



CONTENT CREATOR THAT MAKES STAND OUT CONTENT.

KRIS VLASSIS – BRAND OFFER, JUN 2020



I MAKE STAND OUT CONTENT THAT ENGAGES WITH YOUR AUDIENCE.

I don't '*make films*', I help brands authentically connect to their audience.

I understand the “why” behind making content to tell a story and influence consumer behaviour. I'm Kris, a Content Creator (Producer & Director) who makes stand out content, and I do this for some of the biggest brands and agencies around the world.

In short, I don't make 'skippable' content. I work in partnership with brands, production companies and agencies. I work as an extension of your team or can handle entire projects from script-to-screen.

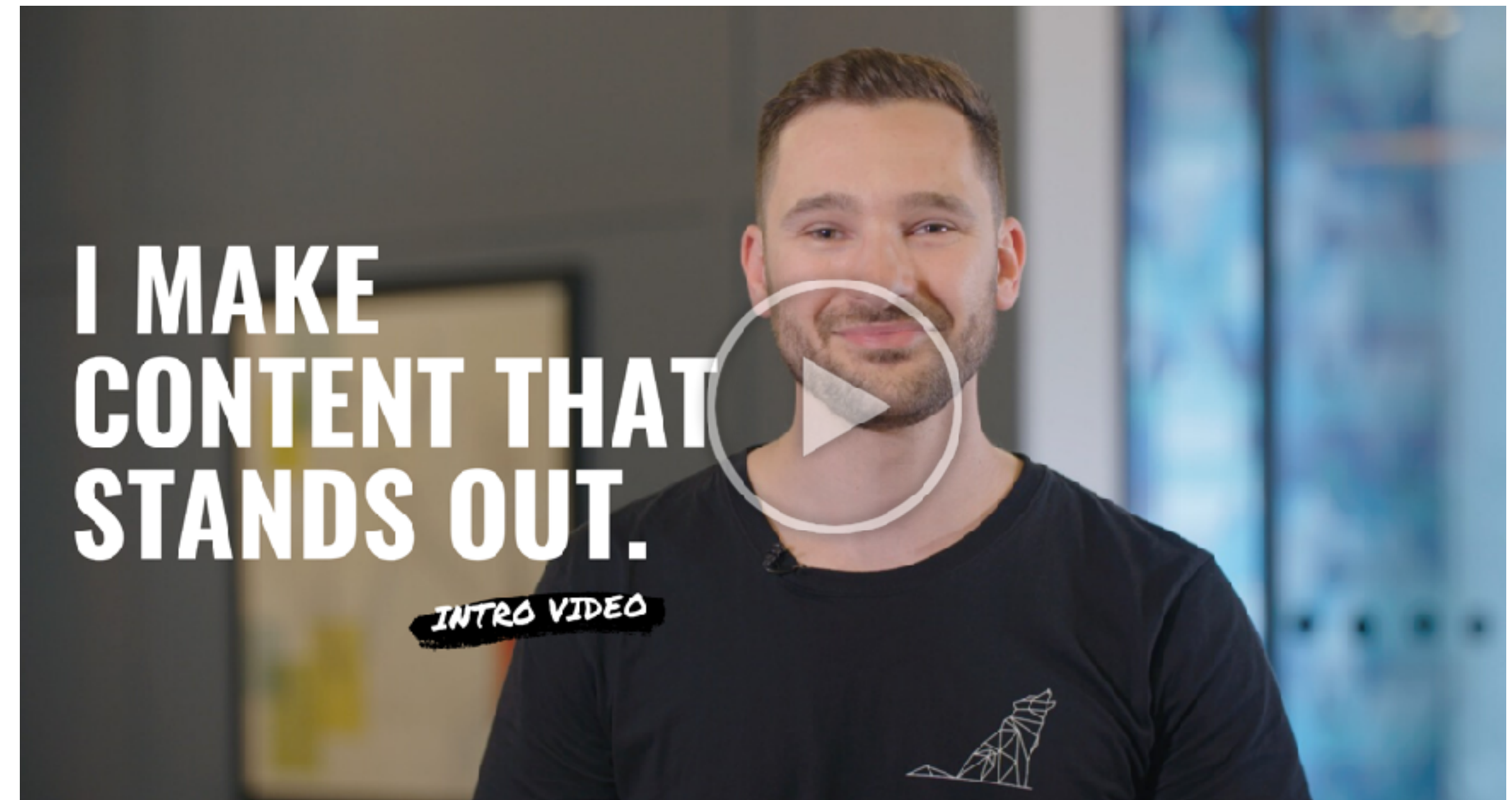
KRIS

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LESS COPY, MORE VIDEO? SURE.

