

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 at industry standard quality without always having industry sized budgets.

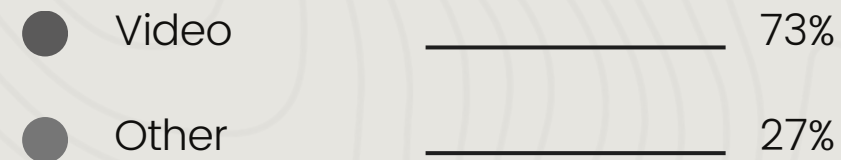
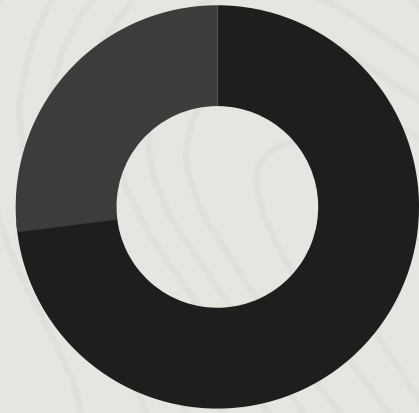
03 TECHNICAL

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

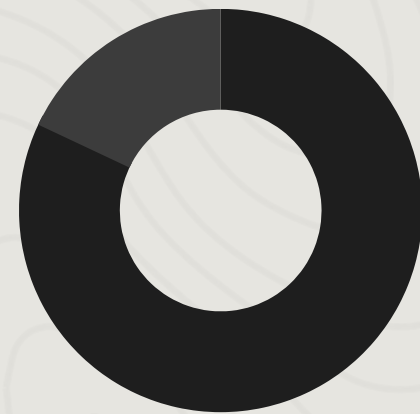
04 TIMELINES

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 AS PERCENT OF ALL INTERNET TRAFFIC



USING VIDEO FOR MANY PURPOSES

SET UP FOR SUCCESS WITH STRATEGIC PLANNING FRAMEWORKS, MARKETING, DATA ANALYSIS, SWOT, AND MORE.

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 2

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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.



THE CHARTHOUSE DIFFERENCE

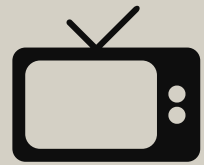
STRATEGIC PLANNING

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.

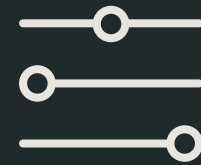
CHARTHOUSE

CAPABILITIES



Commercial

Storyboards, script writing, directing, filming and editing 30-second and 60-second spots for all mediums.



Documentary

We travel to where action happens in order to secure interviews and B-Roll for an accurate portrayal of the story.



Narrative

Feature films, short films, stories of romance, horror, drama, comedy, and everything in between.



Corporate

Films such as Training, HR, about us, branded testimonials, and tutorial videos for your business.



OUR PHILOSOPHY

We don't expect the calvary to come, so neither should you. We are here to meet, solve, and exceed challenges with passion and excellence.



THE FOUR PILLARS OF A SUCCESSFUL PRODUCTION

OUR PRODUCTION PLAN

With great, curated films, we want to help you build a successful strategy that will bring results.



ORIGINALITY

We tailor creative ideas to match the specific needs of each project, ensuring originality and success.



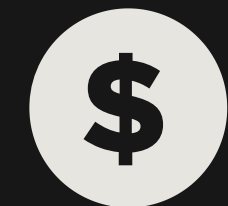
FOCUS

Our team is dedicated to meeting the specific needs of each project by utilizing our expertise, experience, and attention to detail. We strive to tailor our approach to ensure the best possible outcome.



TEAM ORIENTED

Our team carefully assembles the most efficient and skilled crew to match the unique needs of every project.



COST EFFICIENT

We are committed to being cost-efficient while maintaining the highest level of quality and meeting the project's needs.

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.

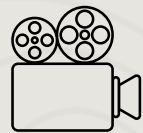
OUR PROCESS

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.



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.



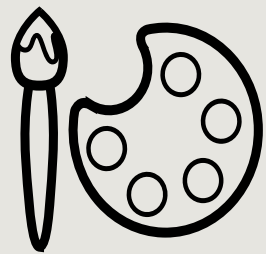
EFFICIENCY

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.



