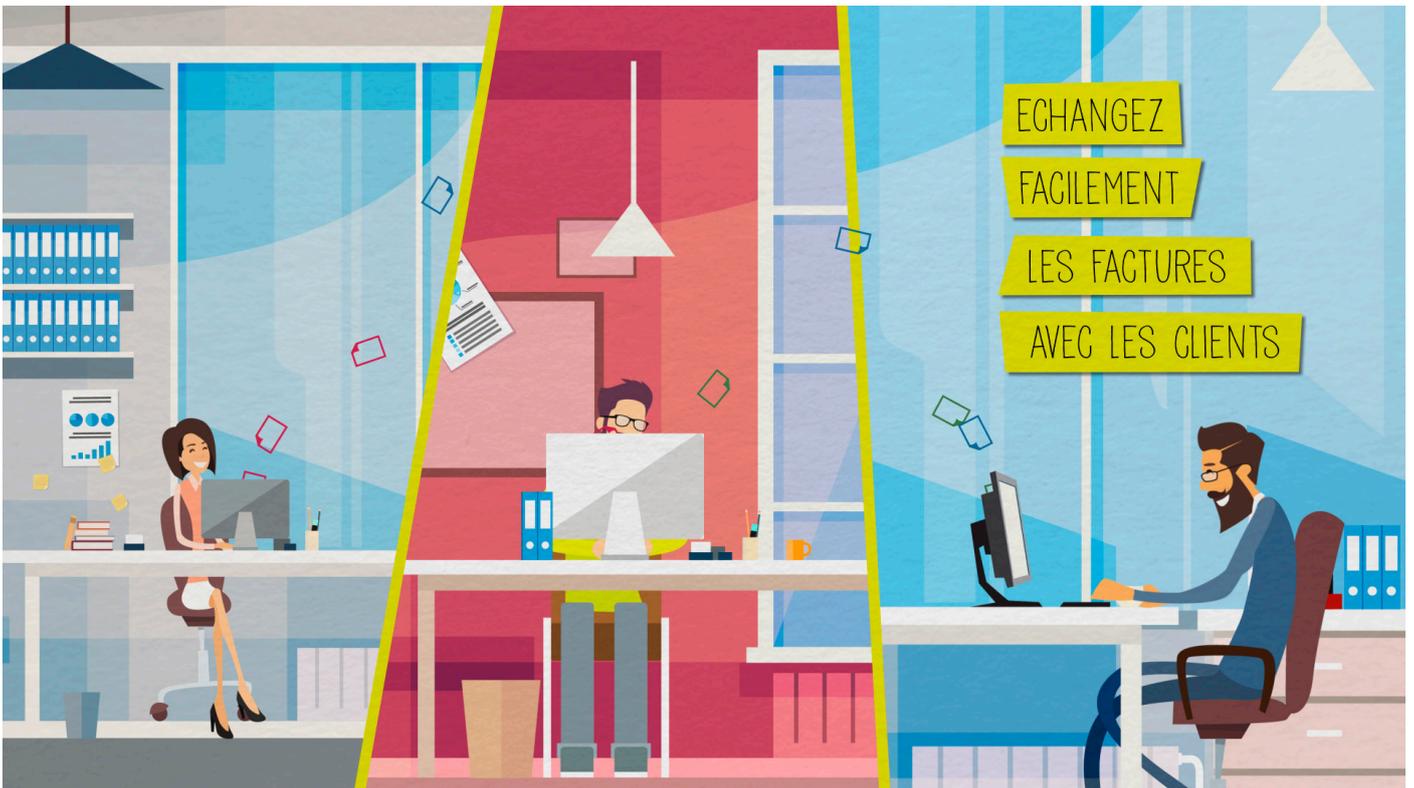
Slash/Cloud is a Belgian company offering sur-mesure cloud solutions. Our contribution to their communication strategy were the beautiful visuals aimed to help their audience

meet the company's team and managers and step into their cozy office.

It was a pleasure to get ourselves immersed for our one day of shooting in the amazing IT

world of digitalization and migrating business processes to the cloud.