Video has become so important in our market - period. It's one of the most effective ways to communicating your message. So, it's fitting that I have a video that sums-up the value I can offer your brand.

Watch Me



WHAT CREATING OVER 300 PIECES OF CONTENT FOR GLOBAL BRANDS TAUGHT ME.

Over the course of a decade, I've seen content that you're dying to share and videos you're hovering over the skip button, just waiting for your time to pounce. Every project is unique and should be approached that way, but that doesn't always happen.

The way audiences engage with content has changed and brands need to be adaptive. In true Indiana Jones style, I've discovered why some content simply just wins, yet other projects sink...

The logo for Sky, featuring the word "sky" in a lowercase, sans-serif font.The logo for Badoo, featuring a heart icon followed by the word "badoo" in a lowercase, sans-serif font.The logo for Dentsu, featuring the word "dentsu" in a lowercase, sans-serif font.The logo for Global Citizen, featuring the words "GLOBAL CITIZEN." in a bold, uppercase, sans-serif font.The logo for Cineworld Cinemas, featuring a star icon followed by the words "cineworld CINEMAS" in a lowercase, sans-serif font.The logo for Virgin Media, featuring the word "Virgin" in a script font followed by the word "media" in a lowercase, sans-serif font, enclosed in an infinity symbol.The logo for Rb, featuring the letters "rb" in a lowercase, sans-serif font, enclosed in a triangle.The logo for HelloFresh, featuring a leaf icon followed by the words "HelloFRESH" in a lowercase, sans-serif font.The logo for Disney, featuring the word "Disney" in a stylized, cursive font.The logo for Unit9, featuring the word "UNIT9" in a bold, uppercase, sans-serif font, enclosed in a circle.The logo for GayTimes, featuring the word "GAYTIMES" in a bold, uppercase, sans-serif font.The logo for TED, featuring the word "TED" in a bold, uppercase, sans-serif font.The logo for Kris, featuring the word "KRIS" in a bold, uppercase, sans-serif font.

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**THERE'S A PROBLEM. A LOT OF CONTENT IS
'SKIPPABLE'. WHY? BRANDS AREN'T
INVESTING IN THE RIGHT CREATIVE
PARTNERS.**

THE RIGHT PARTNERSHIPS GET RESULTS.

Both markets and consumers are changing - it's a fast moving treadmill. For anyone to create your content, they need to understand your industry and invest in your brand to know how you tick. They also need *the chops* to prove it.

Have you experienced projects that feel like a transaction rather than a partnership? I know, I just shuddered too. You need a winning collaboration to get results. To make stand out content that engages with your audience you need to know what works, what doesn't, then explore the "why" to get results.



**LET'S ADDRESS AN ELEPHANT IN THE ROOM.
COULD SOMEONE ELSE MAKE YOUR CONTENT?
YES. BUT, WOULD THEY INVEST IN YOUR BRAND?**



PROCESS – GETTING THINGS DONE.

I speak in plain terms - to make the complex, simple. You won't hear buzz words, but rather solutions. There's no assumptions, but clear communication. I work with you to interpret, budget and produce your content right - the first time. Jamming with a content creator who understands how a developing, digital-first market reacts is refreshing.

It's a holistic approach that's transparent, so we're on the same page from the get-go. It means a creative partner that you know will get things done, embrace creative challenges and deliver results.



**LOVE A GOOD KPI? ME TOO.
MINE IS ENSURING YOUR CONTENT
ENGAGES WITH YOUR AUDIENCE.**



**SERVICES
ON TAP.**

PRODUCER & DIRECTOR

Having a darn good Producer & Director is key to making a production happen - period. You want a set-proclaimed filmmaking renegade who's wanted for creative ideation, assembling talent, storytelling, and squeaky-clean production schedules.

END-TO-END PRODUCTION

Internal resources stretched? Need a Content Creator to pick up the reins on your project and deliver it end-to-end in partnership with you? I work with a talented, responsive team who understand how stand out content is made for an evolving market. This allows production to scale-up, reacting to your content needs.

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5 STEP PROCESS



CONSULTATION

30 min consultation by Phone or Video call about your project and how we can work together.

