





| OVERVIEW

ABOUT US

CAPABILITIES

CASE STUDIES

RESULTS

INVESTMENT



**DH** VIDEO  
BROCHURES



**DH** *giga*

**DH**  
FILMS



## | ABOUT US

DHD Films is an award-winning, minority owned, HUB-certified small business headquartered in Dallas, Texas that produces results driven communications for clients across the nation including private, non-profit and governmental agencies. Under the direction of brothers and owners, Shezad and Hussain Manjee, DHD Films employs a talented team of diverse filmmakers, producers, scriptwriters and interactive marketers who are committed to providing creative, consistent and dedicated service to exceed client expectations.





## | ABOUT US

### WHY DHD?

From the inside out our company embodies a presence with visitors and clients alike that resonates in our work and attitude. You'll enjoy the journey to your story's completion as much as you enjoy the final piece itself.

You aren't a bystander, you are immersed in every part of your story's creation, from pre-production to deployment.

Our team is authentic and strives to produce genuine content to create lasting trust between your business and its customers.





We provide every client with a toolbox of diverse skill sets and creative insights. Our team's passion for ingenious storytelling is apparent in every video we produce. Leveraging principles from organizations like IDEO, that focus on human-centered design, we've instilled a people-centered foundation in our work.

Whether it is a consumer audience or a business audience, we know how to create and deliver impactful messaging. We've produced thousands of video projects targeting widely varied audiences — from corporate CEOs, prospective students, registered voters, kids to senior citizens, and more.



— **CONSTANT** —  
**IMPROVEMENT**

- **BE THE BEST** —
- **ENCOURAGE EACH OTHER** —
- **BOLDLY EMBRACE CHANGE** —
- **EXHIBIT DEEP PASSION** —



— **PEOPLE** —  
**CENTERED**

- **CREATE FUN ENVIRONMENT** —
- **CELEBRATE DIVERSITY** —
- **OPEN & HONEST COMMUNICATION** —
- **HELP OTHERS SUCCEED** —



— **SOCIALLY AND ETHICALLY** —  
**RESPONSIBLE**

- **DO WHAT'S RIGHT** —
- **HONESTY ABOVE ALL ELSE** —
- **STEWARDS OF COMMUNITY** —
- **GIVE BACK** —



— **RESULTS** —  
**FOCUSED**

- **THINK BIG** —
- **TAKE ON CHALLENGES** —
- **EXCEED EXPECTATIONS** —
- **DEVELOP INNOVATIVE SOLUTIONS** —





STRATEGY

CREATIVE CONCEPT DEVELOPMENT

DESIGN & STORYBOARDING

COPYWRITING

DIGITAL CONTENT DEVELOPMENT

FULL SERVICE VIDEO PRODUCTION

VIDEO BROCHURES

DVD PRINTING AND DUPLICATION





Recruiting



Explainer



Motion  
Graphics



Training



Identity



Events



Live  
Streaming



Interactive  
360°



Case  
Studies

## VIDEO PRODUCTION

From traditional to digital, we bring your vision to life. Whether you need brand building or direct response creative, our award-winning team will craft the best message to engage with your organization's target audience.

With over 18 years of experience producing promotional videos, broadcast TV commercials and educational videos, we have become project management experts. We guarantee every project will be produced efficiently to stay on-budget and ahead of schedule.

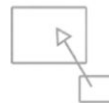
## HOW WE WORK

It all starts with research. We coordinate with your team to craft the optimal production plan and the right mix of art and technology for your project. This type of consultative approach is what differentiates DHD Films from the rest. We have a team of visionary leaders, marketing experts, producers, writers, designers and production specialists at your service - but at the core is your team and your needs.