BILL TO BOX

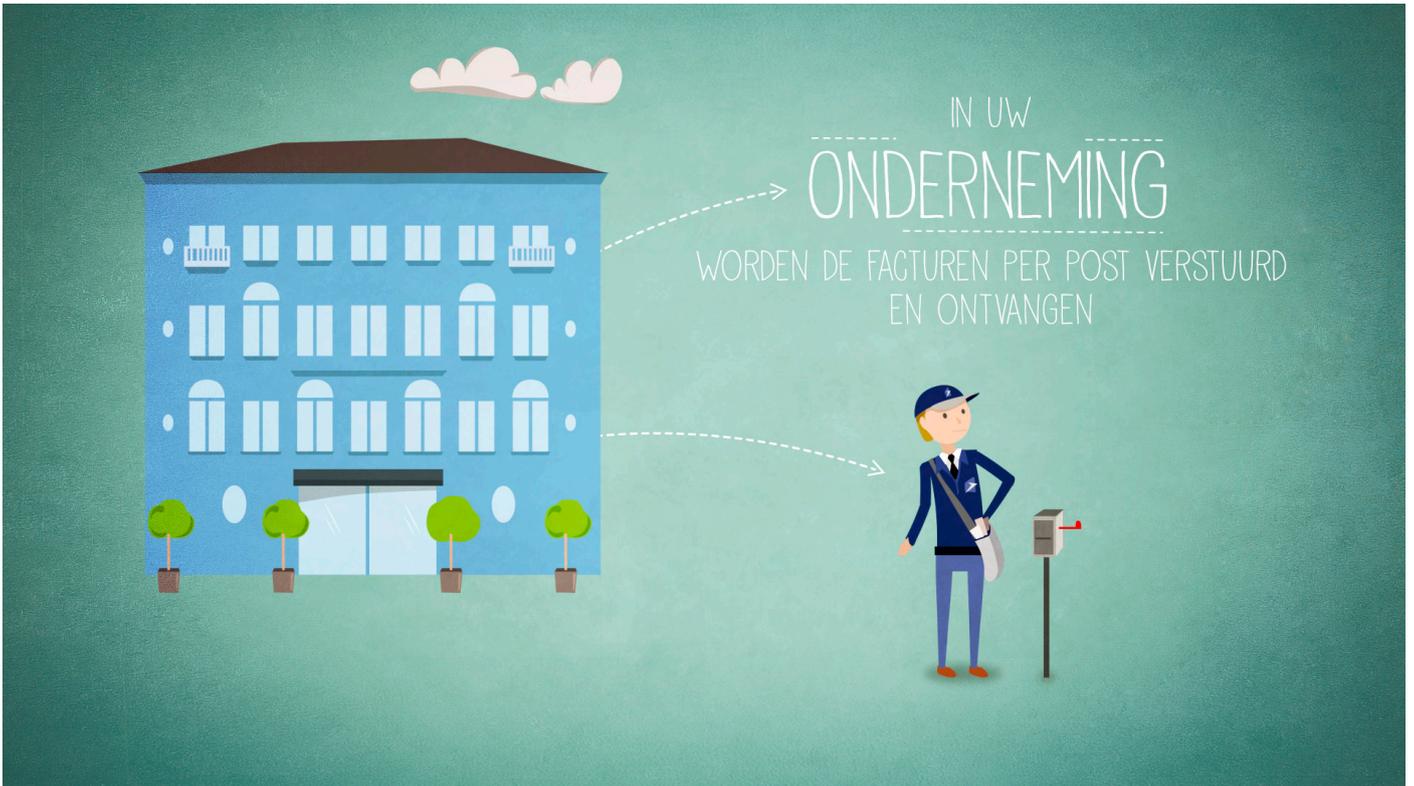


Client: Bill to Box Agency: Hungry Minds Language: FR, NL, EN

We collaborated twice and produced three explainer animations for Bill to Box. Their aim was to explain the benefits of using the client's electronic invoicing network and how switching to it would improve the invoices workflow.

We started working by proposing key images, textures and colors. After the client's approval we made voice over recordings in French, Flemish and English and started animating the stories.

The videos were delivered in three language versions, published on the client's web site and used during conferences and events.