BRIEF / PROPOSAL

I review and respond to your creative brief, outcomes and what you want to achieve.

FORECAST & BUDGET

I do a production forecast on the project. What works, what doesn't and an accurate budget for your project.

SHAPE & DEFINE

Together we create a clear Scope of Work. Outlining responsibilities, outcomes and content.

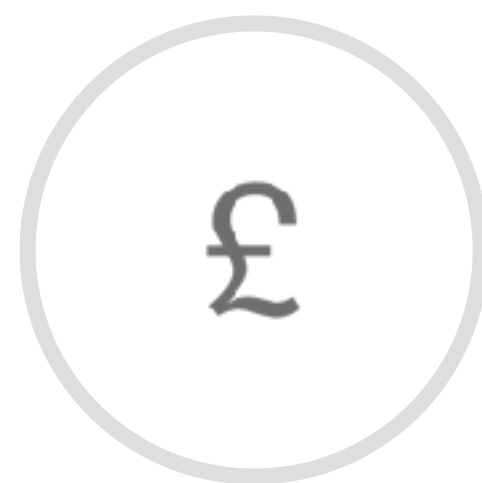
CREATE

We sign off, and start creating stand out content.

HOW I CAN HELP YOU MAKE STAND OUT CONTENT .



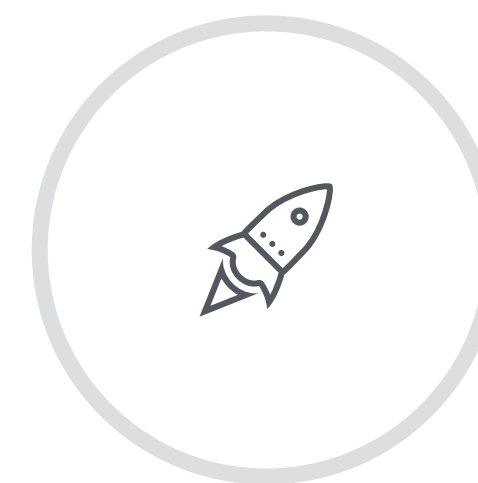
**PRESENTATIONS &
CREATIVE TREATMENTS**



**BUDGETING
ACCURATELY**



**PRODUCTION
FORECASTING**



**CREATIVE
DEVELOPMENT**



**HANDLING YOUR
PROJECT
END-TO-END.**

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SELECTED WORK.

A FEW PROJECTS THAT MADE AN IMPACT.

PRINCES TRUST – WE ARE THE RESILIENT.

ONLINE: BRANDED CONTENT. ROLE: PRODUCER

It's not often you get a call from The Royals, but this was an exception. We were tasked by The Prince's Trust X Business In The Community (BITC) to create a story that would recognise the resilience of businesses across the UK, as they prepare for a moment of crisis.

Our mission, was to create a short, engaging brand story highlighting the preparation of businesses before they are faced with adversity. The film premiered at O2 Arena, as part of private event for The Princes Trust.



