



# **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

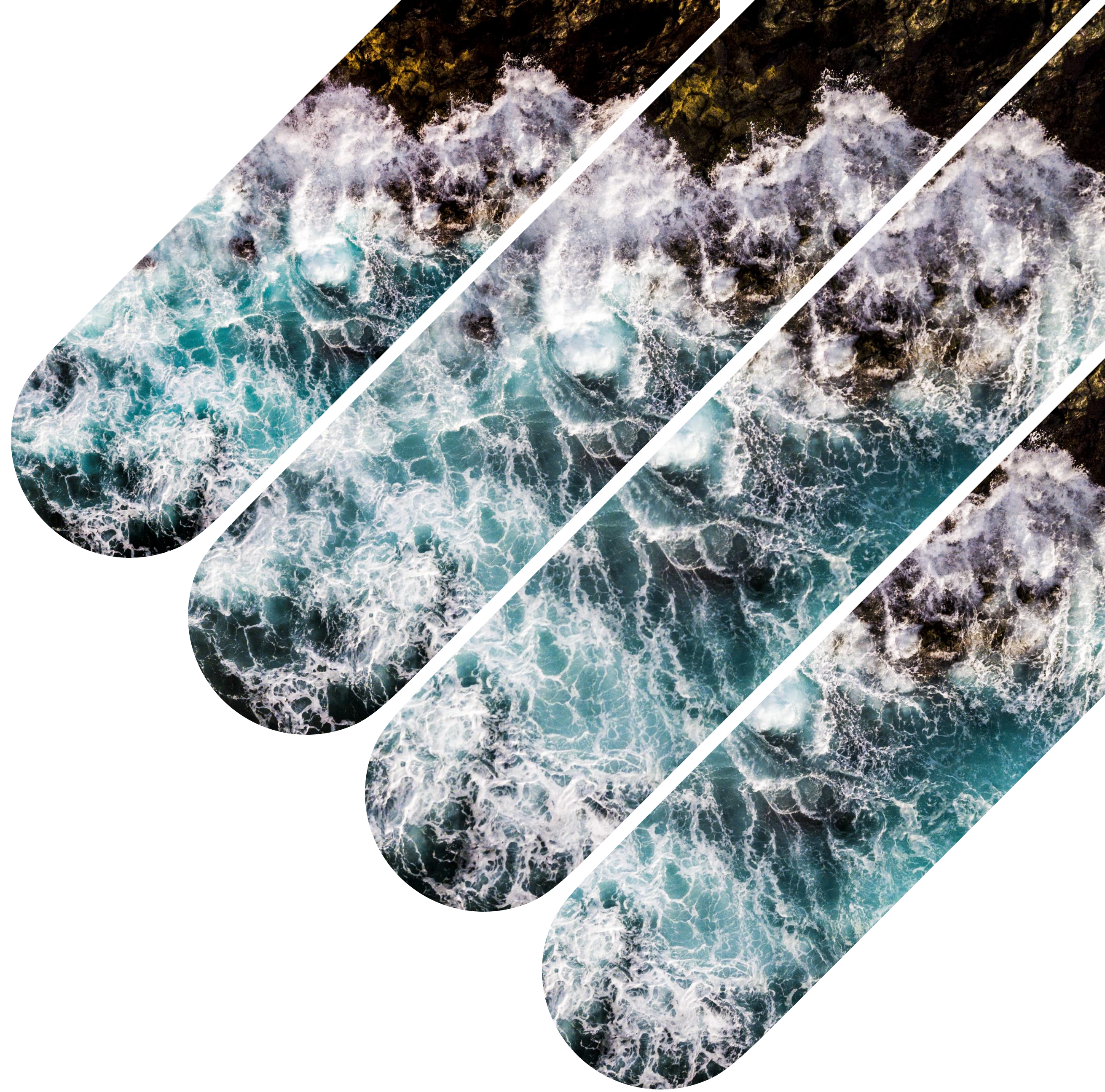
Being a monoculture has nearly finished the business a few times.

- 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.**

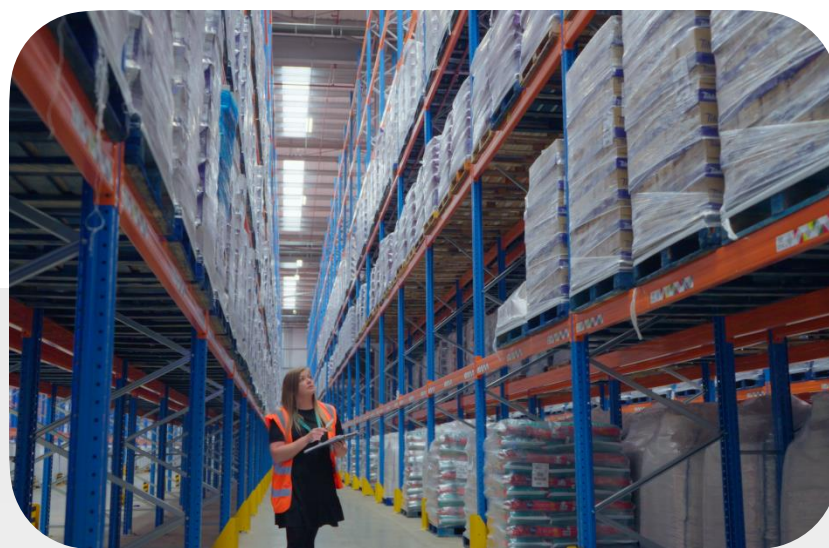
**ADDING VALUE BY  
PROPOSING AND  
DELIVERING  
CAMPAIGNS**

**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

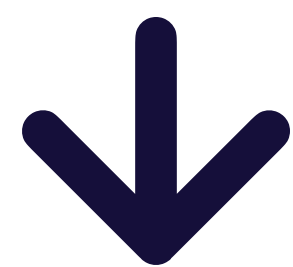
a soundproof infinity  
cove with vehicle  
access for set builds  
and installs



## 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!

01702 597070