

OUblite

PRODUCTIONS

Agency Overview





About Us

- Today, people are taking control of the conversation in an entirely new way. Engaging with your advocates and influencers in a human aspect and allowing for them to feel part of the community is more important than ever.
- At Dublite Productions, we understand that engaging with your advocates and influencers through the conversations that they care about will push your brand to new heights. This means that winning in the hearts of the consumer demands content that pushes the limits, is provocative, starts a conversation and is completely irresistible.
- We are an agency built of creatives and strategist that are passionate and committed to telling your story in a new and exciting way. Most importantly, we believe if you bring the right elements and people together, amazing things will happen.



Services



Video

- Branding & Storytelling Videos
- Corporate Communications Videos
- Demonstration Videos
- Documentary Videos
- Motion Graphics
- 2D & 3D Animation
- Product Launch Videos
- Education & Training Videos
- Social Media Videos



Photography

- Commercial Photography
- Product Photography
- Documentary Photography
- Environmental Portraiture
- Corporate Portraiture
- Social Media Photography



Graphic Design

- Websites
- Storyboards
- Motion Graphics
- Print Materials
- Infographics
- Social Media Design





EMBARK



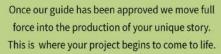
Our Process

We kick off your projects with a meeting to outline and define your needs, your brand and any constraints. We have found that the success of a project is directly correlated to our team fully understanding the goals that we are striving to achieve and producing the best solution.

DISCOVERY SESSION

Our teams meet in a closed-door conference room environment where we are able to brainstorm, understand, digest and download all pertinent knowledge for a given project. The discovery session will allow us to have a master understanding and a detailed direction for the variables within the project. From the discovery session we will develop an action plan that allows us to produce the most compelling and unique story.

PRODUCTION





By far the most important step in our process for producing a compelling and unique story is the Pre-Production. We take all the knowledge, materials and information gained from the discovery session and we custom tailor a unique and compelling script or outline that is used as a guide in the production of the story.





Post Production is an exciting time. We take all the moving elements within your project and bring them to life. Your project becomes a finely tuned, unique and compelling piece of content that is now ready to be shared with your advocates and influencers.



DISTRIBUTION

Distribution is the final stage of our process and as important as all the steps leading up to it. This is where we deliver the final product to be used on the various platforms discussed in the first introduction meeting.





Amway Dashboard Video

Videographic Story Telling

We worked with Amway Durables R&D to develop the Dashboard video that tells the story of how Durables R&D is using the Dashboard to monitor its supply chain at the granular level to identify anomalies and provide corrective action before the products reaches the customers hands. The purpose of this video was to document Durables R&D's Dashboard system and how it is being used to improve the Amway brand reputation. This message will be conveyed to Amway leadership, global employees, Board of Directors and IBO's.











Amway Dashboard

Photographic Story Telling

We oversaw the entire creative development of the Amway Durables R&D Dashboard storyboard that depicts the Dashboard's purpose within R&D. To depict the story of the Dashboard we produced photographic images, copy and tied them together with graphic design.





Amway Service Collaboration Video

Videographic Story Telling

We worked with Amway Durables R&D to develop a Service Collaboration video that tells the story of Service Collaboration and how Durables R&D is using Service Collaborations as a way to develop new technologies for use in the field, improve the customer experience and cost savings within service. The purpose of this video was to document Durables R&D Service Collaborations and how they are being used to improve the Amway brand reputation and to convey this message to Amway leadership, global

> Please Join Us Amway R&D







Amway Service Collaboration

Photographic Story Telling

We oversaw the entire creative development of the Amway Durables R&D Service Collaboration storyboard that depicts how Durables R&D is using service collaborations to innovate and improve the customer experience when an eSpring or Atmosphere unit comes in for repair. To depict the story of Service Collaborations we produced photographic images, copy and tied them together with graphic design.





Amway Transfer of Knowledge Video

Videographic Story Telling

We worked with Amway Durables R&D to tell the story of how Durables R&D is transferring their manufacturing and product knowledge to their Asian counterparts to insure quality and reliability will stay the same with the movement of manufacturing lines closer to the consumer. The purpose of this video was to document Durables R&D's story of the Transfer of Knowledge and convey it to Amway leadership, global employees, Board of Directors and IBO's.





Amway Transfer of Knowledge

Photographic Story Telling

We oversaw the entire creative development of the Amway Durables R&D Transfer of Knowledge storyboard that depicts how Durables R&D is collaborating with its counterparts to maintain quality and reliability in the manufacturing of the Atmosphere and eSpring units within Asia. To depict the story of the Transfer of Knowledge we produced photographic images, copy and tied them together with graphic design.





GPM Pump and Truck

Trade Show / Photographic Brand Development

We worked in collaboration with GPM Pump and Truck to design and develop their presence at the 2013 Pumper Show in Indianapolis, IN through the use of a trade show booth that highlighted their products. We also provided photographic representation of their flagship truck as well as developed Ad's within pumper magazine leading up to the Pumper Show.