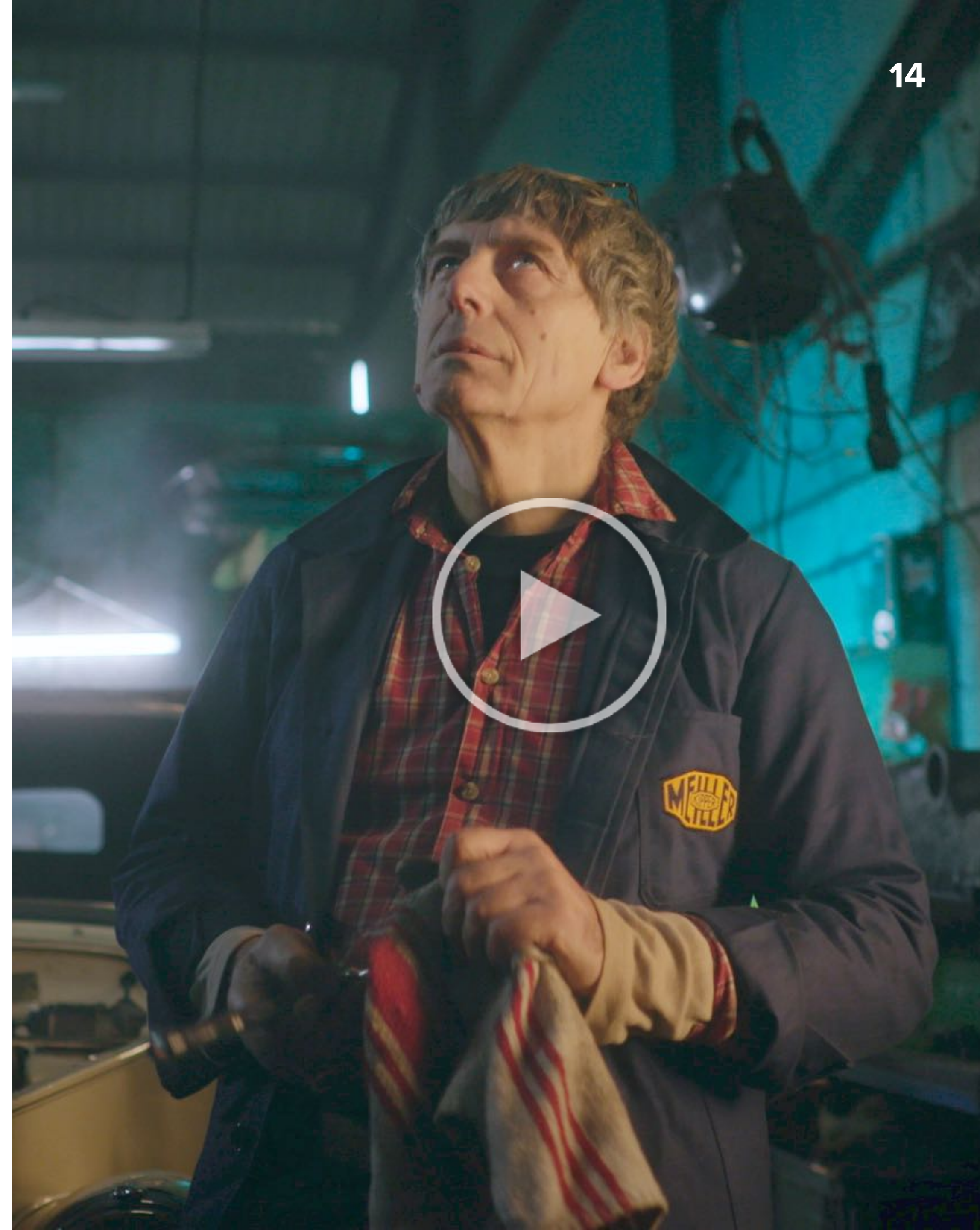
30 Crew / Cast. UK wide filming.



300% spike in traffic to social profiles. Exceeded sign up goal of targeted small business engagement with BITC.

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CINEWORLD – UNLIMITED.

COMMERCIAL CAMPAIGN ROLE: PRODUCER

Meet Phil. He's embarking on a *Journey Of A Lifetime* with Cineworld Unlimited, exploring a world of endless possibilities. This film was part of a 12 month campaign roll-out across the UK spanning Online, VOD and OOH.

Working in collaboration with award winning Agency, Twelve the campaign was created in the style of a movie trailer, featuring a cover version of Sonny and Cher's 'I Got You Babe', a nod to the iconic Groundhog Day.



120 Crew / Cast / Agency.



UK Wide Media Take over / brand saturation. Large spike in new card sign ups, extensive press coverage (Campaign, Drum).

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BADOO- THROWBACKS.

BRANDED CONTENT. ROLE: PRODUCER

We take ‘Throwback Thursdays’ to the next level. This nostalgia-fuelled time machine takes the audience on a journey through different eras of dating, comparing it to the modern dating world of Badoo.

This global, retro campaign (8 films) explored how Badoo is changing the dating world; welcoming a more satisfying dating experience and taking out the ‘guesswork.’



40 Crew / Cast



Huge UK stir on social. Showcase for new features.

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ROUNDTABLE – PADDY POWER X GAY TIMES.

ONLINE.
ROLE: PRODUCER & DIRECTOR

A Roundtable discussion featuring football legends Graeme Souness and Scott Brown. It's honest and authentic, addressing the issue of homophobia within the game.

Working in collaboration with Gay Times, JOE Media, MediaCom and Paddy Power we needed to seamlessly merge key messaging. The campaign (statistics, film, stills) caused a ripple-effect of positive conversation around topics central to the LGBTQ+ community within football.



