

2023



CHARTHOUSE

F I L M S

CAPABILITIES DECK

WWW.CHARTHOUSEFILMS.COM



CONTENT REVIEW

01 BACKGROUND

A little bit about CHARTHOUSE and what we stand for, including our values and mission.

02 OUR PROCESS

A guide to our process and how we are able to deliver at industry standard quality without always having industry sized budgets.

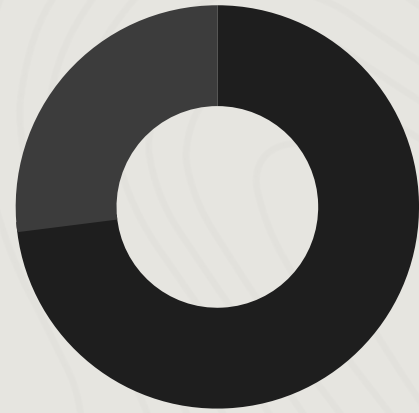
03 TECHNICAL

What we deliver when all is said and done, and the technical considerations we will bring to make projects cross-platform compatible.

04 TIMELINES

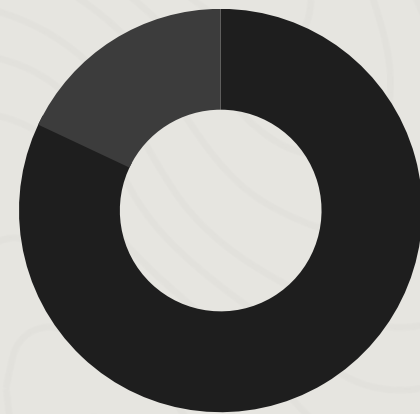
A rough timeline of our process and how we approach setting deadlines and expectations. This is where we can oftentimes work backwards by setting a deliverable date and working around that.

PERCENT OF CONSUMERS USING VIDEO IN PURCHASE DECISION



- Video 73%
- Other 27%

VIDEO AS PERCENT OF ALL INTERNET TRAFFIC



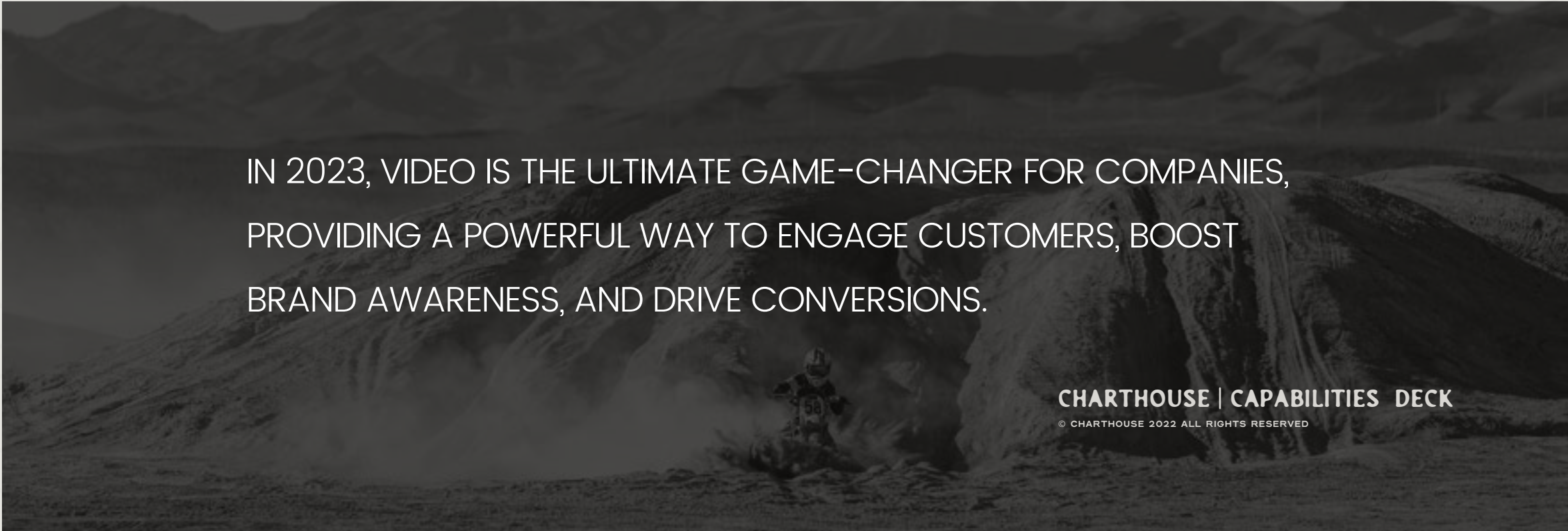
- Video 82%
- Other 18%

USING VIDEO FOR MANY PURPOSES

DELIVER COMPELLING VISUAL STORIES BY LEVERAGING CREATIVITY, TECHNOLOGY, AND EXPERTISE TO CAPTIVATE AND INSPIRE AUDIENCES.

