

# LA DI DA FILMS



## Capabilities Deck

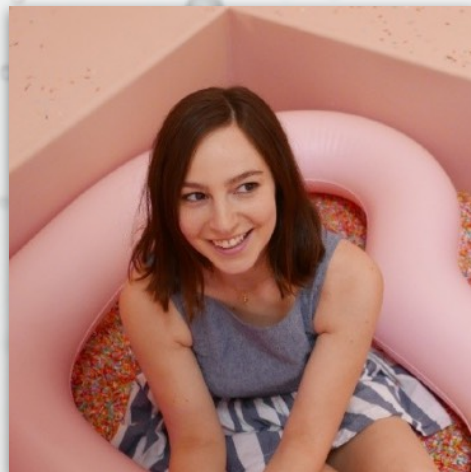
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# Hello!

**La Di Da Films** is a full service production company founded by Adam Blake Carver and Leah McKissock. As a company we specialize in creating professional and distinctively-creative films and commercial content. We love collaborating with brands to bring campaigns to life for broadcast television and across all social media platforms.

Our creative interests are eclectic and diverse. Our work includes stop-motion animation, live-action narratives, GIFs, photography, and documentary. Recently we've produced content for Warner Brothers, Exuviance, Olay, Nabisco, Lenovo, Cheerios, Marc Jacobs, Thermador, and Anheuser-Busch InBev.



# What We Do

Since Facebook, Instagram, and Vine first introduced video ads we've been producing short video campaigns for some of the world's largest brands. Our productions range from small to large, and have been seen on both the small screen and big screen. No matter what the scope of our project our goal is always the same, to captivate your audience.

These are some of the services we provide to our clients.  
Contact us to learn more  
[info@ladidafilms.com](mailto:info@ladidafilms.com)

## CONCEPT & DEVELOPMENT



At the heart of each of our projects there's an idea.

Story & Screenwriting

Commercial Concept

Creative Development

Storyboards & Animatics

Treatment & Shot List

Pitching and Packaging

## PRE-PRODUCTION



We strive to be overly prepared.

Budgeting

Scheduling

Line Producing

Casting

Location Scouting

Music Supervising

## PRODUCTION



We have a wide range of experience in Live Action, Animation & Documentary

Stop-Motion Animation

Still Photography & Gifs

Equipment Rental

Versatile and Global Crew

Production Management

Client Services

## POST-PRODUCTION



We always aim to finish strong.

Video Editing

Visual Effects & Clean Up

Motion Graphics

Sound Mixing

Color Correction

Music Licensing



## **We're Creative**

We live and breathe creativity. From a spark of inspiration all way to final delivery, we love developing creative ideas and working with brands to conceptualize projects. We embrace the creative process and are more than happy to develop ideas from scratch as well as elaborate on preconceived concepts.

## **We're Passionate**

At La Di Da we're extremely passionate about what we do. We take a hands on approach to every project we create and oversee all creative choices with high quality and strong attention to detail. We understand how important even the smallest choices can be in a visual medium and we're passionate about being perfectionists.

## **We're Direct**

We're all about clear and concise communication. We enjoy making ourselves available to the client to discuss anything and everything about our projects and we think that video production is most successful when everyone involved is able to stay in close contact with one another and remain on the same page. Our goal is to make our clients happy and fit your creative needs.

A couple is seen from behind, looking out at a city skyline at night. The city lights are blurred into bokeh, and a prominent white tower is visible in the background. The couple is in the foreground, their silhouettes dark against the bright city lights.

# WHY LA DI DA?



## Our Clients

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# From Script to Screen

## Nabisco 115

### The Challenge

Nabisco approached us about creating a series of TV commercials as part of their 115th Year Anniversary Campaign. Their goal was to have us turn signature recipes for Ritz Cracker, Oreo, Triscuit, HoneyMaid, and Nilla into high quality 15 second stop-motion commercials in our own unique whimsical style. The spots would be aired throughout the holiday season on NBC, ABC & FOX and on the World Series.

