

CÓMPANY Profile

GIANT SQUID Films

BACKGROUND



a. WHO WE ARE

GSF is a reputable video production company with a proven track record and an unquenchable desire to tell remarkable stories. For over a decade, our team of passionate and specialized film experts has been consistent in creating awe-inspiring, hard-hitting content across a wide variety of major sectors locally and abroad.


Our value lies in our artistic integrity. Each project is treated as a work of art with a divine purpose. We take pride in every shot, word, edit and decision, carefully executed without compromise.

An essential passion for good storytelling remains at the core of our business. It is this principle that allows us to deliver above-average, quality content that is worthy of our client's investment.

We are filmmakers and the rest... is YOUR history.

b. WHAT WE DO

From concept to distribution, GSF provides all the necessary skills and tools needed to create an audio-visual product that will meet your needs. First, we hear your story, then we turn it into something great through:

- Highly creative, client-centric concept development with fair budgets
 - Extensive research, pre-visualization practices, and inventive writing
 - Expert production planning and logical coordination
 - Sophisticated filming, lighting equipment, technology and skilled specialists to match
 - Value-added watching experience that caters specifically to your target market or audience
 - Complete in-house turnaround solutions
 - Guaranteed high production value that meets and exceeds industry standards
 - Professional execution and on-time delivery
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STRATEGY & VISION



a. OUR VISION

To create an experience through the world of film and television that can evoke emotion, change perspective, inspire growth, transform or reaffirm a belief, and make honest an interpretation; all-in-all TELL GOOD STORIES!

b. MISSION STATEMENT

To provide a 'visible value for money' service driven by:

- experienced and multi-skilled personnel
- an unwavering dedication to our clients and company
- innovative project strategies

Ultimately maintaining and building long term business relationships with return clients and investors who trust in our abilities, ethics, and ethos.

c. VALUES


Defined by our honest approach to projects and our belief in prioritizing quality over quantity, our work affirms that:

- We are filmmakers at heart; we want to create something remarkable every time.
- We take pride in our work; if it inspires us, it will inspire you.
- We understand the power of our craft; be it to entertain, educate, persuade or enlighten, we have the know-how.
- We go above and beyond; we don't meet expectations, we exceed them.

d. GROWTH STRATEGY

Learn, endure, grow, repeat. We ensure constant and positive company growth by maintaining high standards throughout various projects that encourage skill diversification and provide extensive networking opportunities.

The South African Film and Television industry has grown drastically in the past ten years and has managed to place itself on a globally recognized level. Due to the nature of the industry, with the requirement of ever-changing and evolving technology, and the promise of impending growth - GSF adopts a MARKET EXPANSION GROWTH STRATEGY, that will see the company pushing itself and the industry into new and undiscovered avenues.



PRODUCTS & SERVICES

a. PRODUCTS

Our Product Solutions are based on a Three-Tier system that consists of Experience, Expertise and Equipment. These facets all support our Primary Service on a project-specific basis.

1. EXPERIENCE:

With our feet firmly planted in the humbling beginnings of TV sets and production, we have worked our way through all major genres, sectors and industries. We have overcome (through grit-sweat-and-tears) the 'Trials and Tribulations' of the TV and Film Industry. Although filmmakers never stop learning, we are confident that we have learned enough to trust ourselves with your "darlings". We consider ourselves experienced in:

- TELEVISION: *Lifestyle, Reality, Entertainment, Drama, Commercials*
- SECTORS: *Corporate, Government, Education, Business, Sport*
- INDUSTRIES: *Agriculture, Mining, Manufacturing, Motor, Culinary, Wedding, Security*
- OTHER: *Events, Music Videos, Company Profiles/Promos*

2. EXPERTISE:

As all-round Filmmakers we are skilled in all major Film and TV departments. We specialize in all the major departments and have an extended network of skilled personnel for any skillset required in production.

GSF Primary Expertise:

- Production Department - *Producer, Line Producer, Content Producer, Production Manager*
- Directing - *Director, 1st A.D, Technical Director*
- Writing - *Creative Writing, Lead Script*
- Camera - *D.O.P, Camera Operator*
- Editing (Adobe CC, Final Cut, DaVinci, AVID) - *Offline Editor, Online Editor, Colourist, Final Mix, Motion Graphics Artist*

GSF Secondary Expertise:

- Grips Department - *Key Grip, Lighting Operator*
- Sound Department - *Sound Engineer, Boom Operator*
- Art Department - *Production Designer, Art Director, Set Dresser, Props Master, Set Assistant*




a. PRODUCTS (Continued.)

3. EQUIPMENT:

GSF prides itself on staying current and informed and stays abreast of all the major movements and developments in the world of film and television TECH. We upskill ourselves regularly to make sure we stay relevant and, whenever possible, ahead of the trends.