ALPHABET

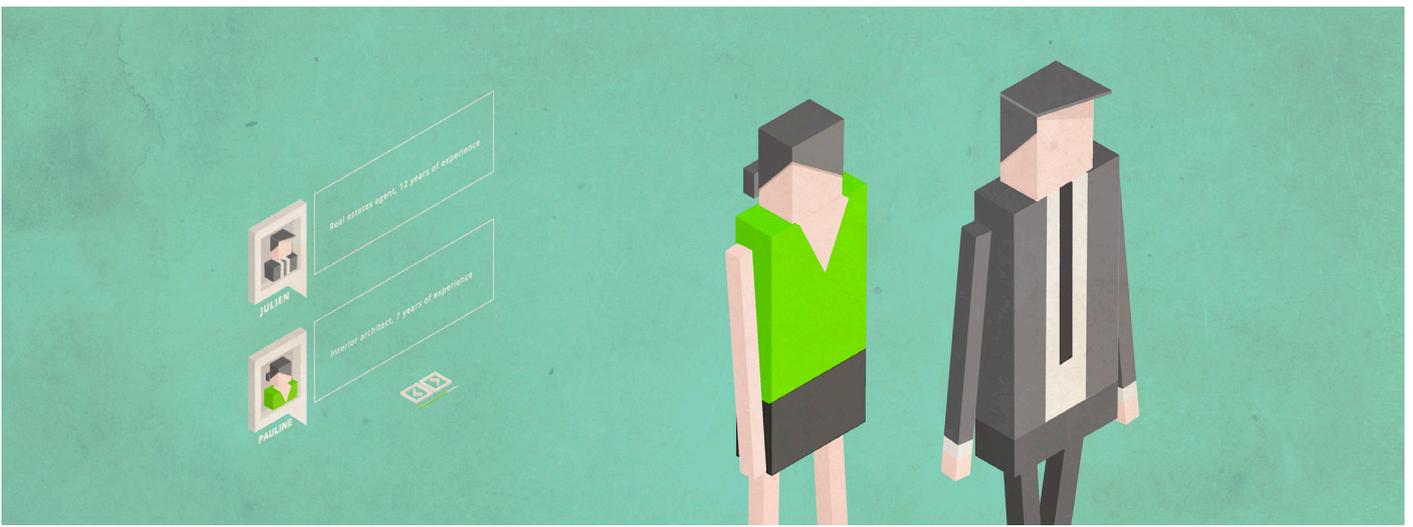


Client: Alphabet Language: EN

The HR consultancy company Alphabet commissioned us an animated explainer video as part of the company's B2B communication strategy.

We started by creating a set of layouts, backgrounds, characters and infographics, giving the clients our idea about the overall look and colors of the video.

After the marketing team's approval, we proceeded to the voice over recording and the animation. The video was published on social media and on the clients' website.



BELGIUM.BE



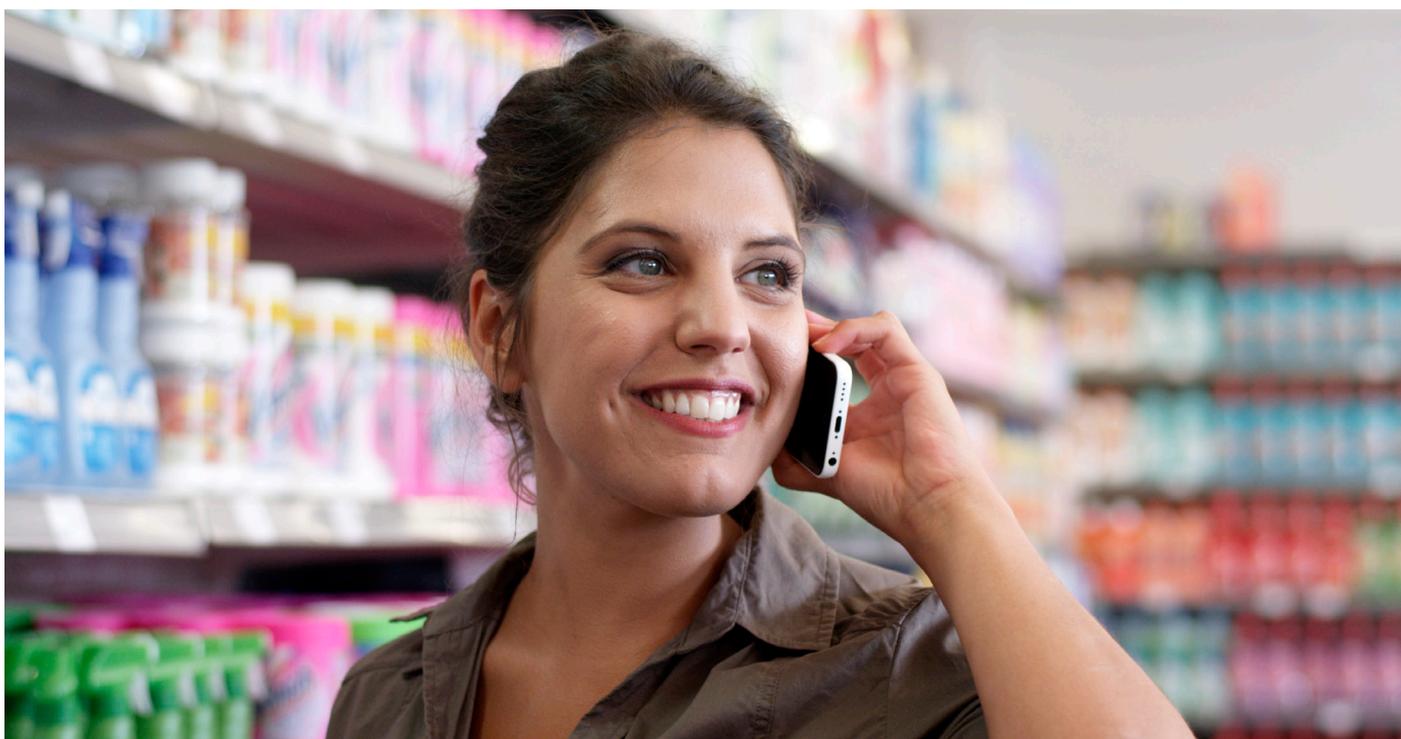
Client: SPF Chancellerie du Premier Ministre Agency: Hungry Minds Language: FR, NL Shooting location: Brussels

Belgium.be is the official information website of the Wallonia government giving people quick access to practical information about work, education, taxes, health, environment, mobility. Working in collaboration with the client's

communication agency, we came on board for the shooting of a promotional video. Its objective was to increase the number of mobile phone users visiting the website. The idea was that people have now tons of useful

information right in their pocket. After one day of shooting in a studio and a week of post-production we delivered the video in 2 language versions. They were published on the Wallonia government social media channels.

