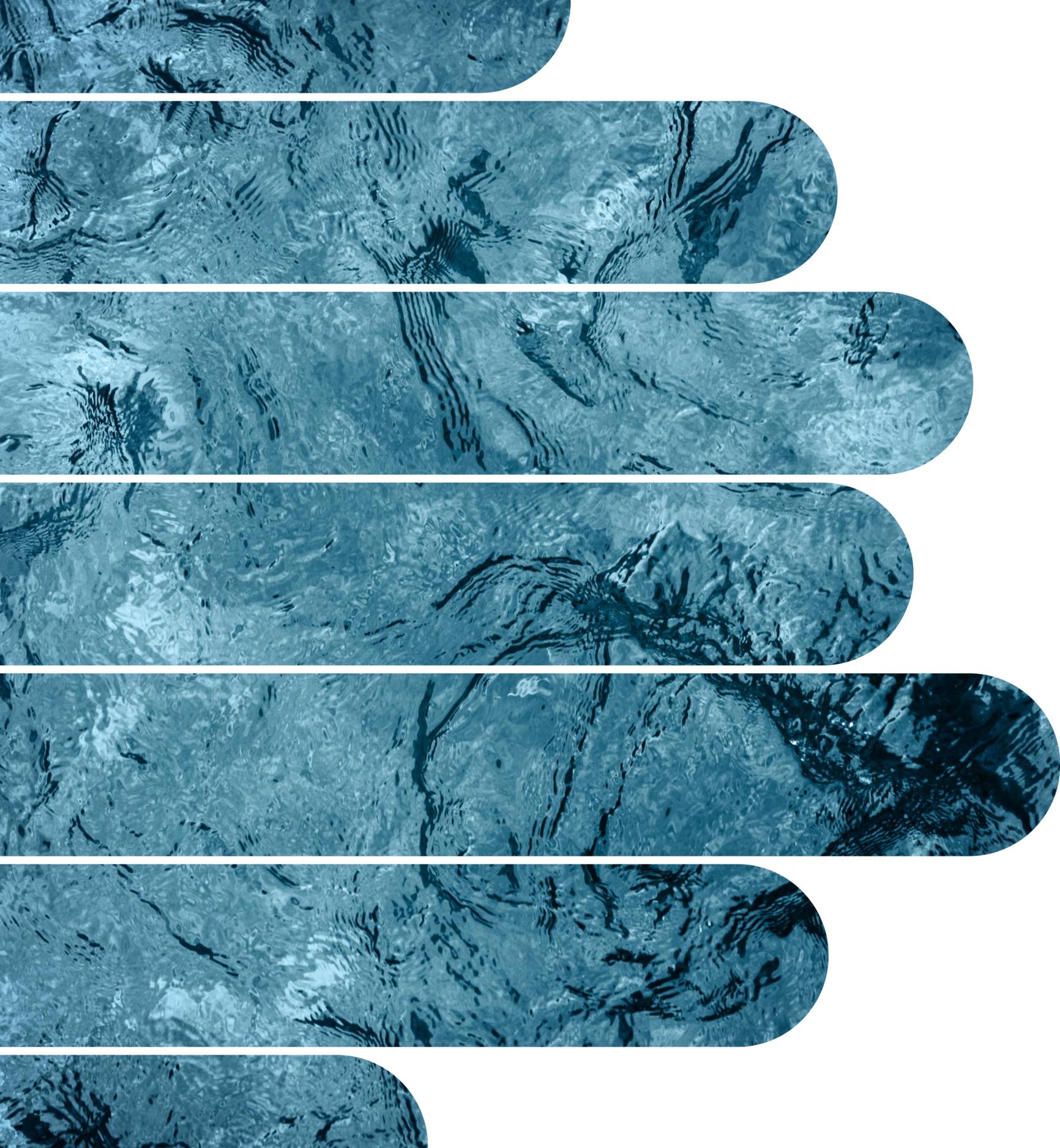




MAIN MEDIA VIDEO
CREATIVE VIDEO PRODUCTION



WHO AM I ?



Ben Hole

Founder of Main Media.

Twenty-five years of production experience as an editor and producer/director.

Almost completely self-taught with a background in peer education, training and public health.

As an editor I've cut everything from promos to feature documentary. I'm still passionate about editing.

Structure and pacing is everything for me and I hope a differentiator of our business.



HOW DID I GET HERE?

Starting the business

About ten years ago I moved to Essex and started to drive Main Media as a production vehicle.

Initially it was just me, but now we have three of us making content for businesses, charities and brands across the UK.

We work with people like Capstone Fostering, BM Steel, University of Birmingham, Royal College of Obstetricians, Ipeco Holdings, The Open University, UNICEF and World Athletics.

We're continually looking to explore and exploit new opportunities. To improve as creatives and learn from every project.