We strongly believe that every project needs its own set of tools. Having worked on and with a variety of cameras, lights, film equipment, etc. and having established an extensive network of equipment suppliers - we can fulfil the equipment requirements of any project with:

- Cross-platform & online Scripting, Previz and Planning Software.
 - HD/4K - CINE, ENG, MIRRORLESS & DSLR CAMERAS
 - GRIPS & RIGGING - CRANES, JIBS, DOLLIES, GIMBALS, SLIDERS...
 - LIGHTING KITS & STANDS - REDHEADS, BLONDES, KINOFLO, LEDS, RGB...
 - SOUND (BROADCAST) - Shotgun, Lavalier, Field Recorders, etc.
 - POST PROD - High-end, powerful Editing Computers with multiple NLE's for all editing needs (Cutting, Mixing, Motion Graphics, etc.)
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PRODUCTS & SERVICES

b. SERVICES

We tell stories, make magic, bring to life dreams and venture into the unknown. Behind every audio-visual project there are a variety of people, departments, skill sets, processes and so forth... we can handle them all. Our primary goal is to provide a collaborative creative service. We want to give you a video that 'ticks-all-the-boxes' and exceeds your expectations. To achieve such a coherent and complete package, we have set in place, a running project structure and critical path that works as a base for every project we tackle:

1. CONCEPT DEVELOPMENT:

Meet, discuss, pitch, brainstorm, formulate and confirm a direction and/or approach for a project. Agree on Terms and Conditions.

2. PRE-PRODUCTION:

Scriptwriting, Previsualisation, Sourcing, Planning and Scheduling.

3. PRODUCTION:

Filming and Recording of scripted, planned and scheduled Content. Cast and Crew on Location.

4. POST-PRODUCTION:

Editing - Cutting Down, Trimming, Compiling and Sweetening of the recorded audio-visual material.

5. DELIVERY & MARKETING:

The Mastering and Delivery of the finished Audio-Visual Production. Marketing Material released and Managed - if necessary and predetermined.

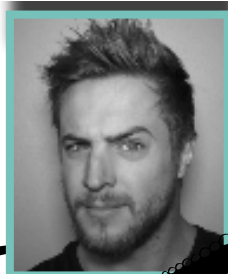
MANAGEMENT & OWNERSHIP

Directors:



Kyle Wood

Qualification: National Diploma Film and Television Production
Specializes in: Directing, Editing, and Producing



Coenrie Willemse

Qualification: National Diploma Film and Television Production
Specializes in: Cinematography, Writing, and Editing

GIANT SQUID **FILMS**

SELECTED PRODUCTIONS

TV SERIES

GROND TOT MOND	KYKNET ON DSTV
BRING EN BRAAI SEASON 3 & 4	KYKNET ON DSTV, 2012 - 2013
BAARD, BOS EN KOS SEASON 1 & 2	VIA ON DSTV, 2018
OPTOG SEASON 1	VIA ON DSTV, 2020

TV COMMERCIALS

GRAIN SA	KYKNET/SABC
FARMERS FEED LIFE	KYKNET ON DSTV, 2014
U.I.F. COMMERCIAL - "BEAT THE LINE"	SABC, 2015
DIGNITY DREAMS	SABC, 2015
LIVING LAND	SABC, INSERTS

DOCUMENTARIES

GRAIN SA FARMING AND CONSERVATION	NATIONAL, ONLINE & IN-HOUSE, 2014 - 2017
SHARKS RUGBY	NATIONAL DVD RETAIL, 2012 - 2013
CAPITAL CRAFT BEER FESTIVAL	ONLINE & SOCIAL MEDIA, 2013 - 2017
GOOD NEWS STORIES	ONLINE & SOCIAL MEDIA, 2016 - 2017
KWASA COLLEGE	ONLINE CHARITY CAMPAIGN, 2016

CORPORATE

BIDVEST PROTEA COIN	NATIONAL, ONLINE, & IN-HOUSE, 2016 - 2017
TWIGA SA & IMPALA UGANDA	NATIONAL & INTERNATIONAL SALES, 2014 - 2017
GRAIN SA	NATIONAL, 2015 - 2018

WEB SERIES

THE BEARDED CHEF	ONLINE & SOCIAL MEDIA, 2016 - 2018
BRAAIBOY TV	ONLINE & SOCIAL MEDIA, 2015 - 2016

EDUCATIONAL

"FOOD FOR LIFE"	NATIONWIDE DVD SERIES, 2013
BETTER BEST	NATIONAL SMART APP SERIES, 2014
L.E.A.D. S.A.	NATIONAL, ONLINE & IN-HOUSE, 2013
U.I.F TRAINING VIDEO	NATIONAL LABOUR CENTERS, 2015
SA ETIQUETTE ACADEMY	NATIONAL, ONLINE, 2018

EVENT VIDEOS

PARK ACOUSTICS

SOCIAL MEDIA PLATFORMS, 2013 - 2016

S.A.B. & TUKS - "RAG"

SOCIAL MEDIA PLATFORMS, 2016

TUKS & SONOP - "LENTE DAG"

SOCIAL MEDIA PLATFORMS, 2013 - 2018

CELL C POLO CLASSIC

ONLINE & SOCIAL MEDIA PLATFORMS, 2016

MUSIC VIDEOS

BLAZIN GOOCH - "DRUGS IN A ZOO"

ONLINE & SOCIAL MEDIA PLATFORMS, 2015

SCARLOTTE WILL - I AM THE MESSENGER"

ONLINE & SOCIAL MEDIA PLATFORMS, 2016