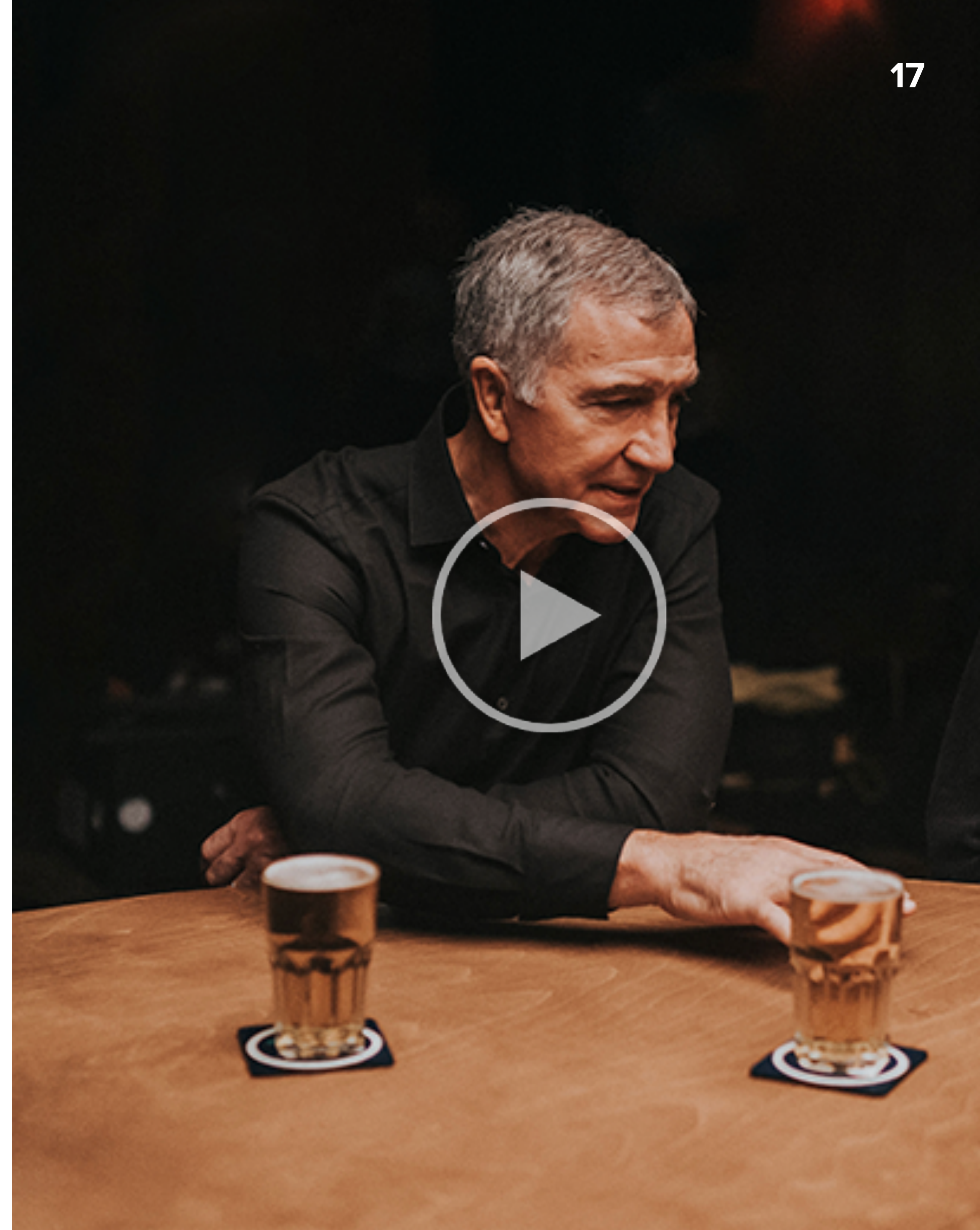
30 Crew / Cast/ Client.



Re-connected with LGBTQ audience after previous backlash on Paddy Power campaigns. Viral: Over 300K Views.

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CINEWORLD X DISNEY – OUR CHRISTMAS WISH.

CINEMA COMMERCIAL ROLE: PRODUCER

A collaboration with Disney, Cineworld and Twelve that captured imaginations with a touch of Christmas magic. We focus on a London Household, where England's Iconic nanny Mary Poppins pays a surprise visit. Her arrival nods to the original movie, coat-tailing on the long awaited return of this iconic character into cinemas.

Celebrating the return of Disney's Mary Poppins to big screen, the advert was enjoyed across Cineworld Cinemas in the EU.