### Project Management

Research and Analysis, Logistics & Asset Management



### Pre-Production

Pre-Production Planning, Script Writing, Storyboarding



### Cutting Edge Equipment

Aerial Videography, In-house Studio & Sound Stage



### Original Graphics

Motion Graphics, Animation, Graphic Design



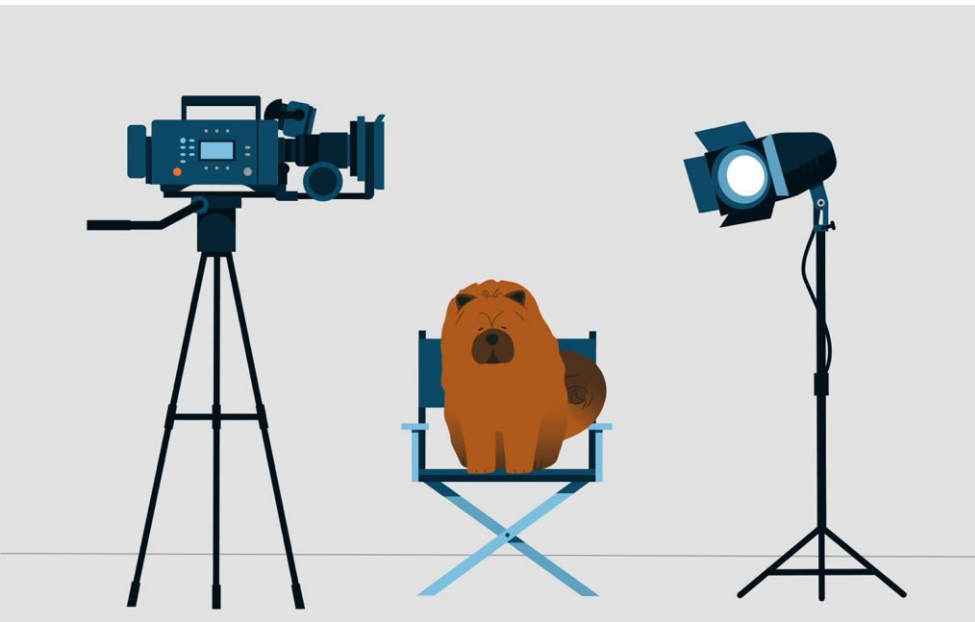
### Multi-Platform Delivery

Social Media, Web Formatting, DVD Duplication, Broadcast Delivery



### Sound Design

Voiceover Recording, Original Music Licensing



## OUR PROCESS

Storytelling is in our blood and there is nothing that we are more passionate about. So how do we do it? From idea conception to delivery of the final product, DHD Films has you covered every step of the way.

We hold your vision in paramount importance and do everything in our power to make sure you are satisfied with every deliverable. We believe our established processes help us to ensure quality results every time.



## | CAPABILITIES

We can support the planning and execution of video projects, as well as advise on a release schedule strategy. We understand how imperative it is to scope every aspect of a project according to budget, and guarantee timely and creative solutions for any scale. Though there may be variations from project to project, our typical timeline from onboarding to delivery allows for all three phases of the process to occur in a thoughtful and deliberate manner. We ensure, at every step of the way, that our team is aligned with your vision.

### PRE-PRODUCTION

- Analysis & Research
- Creative Concepting
- Story Development
- Logistics
- Casting & Art Direction

### PRODUCTION

- Studio/On-Location
- Filming
- Lighting
- Set Design
- MUA & Hair
- Photography
- Live Event Management

### POST-PRODUCTION

- Editing
- VFX & Compositing
- Color Grading
- Sound Design
- Animation & Motion
- Graphics
- Multi-Platform Delivery



## | CAPABILITIES

### **EMAILS/NEWSLETTERS**

Send video directly to your patients' inbox to enhance your email messaging & monthly updates

### **SOCIAL MEDIA**

Share video on your social networks to keep your supporters up-to-date and engaged

### **WEBSITES**

Display video on your landing page to educate and engage your audience

### **PUBLIC RELATIONS**

Utilize video to communicate your company's vision through the media

### **BLOGS**

Include video on your blog to educate and entertain your readers

### **TRAINING**

Employ video to reduce the cost and time of your training procedures

### **WEBINARS**

Present video to effectively connect with your attendees

### **MUCH MORE!**

## CONSISTENT QUALITY

Every project initiates with a kickoff with the client and any relevant stakeholders. This initial meeting sets up the details, expectations, and direction for the project.

The filming itself is overseen by both the Director of Photography, as well as the assigned Producer for the project. Projects are not advanced to client review unless the internal quality standards are met. Upon distribution to client, their input is incorporated, culminating in a final delivery to client.