In 2023, video accounts for 82% of all internet traffic. Seventy-two percent of buyers say they watch a video while deciding whether to buy. It's both a respite—video lets busy people sit back and consume—but it's also the easiest way to explain value propositions.

“
VIDEO IS THE MOST
DYNAMIC AND
REPURPOSE-ABLE
TYPE OF CONTENT
THAT YOU HAVE
”



IN 2023, VIDEO IS THE ULTIMATE GAME-CHANGER FOR COMPANIES, PROVIDING A POWERFUL WAY TO ENGAGE CUSTOMERS, BOOST BRAND AWARENESS, AND DRIVE CONVERSIONS.

CHARTHOUSE

ABOUT US

At CHARTHOUSE, we believe that stories are powerful and can change the world. We believe that presenting stories as cinematic & visually stunning films maximizes their reach and potential impact. Staying authentic to our vision allows us to connect communities, both global and local, with simple and relatable human stories. For us, there is no greater honor or joy.

CHARTHOUSE provides turn-key production solutions from developing compelling creative to detail-oriented post-production. CHARTHOUSE strategically partners with businesses, non-profits, and filmmakers to deliver on commercials, brand films, and feature narratives.

C A P A B I L I T I E S D E C K - D E C E M B E R 2 0 2 3

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CHARTHOUSE

OUR VALUES

At CHARTHOUSE, we are committed to going the extra mile, digging deeper, and pushing ourselves into uncharted waters.

We embrace differences, finding strength in our own unique skillsets. We are builders and do not optimize for the short term, committing to our craft for years to come.



Vision

We dream to empower creatives and create visionary films through passion, excellence, and innovation.



Mission

Our mission is to tell stories that empower the world and help others do the same. We put people at the center of our stories and our company.

A TRUE PARTNERSHIP



AT CHARHOUSE, WE ARE DEEPLY INVESTED IN THE AMAZING WORK OF OUR LOCAL NON-PROFIT 501(C)3 PARTNERS. TELLING THEIR STORIES IS NOT ONLY IMPORTANT BUT ALSO INCREDIBLY FULFILLING. IN 2023 CHARHOUSE IS MAKING A DOLLAR-FOR-DOLLAR PLEDGE TO THESE PARTNERS.



WE BELIEVE

We believe in the work of our non-profit partners; we are deeply invested in telling their stories.

1:1 PRICE MATCH

For every dollar our non-profit partners spend in production we will match their investment in production value. This exponential increase in production value for our partners will allow for a significant increase in equipment, time, and deliverables that we at CHARHOUSE are bringing to bear on each project.



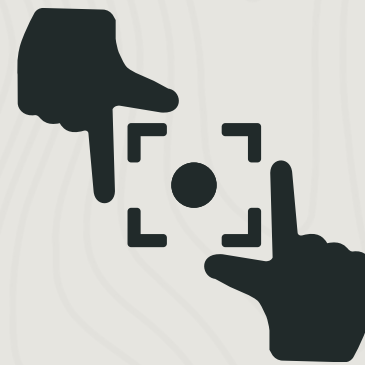
FINDING THE "WHY"

Often times in storytelling, we can get stuck in the information we want to relay: the "what, or who, or how." However, often times the most important aspect of the story is forgotten: "the why."



FIND THE MEANING

For non-profit work "the Why" could not be more important. The reason for the organization's existence, the passion of its workforce, the meaning and intention of its work, and the Spirit and belief that empowers it all: ARE the heartbeat of its story. relationships with customers.



CAPTURE ON FILM

This heartbeat and the emotions that surround its "Why" are the focus of CHARTHOUSE's visual storytelling. As storytellers, we look to discover the theme, motivation, and emotion behind each conversation and visual.