Brand Development

We worked in collaboration with the GVW Parts marketing team to design and develop custom sales brochures to showcase GVW Parts suppliers and their current sales offerings through GVW Parts.

STEMCO



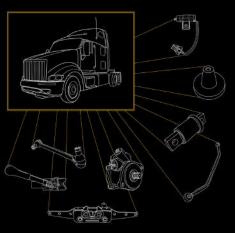






Brand Development

We worked in collaboration with the GVW Parts marketing team to design and develop their 2013 aftermarket replacement parts catalog. This catalog was sent out to customers across the country and was used by their national sales team to showcase GVW Parts aftermarket parts offerings.



CATALOG 2013



QUALITY PARTS AT A FAIR PRICE

That's Our Standard







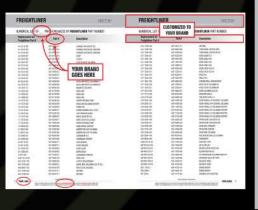
Brand Development

We worked in collaboration with the GVW Parts marketing team to design and develop a generic aftermarket parts catalog that could be custom tailored for GVW Parts distributers to resell GVW Parts aftermarket parts to their customers.

























Brand Development

We worked in collaboration with the GVW Parts marketing team to design and develop a monthly initiatives brochure that was tailored to the current offerings, new vendors and promotions through GVW Parts for that month. The MIB was widely used by the national sales team to facilitate in new business development as well as promoting sales within current GVW Parts customers.

























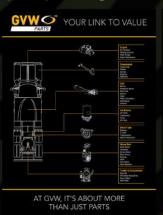


Brand Development

We worked in collaboration with the GVW Parts marketing team to design and develop custom sales tools for the national sales team to use while on the road working with current and new customers. We helped develop a new customer enrollment folder, a donut box, private label slick, prospecting brochure and a Dnet select brochure.















PDC LOCATIONS & TRANSIT TIMES













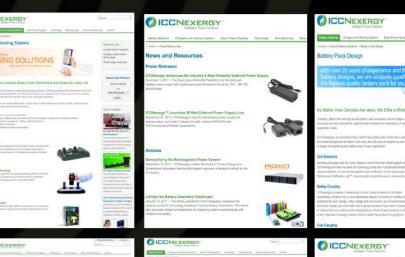


ICCNexergy Intelligent Power Solutions

Photographic Brand Development

We developed photographic images to be used for ICCNexergy's website and brochures to promote their current line of intelligent power solutions.









Brand Development

We worked in collaboration with the JIT Truck Parts marketing team to design and develop several sales tools to be used by their national sales team. These sales tools included a line card, distribution network card, a Meritor sales sheet, a Stemco Kaiser sales sheet and a value proposition presentation.













Sloan Transportation Products

Photographic Brand Development

We developed photographic images to be used for Sloan Transportation's brochure and website banner to promote their new line of environmentally friendly cleaning product, MAXXClean Super Concentrate Cleaner.





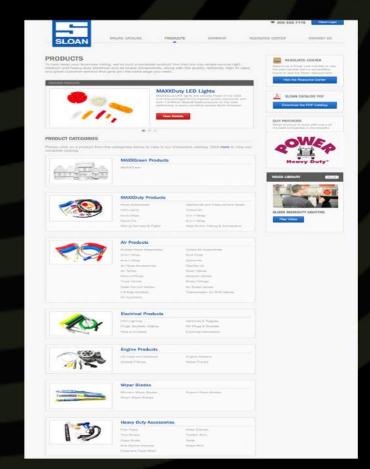
CONSISTENT CLEANING RESULTS. Pre-measured containers promote a

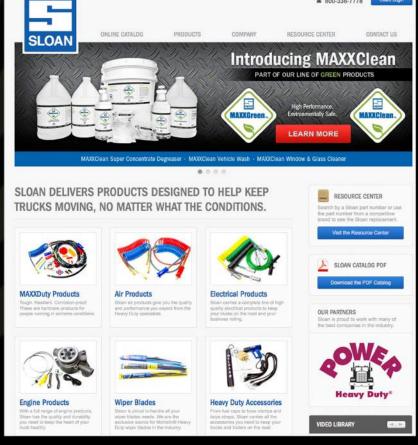


Sloan Transportation Products

Photographic Brand Development

We developed photographic images to be used for each of Sloan Transportation's line of products on their website and website banners.







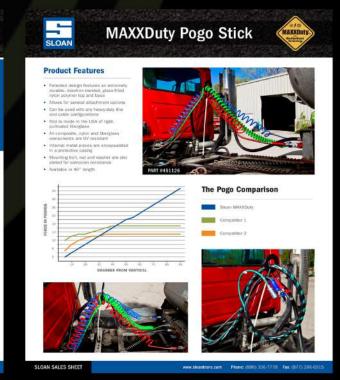
Sloan Transportation Products

Photographic Brand Development

We developed photographic images to be used for Sloan Transportation's promotion of their new MAXXDuty pogo stick. Our Photographs were used in both a press release and sales sheet.

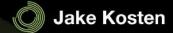








Contact Us



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"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

—Steve Jobs