### Our Solution

For each spot we highlighted the product packaging in the opening and closing the videos, and designed the cinematography to showcase each recipe step in the most visually appealing way possible. In the Ritz Cracker spot, we built out the tailgate sliders with fresh ingredients and styled each one for camera with a professional food stylist. We then animated the sliders as football players on a football field table runner to add extra character and playfulness to the video. The Ritz Cracker spot aired nationally on the World Series, the entire series aired on NBC's production of Hairspray Live, on ABC, and on FOX throughout the holiday season. Nabisco also utilized the ads across their social media platforms and made full use out of our content in both digital and broadcast TV for their entire campaign. Our videos reached over 60 Million viewers during the course of the airings.





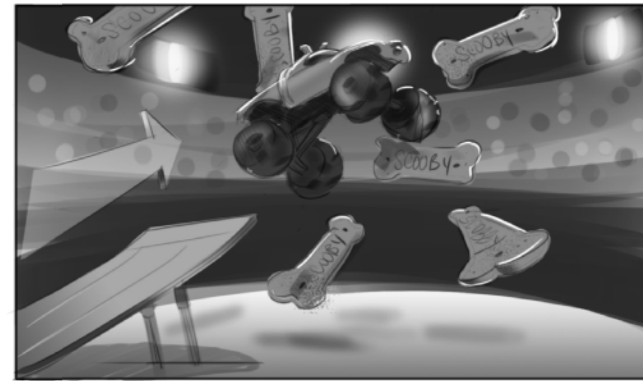
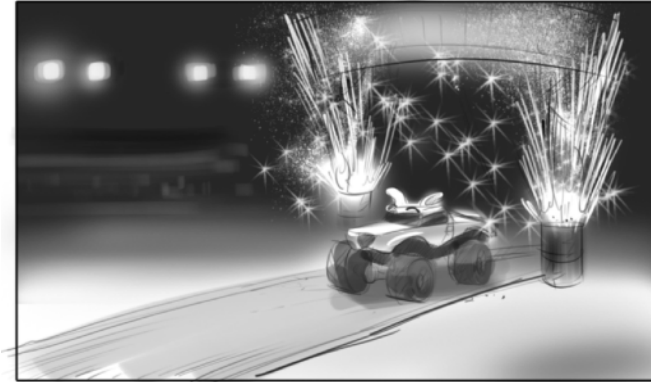
# From Script to Screen

## Warner Bros.

**Warner Bros.** Consumer Products began collaborating with La Di Da Films in 2016. Since then we've produced over 20 videos together that pair global brands with famous Warner Bros. characters and superheros. During our partnership we've produced videos for Mattel, Kellogg's, Pillsbury, Dannon and General Mills.

**The Challenge:** Warner Brothers approached us to create a branded video for their Scooby Doo Monster Jam Hot Wheels truck. The concept was to use stop-motion animation to tell an engaging narrative story about the Scooby Doo truck in a Monster Jam competition marketing towards children and families.

**Our Solution:** We designed and built a miniature Monster Jam arena and conceptualized a 60 second branded video to be animated by hand in stop-motion animation. We also integrated a General Mills Scooby Doo graham crackers product into the story-line in order to co-brand the video with an additional sponsor. We wrote a voiceover script and mastered the project with professional VFX, color correction, and sound design. The video was hugely successful on both Warner Brothers' and Hot Wheel's digital channels - racking up 3.4 Million views on YouTube alone.

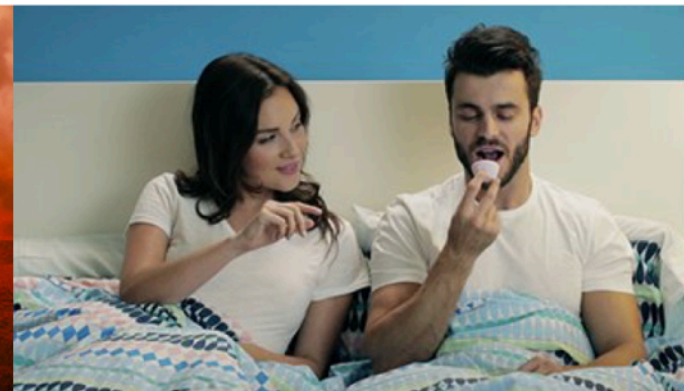




# Portfolio

Here are some stills from of our latest work!  
To see the stills in motion, see our portfolio.

Click [here!](#)





# Thank You!

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## La Di Da Films

Leah McKissock & Adam Carver

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## Representation

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