FULFILL OUR COMMITMENT

In CHARTHOUSE's partnership with non-profits, we bring this acumen to bear to ensure that the "why" is front and center, and that the video deliverable is as compelling and impactful as possible.

THE CHARTHOUSE DIFFERENCE

STRATEGIC PLANNING

Our approach is to create evergreen content that stands the test of time and transcends generational gaps by balancing classical editing, shooting, and lighting techniques along with an up-to-date sensibility and aesthetic.

- We see our work as a strategic partnership with the organizations we are creating for.
- In each project, we deeply invest in the process from start to finish, offering solutions and support to our client partners all along the way, from creative ideation to broadcast.
- In a democratized world of video production, cheaper and cheaper tools make the possibility of creating “pretty” images more and more possible, but CINEMATIC is so much more than that.



01

TURN-KEY SOLUTIONS

From scripting and casting to production and post, we walk hand-in-hand to deliver on a superior experience and final product.



OUR APPROACH

Our work is story-driven, and is tuned to offer the audience an immersive and engaged experience. Yes, even in 15 seconds.



02

CINEMATIC

Our intense focus on creating “cinematic” work means no-short cuts, the best equipment, and the most experienced crew on each project.

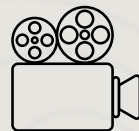
OUR PROCESS

THE THREE STAGES



PRE-PRODUCTION

We'll collaborate with your team to help achieve your projects scope and vision.



PRODUCTION

Our team is on-site filming with premium, professional equipment, no matter the scope.



POST-PRODUCTION

Piecing the footage together to tell a story beginning to end.



OUR STEP-BY-STEP PROCESS



Discovery

We'll start by bringing our teams together for a kickoff meeting to discuss your overall project goals.



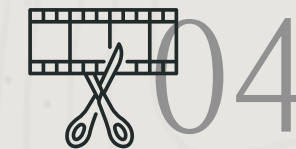
Pre-Production

We'll collaborate with your team to help achieve your projects scope and vision.



Production

Our team is on-site filming with premium, professional equipment, no matter the scope. Our crew might range from just a few members to a 20-person film set.



Post-Production

Piecing the footage together to tell a story beginning to end. Our team records voice overs, adds in music, creates visual effects, handles color grading, sound mastering, and more!



First Cut

The First Cut provides your team with the opportunity to provide feedback and ensures that your video meets your team's expectations.



Lock Cut

The Lock Cut is picture lock. All content edits, graphic, text, and legal notes have been implemented. It's now time to apply the finishing touches to your video, which includes color grading and sound mastering.



Final Cut

Piecing the footage together to tell a story beginning to end. Our team records voice overs, adds in music, creates visual effects, handles color grading, sound mastering, and more!



Delivery

Your project is now complete. We will write and deliver all necessary files, and file formats for final delivery.

IDEATE



Think big picture about the advertisement's intention and for whom / where this ad will be playing.

SCRIPT



Take the ideas and put them down on paper, while keeping the budget in mind. This includes any voiceover copy or shots we will get.

PLAN



Shot-list, storyboard, send out casting calls, think about the creative and generate all of the material and contracts needed to deliver on the scope.

ATTACK



Lock in locations, arrange equipment, lock-down actors and execute on all areas of the creative.



PRE PRODUCTION

QUESTIONS THAT WE ALWAYS LIKE
TO ANSWER IN PRE-PRODUCTION

- Who is our average viewer and where will they be watching this?
- What unique challenges will this project present?
- Are we equipped to meet these challenges? If not, what will we do to meet them?

PRODUCTION

CHARTHOUSE fosters a collaborative spirit on film through open communication, trust, and teamwork.



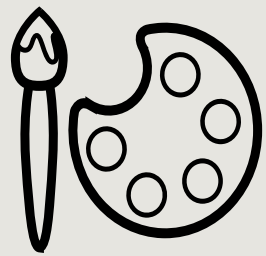
EFFICIENCY

We are process-oriented filmmakers who consistently execute at a high level, delivering results through precision and efficiency.



MOST ELITE EQUIPMENT

We create second-to-none films with elite production equipment, elevating the standard of visual storytelling.



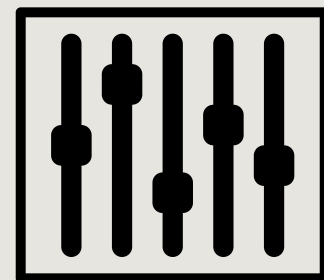
COLOR GRADING

Expert color grading to ensure the commercial is visually stunning, with color balance and consistency to match past footage.