BEN HOLE

Creative Director
A background in collaborative filmmaking with hard-to-reach groups and extensive post experience.



GINA TOWNSEND

Senior Content Producer
Extensive graphics, edit and production experience combined with workflow design which ensures smooth productions.



KEIRA CHANTRY

Junior Content Producer
A background in drama, customer service with developing post skills.



WHY ARE WE TRYING TO DIVERSIFY?

We've learned some hard lessons

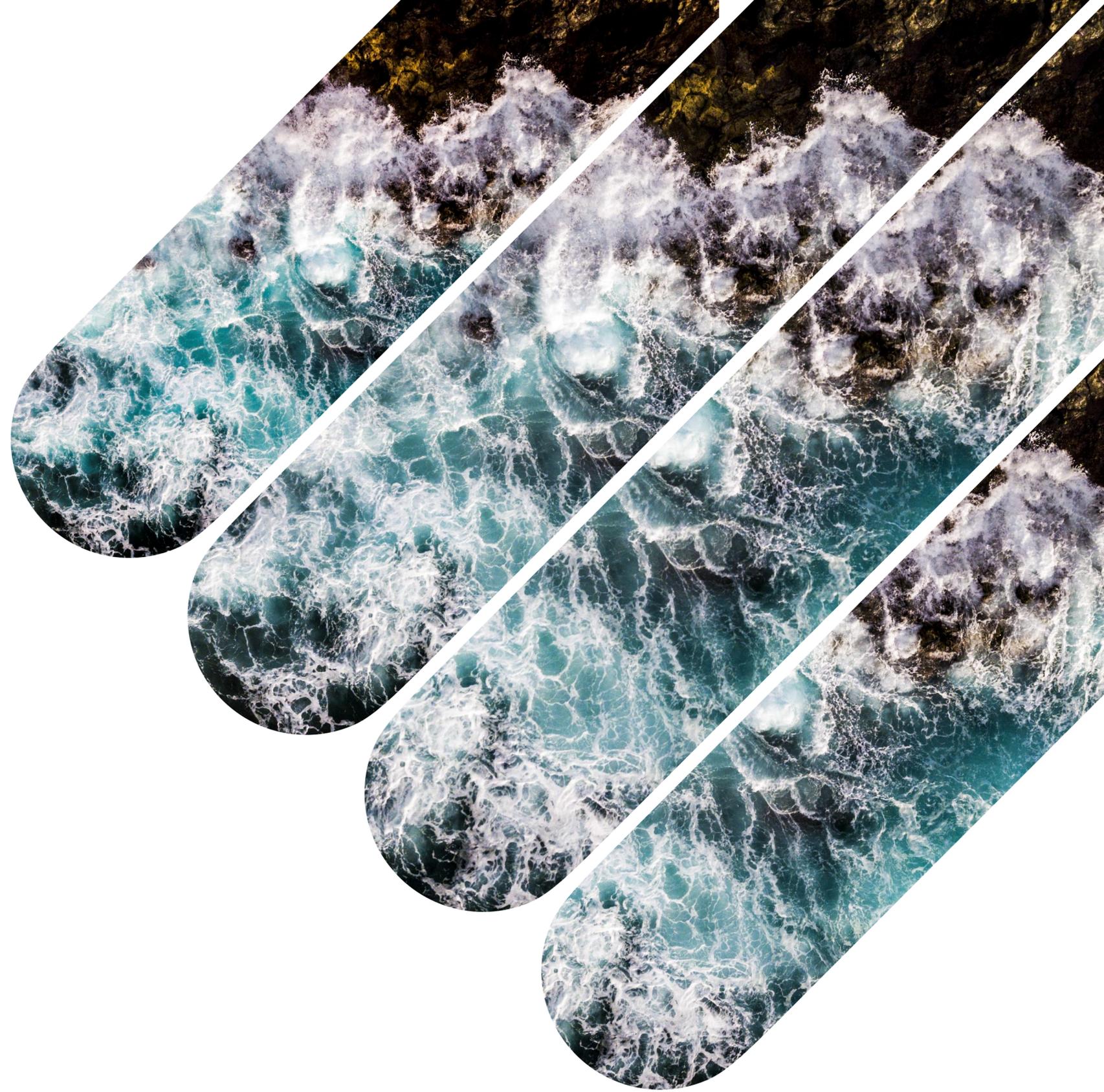
Being a monoculture has nearly finished the business a few times.

- Client wastage and upheaval
- COVID
- External life factors

Hence, we've really tried to diversify our offer away from commodity video services and not be too reliant on a small number of clients.

WE WERE

A post focussed one man band. With a commodity, time for hire focus.