## A PERSONAL RELATIONSHIP

The Creative Director would serve both as a traditional account manager – providing project updates, metrics reporting generally liaising between client and studio – as well as creative consultant – originating creative concepts and strategy, and working with key stakeholders to develop content aligned with the brand.

Contact with the Creative Director/Account Manager will be solely at the discretion of the client and not be limited to scheduled communications. DHD is committed to providing regular weekly updates to include individual project progress, budget-to-actuals reporting, timeline tracking, and any applicable balance reporting.







## MAXIMUM FLEXIBILITY

Our project model is designed to allow for a maximum degree of flexibility both within the initial scope creation, as well as in any subsequent project extension or add-ons. By operating with self-contained projects as the principal mode of service delivery, we can safeguard against any one issue creating an adverse situation across an entire account.

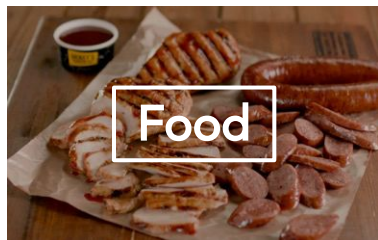
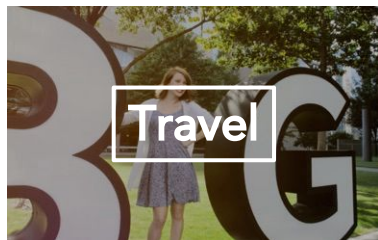
Each project under the account is given an individual scope, assigned staff, and tracked separately both for timeline and budget. This allows for multiple projects to run concurrently, as well as for single projects to be modified, paused, or extended without affecting any other project within the account. If operating within our retainer model, each project maintains individualized internal details (budget, staff, etc.) while drawing from the main pool of billable hours afforded by the specific monthly plan assigned to the account.

## MEANINGFUL DIALOGUE

All account related issues will ultimately be managed by the Creative Director/Account Manager. It is expected that any Producer assigned to an individual project will triage and attempt to resolve any issues before escalating them to the Creative Director/Account Manager.

If an individual Producer identifies and is unable to resolve an issue, it will immediately be escalated to the Creative Director/Account Manager, who will use the considerable resources and access to staff at his disposal to remedy the issue as quickly as possible.





## A GUINNESS WORLD RECORD

**Client:** Chevrolet

**Purpose:** To capture Chevrolet's Guinness World Record attempt and highlight the launch of their new 2017 Silverado 2500.

**Brief:** Chevrolet recently set a new record, "The World's Largest Flag Pulled by a Moving Vehicle," when its new 2017 Silverado 2500 HD completed four laps around TMS. DHD Films was there to capture the event.



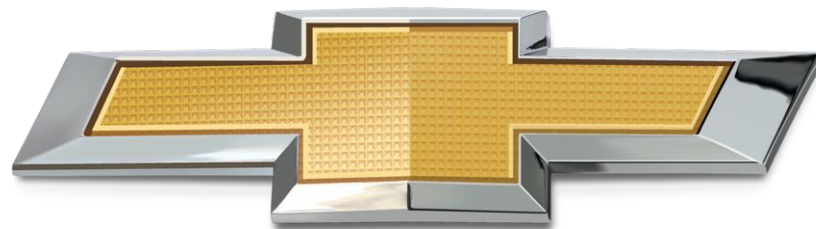
## A GUINNESS WORLD RECORD

**300,000 Views**

**6,000 Impressions**

**10 National News Stories**

A 12-person team composed of camera ops, aerial pilots, editors, DIT and sound engineers worked to effectively capture and complete a 90 minute turnaround edit of this Guinness World Record. The video earned distribution on several national media outlets and made history for Chevrolet and the Texas Motor Speedway.



# CHEVROLET

## 360° OPEN HEART TRANSPLANT

**Client:** UT Southwestern Medical Center

**Purpose:** To capture the world's first 360° open heart transplant.

**Brief:** UT Southwestern Medical Center enlisted DHD Films to use innovative 360° video technology to showcase an open heart surgery. The historic project required 7 separate cameras and an on-call video team to pull off.







## 360° OPEN HEART TRANSPLANT

**89,158 Views**

**317,855 Impressions**

**2,867 Reactions**

By placing the viewer right in the middle of the O.R., the video provided unprecedented access and insight into a complex medical procedure, enveloping the viewer in an experience previously accessible only to highly trained, on-site medical staff.