40 Crew / Cast / Agency



Press: Campaign Magazine Mention. 50% Surge in
consumer engagement for promoted "gifting range".

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SOAP CO.

BRANDED DOCUMENTARY ROLE: PRODUCER

The Soap Co had a story of creating life-changing job opportunities. Their collections are crafted in the UK by their employees, 80% of whom are blind, disabled or otherwise disadvantaged.

Four incredible individuals who share a common thread of overcoming adversity with the help and support of Soap Co. Weaving the four stories into a single, strong narrative conveyed a sense of unity, and highlighted the importance of community perception of disability



4 Crew / Cast



Branded documentary that highlighted their mission.

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ACCOLADES

01 - TEDx Talk “Perspective in Advertising”, 2018

03 - AVA Digital Advertising Awards

02 - Campaign Magazine mentions

02 - Drum Marketing Awards

01 - Tropfest Finalist

01 - Youtube Partner Program

02 - Viral Videos

CLIENT TESTIMONIALS

**JOSH F.**

Creative Director @ GAY TIMES

Kris has an ability to translate complex video briefs into industry-leading video, meticulously navigating the production process from end to end. We have used him a number of times, knowing he will always deliver.

**ANNABEL K.**

Account Director @ Twelve

Kris' playful personality supports his passion and drive for making excellent work – with no project too big or small. He will always go the extra mile to understand the brief, ensuring he has the best team ready to deliver the job. His expertise in the industry is clear and inspiring to be around.

**JESSICA DE B.**

Project Manager @ BBC

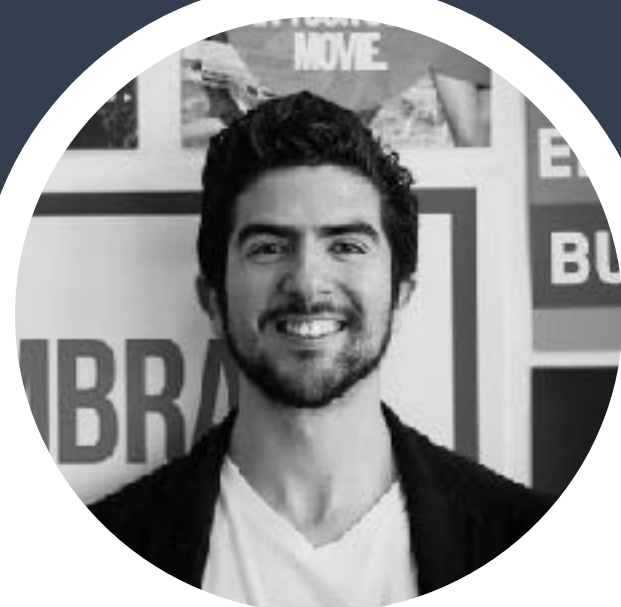
I will always jump at the opportunity to work with Kris and his team. He creates a professional, relaxed and fun environment which leaves me feeling confident we can overcome any hurdles and still produce a high quality product that everyone can be proud to be apart of.

CLIENT TESTIMONIALS

**CARLA M.**

Director @ BRAVE Agency.

Having worked with Kris for many years, I can honestly say he never ceases to impress with his level of enthusiasm, passion and energy across every job he does.

**DAVID P.**

Project Manager @ Whitehat Agency.

We've collaborated on projects with Kris in the past and find his commitment to the job and creative flare to be a hallmark of his personality.

**CHARLIE C.**

Creative @ PSONA.

Working with Kris and his team across different projects has been a great process. His drive and collaborative approach to creativity allowed us to bring our ideas to life in a huge way.



**WANT TO SIT THROUGH ANOTHER
MEETING WITH SOME PRODUCER THAT KEEPS
USING BUZZ WORDS LIKE “SYNERGY”?
OR, DO YOU WANT TO MAKE CONTENT THAT
STANDS OUT?**

HOW MUCH DO YOU CHARGE?

With a career spanning more than a decade, I've created over 300 unique pieces of content for global clients. I've built a team of talented professionals who create authentically engaging content. So, a million dollars. Just kidding, but the point is it costs real money.

No two projects are ever the same, neither is pricing. Get in touch for a bespoke quote following review of your brief.

LET'S MAKE CONTENT THAT STANDS OUT.

Get in touch today to kick-off your journey to making stand out content that authentically connects with your audience. I work across the US, UK and Australia. I'm based in Melbourne, Australia.



Melbourne, Australia



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