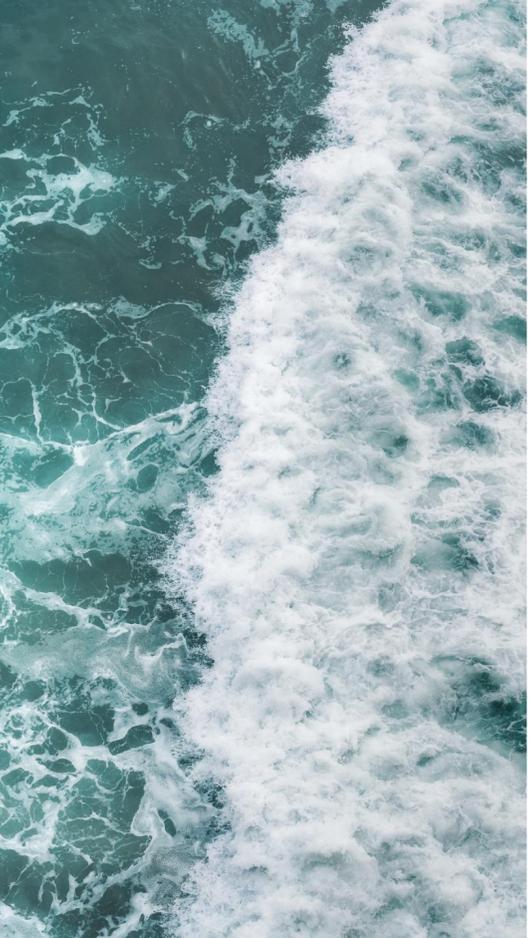
HOW WE'VE EVOLVED?

We're a team.

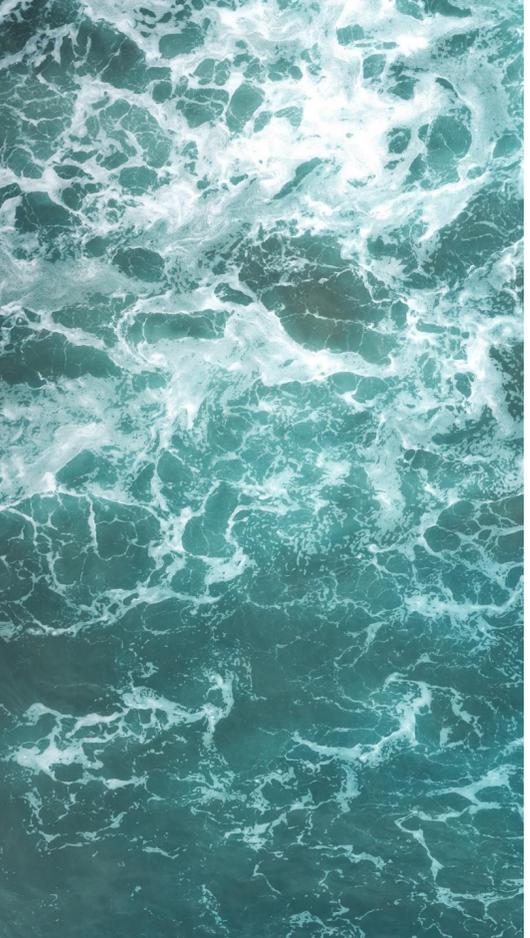
With a wider production focus – especially around related disciplines.

So, we now make animation, graphic work, offer stills, narrative and documentary films, do event coverage etc.

Wherever possible promoting a campaign approach to our clients.



**WE'VE
BROADENED OUR
PRODUCTS TO
INCLUDE NEW
STYLES OF
CONTENT**



**WE'VE CHANGED
OUR APPROACH TO
MAKING VIDEO
WORK.**

**ADDING VALUE BY
PROPOSING AND
DELIVERING
CAMPAIGNS**

**WE'RE DEVELOPING
IP LED PROJECTS.**

**CREATING PRODUCTS
THAT WE CAN TAKE
TO THE MARKET
RATHER THAN
WAITING FOR THEM
TO COME TO US**

➔ The next phase



A MULTIFACETED CREATIVE BUSINESS

Providing creative services and campaigns to our client base



A NEW BRAND

We're saying goodbye to Main Media and becoming TIDAL FILM



A NEW WEBSITE

To reflect the energy and dynamism of the new brand



AND A NEW HOME

The dream is hopefully facilities we can share with the local creative community

THE DREAM

TIDAL FILM STUDIOS

A **Southend-based** production studio offering a range of essential high-grade facilities.

Alongside our **core production business** we want to create a **state-of-the-art studio base** that expands our production capabilities and develops a high-quality shooting and post-production resource for creative partners across the south and east of England.



POST PRODUCTION

online edit and grading facilities plus a flexible audio video podcast suite



SHOOT FACILITIES

a soundproof infinity cove with vehicle access for set builds and installs



STANDING SETS

Specialist shoot facilities for filming of drama, documentary and training materials



TIDAL FILM

BUILDING A CREATIVE
PRODUCTION
HUB FOR THE EAST

Thank you for listening!

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