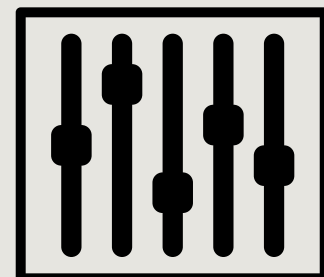
COLOR GRADING

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.



OUR STEP-BY-STEP PROCESS



Discovery

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



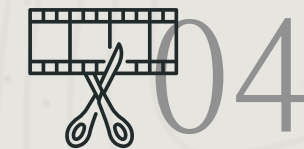
Pre-Production

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!



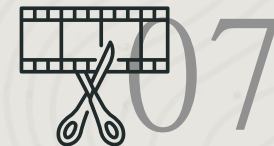
First Cut

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.

OUR TEAM

OUR ATTENTION TO DETAIL IS EVIDENT
IN EVERY ASPECT OF OUR WORK, FROM
DEVELOPMENT TO DISTRIBUTION.

A skilled and cohesive team is essential for
creating visually stunning and impactful videos.



**TOMMY
ANDERSON**

EXECUTIVE PRODUCER

Tommy works closely with the director and other members of the production team to plan and execute the project, including managing the budget, schedule, and logistics.



**JONATHAN
AUSTIN**

HEAD OF POST-PRODUCTION

Jon works closely with the director, producer and other members of the production team to ensure the final product meets the project's creative vision and technical requirements.



ANDREW LANE

CINEMATOGRAPHER

Andrew works with the director and other members of the production team to plan and execute the visual elements of the project,

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

Organize and summarize the data by graphical or numerical methods. Graph numerical data using histograms and analyze the strengths and weaknesses.

Setting out future objectives and strategies for achieving them.

"Trust the vision, because vision is everything"

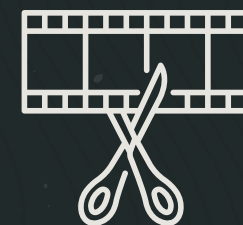
03

04



PRODUCTION - FLEXIBLE

Prototyping can be a quick and effective way of bringing a client's ideas to life.



POST-PRODUCTION - 2 WEEKS

Taking a long time to perfect work before going to market. Release it, and start planning the next model.

— STORY DRIVEN CINEMA —



OUR COMMERCIAL WORK

CAPABILITIES DECK

DEC - 2022

FARO BOARD BAGS Born of the Sea

Partnering with FARO, our mission was to match the visual and audio with the carefully crafted and intentional branding that FARO had already developed. Being one of their first big commercials, we had the fortune of manifesting what their identity would translate to in a visual feast.



YEAR

2022

ROLE

Production Company

PORTFOLIO

United We Work Mechanix

Partnering with Mechanix Gloves, CHARTHOUSE aimed to cinematically capture the drama and grit found in a day-in-the-life at a K9 training facility. The sounds, the sights, the landscapes, and the details all came together to tell a punchy and compelling story.



YEAR

2020

ROLE

Production Company

OUR NON-PROFIT WORK

CAPABILITIES DECK

DEC - 2022

MATTERS ATHLETIC About US

Partnering with Matters Athletic, CHARTHOUSE 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

ROLE

2022

Production Company

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.



YEAR

2022

ROLE

Production Company

OUR AGENCY WORK

CAPABILITIES DECK

DEC - 2022

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

OUR NARRATIVE WORK

CAPABILITIES DECK

DEC - 2022

PORTFOLIO

"Riley" Feature Film

An ambitious high school football player begins cracking under the pressure of his father's legacy when his sexuality starts manifesting in new and unfamiliar ways. This poignant coming-of-age story explores the disciplined world of HS sports and how expectations of oneself can lead one to extremes.



YEAR

2022

ROLE

Production Company

PORTFOLIO

"Play It Cool" Feature Film

Reggiemolo is on a cross country trip to meet his biological mother for the first time when he is mistaken for a wanted criminal.

Written / Directed by **Tommy Anderson**
Cinematography by **Andrew Lane**



YEAR

2021

ROLE

Production Company

2023

PITCH DECK

THANK YOU

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