POST PRODUCTION

WE ARE COMMITTED TO QUALITY, USING THE BEST TOOLS AND TECHNIQUES, AND ADHERING TO THE HIGHEST STANDARDS.



PROPER SOUND MIXDOWN

Expert sound mixing to elevate the audio of your commercial, ensuring clear and impactful sound design.



CHARTHOUSE

CLIENTS

We have had the amazing opportunity to work consistently with some fantastic clients that push us to new heights to deliver on great ideas.

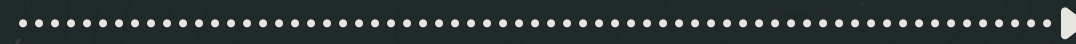


TIMEFRAME FOR EACH KEY MILESTONE.

TIMELINE

The pre-production stage is the most important part of concept and project direction.

01



02



IDEATION - 3 WEEKS

Collaborative brainstorm to find solutions to directing our creative vision and scripting the concepts.



PRE-PRODUCTION - 3 WEEKS

Pre-production lays the groundwork for a film, ensuring effective planning, organization, and creative direction, pivotal for a successful outcome.

Setting out future objectives and strategies for achieving them.

"Post-production is where a film finds its true voice, where the pieces merge to create the magic that captivates audiences."

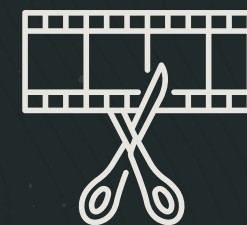
03

04



PRODUCTION - FLEXIBLE

Production brings ideas to life, involving filming, acting, directing, and capturing the envisioned story, crucial for visual storytelling's realization.



POST-PRODUCTION - 2-4 WEEKS

Post-production refines the raw footage, adding effects, editing, and sound, crucial in shaping the final cinematic experience for audiences worldwide.

OUR NON-PROFIT WORK

Nao Yamamoto

BLINK.LA

It was a real treat capturing Nao Yamamoto (from Netflix's *Blown Away*) fully in her element at a glass blowing studio here in Southern California. Partnering with the amazing creatives at Blink.la made this project extra special.

Her art is compelling and so is her story, so getting it right was the top priority.

**YEAR**

2021

ROLE

Production Company

[▶ WATCH](#)



HOPE FOR SAN DIEGO GIVING BACK

Partnering with Hope for San Diego, CHARTHOUSE aimed to cinematically capture an "ABOUT US" video to capture their mission in one succinct video. This video helped encourage investors to get behind their cause and support their effort.

We created a compelling narrative that highlighted the organization's core values, programs, and initiatives while showcasing the real people and stories behind them. Through a combination of beautiful footage, captivating visuals, and insightful interviews, we were able to convey the passion and dedication of everyone involved with Hope for San Diego.

YEAR

2022

ROLE

Production Company

▶ WATCH

Making Guitars in Tanzania

COMPASSION INTERNATIONAL

In 2018, we had the privilege of capturing the inspiring story of twin brothers in Tanzania who turned to guitar-making to break free from poverty. It was truly amazing to witness their passion for crafting these instruments by hand and the impact it had on their lives and community. Through stunning visuals and heartfelt interviews, we were able to capture the essence of their journey and share it with the world. It was a humbling and unforgettable experience that reminded us of the power of determination and creativity.

**YEAR**

2018

ROLE

Production Company

[▶ WATCH](#)



PORTFOLIO

17

MATTERS ATHLETIC ABOUT US

Partnering with Matters Athletic, CHARHOUSE aimed to cinematically capture the story behind the organization in an effort to raise awareness and demonstrate the tremendous impact that Matters Athletics has on inspiring the next generation of athletes that lack resources to support their goals.

YEAR

2022

ROLE

Production Company

▶ WATCH

Mental Health Support in San Diego ALMA COMMUNITY CARE

Alma Community Care provides professional mental health help with gospel-centered care to the families of Greater Logan Heights through family education, parenting seminars and individual therapy.

Our filming process captured authenticity, evoking emotions and inspiring action. Through these videos, Almca Community Care effectively communicated their mission, driving impactful outreach for donations, fostering a community-driven approach toward supporting those in need, and cultivating a lasting legacy of compassion and generosity.



YEAR

ROLE

2023

Production Company

2023

PITCH DECK

**THANK
YOU**

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