**UT Southwestern**  
Medical Center

## PUTTING DALLAS IN THE SPOTLIGHT

**Client:** Visit Dallas

**Purpose:** To highlight the diverse culture of Dallas, TX to inspire others to visit.

**Brief:** DHD Films dove deep into the history and culture of Dallas's diverse neighborhoods to highlighting everything from fashion to food. We presented viewers with a comprehensive look into Dallas life to boost tourism of the city.





## PUTTING DALLAS IN THE SPOTLIGHT

**20% Increase in Tourism**

**Dallas Named 8<sup>th</sup> Best Meeting Destination**

**Silver Award for Best Destination Experience**

The City of Dallas experiences substantial tourism growth as a result of the video series.

The digital series also prompted locals to travel more within the city and stimulated economic growth from within.



## MOVING DART FORWARD

**Client:** DDC/DART

**Purpose:** To elevate public transportation in Dallas, TX and increase DART ridership.

**Brief:** Working closely with DART's agency or record, DDC, DHD was able to produce a suite of live action and animated videos, GIFs, and interactive Facebook ads to show the many faces of North Texans who ride DART every day.



## MOVING DART FORWARD

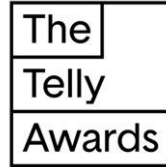
**50% Increase in UT Dallas line traffic**

**2018 AMA DFW Public Relations Award**

**2018 AMA DFW Marketer of the Year Award**

The assets DHD created have been an integral part of pitching Dallas area location to Amazon. Further, DART saw an increase in 2017 light rail weekly ridership, as well as a significant turn in public perception. DART also gleaned key insights from data mining of the assets' social media deployment to further refine targeting for subsequent ads.







## | RESULTS

The DHD team translated the message and tone we described into engaging and effective videos. They heard our feedback in the editing process and exercised their expertise to provide smart guidance. We cannot wait to show off our new videos and we look forward to working with DHD again.

**Juan Elizondo**



NATIONAL  
MATH + SCIENCE  
INITIATIVE

The results were compelling. With our final product published less than 24 hours after production, DHD Film's short video drew more than 100k views, 2k shares and hundreds of comments in the first day alone. For any production requiring professionalism, hustle and a relentless demand for quality, I strongly recommend DHD Films.

**Tom Shea**



**WEBER  
SHANDWICK**

When I work with DHD Films, I often wonder whether I've misplaced my tinfoil hat: they have an uncanny ability to anticipate the style and substance I'm looking for in a video shoot. I just needed to articulate my objectives for the project, and identify a few key themes that I wanted each speaker to address, and the DHD team handled the rest.

**Irene Sandler**



**Cognizant**



## LEGACY SENIOR COMMUNITIES

A record-breaking dollar amount attributed to their fundraising video helped pay for a third campus.



## JUNIOR ACHIEVEMENT

A 5-part video series was produced for an international audience, gaining traffic across 121 countries.



## UNIVERSITY OF TEXAS

A single video was deployed across multiple events, social media, a website, and direct marketing.



## CITY OF GEORGETOWN, TX

A PSA video resulted in 83% voter turnout – an unprecedented number for the city.

## MONTHLY RETAINER PLAN

A monthly retainer plan gives you the power to build a bank of high quality video content to be used throughout the year. Video can now be an integral part of your business growth strategy. From explainer and event films to recruiting and identity videos, the monthly retainer plan allows you to do it all!

The plans are designed to allow you to pay in monthly installments, making payments affordable and predictable. All of our plans include access to our \$2 million state of the art production studio as well as our award winning creative team.





## MONTHLY RETAINER PLAN

### **Priority Status**

Having a retainer plan means we can accommodate your last minute projects and quick turnarounds. Rest easy knowing we have you covered.

### **Consistency**

The monthly retainer model gives you a partner who is dedicated to serving you by guaranteeing consistent, high quality visuals that match your brand guidelines, messaging and culture.

### **Marketing Strategy**

Our annual strategy session with your team and quarterly checkpoints, will help align video content with business goals and challenges.



We hope to have the opportunity to work  
with you to move your story forward!