EXTRA



Client: Extra Agency: Hungry Minds Language: FR Shooting location: Mons

The TV commercial's aim was to make the audience aware of the re-branding of Extra - a chain of 29 stores in Wallonia selling cosmetics and household maintenance products.

After a couple of weeks of pre-production, casting and location scouting, the shooting took one day in the Extra store in Mons and in a private house nearby.

The commercial was aired on RTBF.

ORES



Client: ORES Agency: Hungry Minds Language: FR Shooting location: Brussels

ORES is an electricity and natural gas distributor operating in 197 communes in Wallonia. The company works 24/7 in an invisible way in people's homes to provide

the energy they need in their everyday life. The challenge was to blend an actor with the kitchen wall and make him almost invisible. The production designer created an abstract

painting and recreated part of it on the actor's costume, face and hair.

The commercial was aired on RTBF and screened in cinemas.

GOCA



Client: GOCA Shooting locations: Brussels, Leuven, Gent, Kortrijk, Asse, Aalst, Ninove

GOCA is the group of companies authorised to run the theory and road tests for the obtention of a Belgian driving license. In addition to the current theory tests the client wanted to add new ones - to be run on computers and tablets.

For this purpose the company's team had conceived and developed multiple scripts putting the participants in risky road traffic situations and was looking for a solution how to produce them.

We joined GOCA's team, produced and shot 100 half-staged, half-improvised situations involving cars, vans, trams, busses, bicycles, motorbikes and pedestrians.

AUCHAN



Client: Auchan Agency: Hungry Minds Language: FR Shooting location: Brussels

And here is a whole day spent in cooking fish, meat and cakes. The client was the French international retail group Auchan. We were commissioned a video for the launch of a new range of flavoured butters in France.

The first draft of the script was quickly created and turned into a detailed storyboard. We organized a casting and a location scouting. The shooting was done in a cozy apartment in Brussels.

The video was published on social media and played on the screens in Auchan stores in France.

SCHNEIDER ELECTRIC + A.I.V.E.



Client: Schneider Electric Agency: Fresh Studio Language: FR, NL Shooting location: Marche-en-Famenne

Schneider Electric wanted to focus its B2B communication on the company's success stories. We worked on a number of corporate videos shot on location at their clients' sites.

Schneider Electric had renovated the electrical and communication systems of the Marche-en-Famenne wastewater treatment plant.

The filming took one very hot summer day. Apart from the interviews we managed to uncover and photograph the beauty of this ultimate industrial location.

SCHNEIDER ELECTRIC + CLINIQUES UNIVERSITAIRES SAINT-LUC



Client: Schneider Electric Agency: Fresh Studio Language: FR, NL Shooting location: Brussels

The Saint-Luc Academic Hospital had chosen Schneider Electric to implement the modernization of its electrical installations.

The interviews aim was to help the audience discover the specific problems and challenges met by Schneider's team during the work.

After one day of shooting on location, several hours of footage and a week of post-production we delivered the film in two language versions.



CHIMAY



Client: Chimay Agency: Hungry Minds Language: FR, EN, NL Shooting location: Rendez

Tasty food and our favourite beer brand. We produced four videos with food recipes as part of the spring campaign for the Chimay Triple beer promotion.

The project challenged us with the requirement to find a house with a kitchen big enough to fit all our equipment and crew and a green backyard for the packshots shooting.

The videos were delivered in 3 language versions and published on Chimay website and Youtube channel.



GROW YOUR AUDIENCE.

Whether you need a TV commercial, branded media content, animation or just post-production services, our producers will be happy to answer your questions and help you navigate through this exciting journey.

TV COMMERCIALS
CORPORATE FILMS
2D AND 3D ANIMATIONS

POST-PRODUCTION:

SOCIAL MEDIA VIDEOS
PR & EVENT VIDEOS
INTERVIEWS & TESTIMONIALS

EDITING
COLOR GRADING
INFOGRAPHICS
SOUND DESIGN

EXPLAINER VIDEOS
TUTORIALS
PHOTO SHOTS

MUSIC
SUBTITLING
VOICE OVER RECORDING
MASTERING AND DELIVERY



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