

# big teeth

creative studio profile 2019



creating  
content  
for your  
audience.  
not your  
legal  
department

think.

feel.

act.





creative development. writing. branded content. editing. documentary. color. 3D animation. motion graphics. web content. narrative films. art direction. stop motion. comedy. sound design. illustration. voice over. 2D animation. tabletop. print. title sequences. broadcast. social media strategy. color correction. location scouting. studio rental. crew sourcing. text animation. drama. postaudio. radios. media placement. film festivals. campaign management.

01

moving people to think, feel, and act.

MOST CREATORS CAN DO GRAPHICS OR PHOTO  
BUT HAVE TO OUTSOURCE VIDEO //  
FILMMAKING IS IN OUR DNA

**Fact 01:**  
We've played with a former SNL cast member before her big break, a former President after his big break, a monster who loves cookies and a current Netflix star to name a few.

+ +

02



■ ■ ■

# client experience



You're wondering why you should work with us. Well, we don't believe in "good enough." We challenge our clients and ourselves to be smarter, more creative, and more strategic in everything we do.

This isn't Bed Bath and Beyond - the customer isn't always right. That doesn't mean we don't love you, it means that if there's a better way to serve your business goals, you're going to hear about it. What's the point of having over a decade of experience in crafting delicious content if we don't share that with you?

YOU CAN'T  
HAVE STYLE  
IF YOU  
DON'T HAVE  
SUBSTANCE.

03

**"CAN YOU MAKE IT LOOK COOL?"**  
**"WILL IT APPEAL TO OUR AUDIENCE?"**  
**"CAN DONKEYS AND HORSES MATE?"**

Two of the three questions above come up a lot when talking to clients. And the other comes up during status meetings far too often. Look, we want everything we do to be a visual masterpiece because it's fun to do and can get amazing responses. But we recognize that the first thing that matters is "who is this for," and "what should they do when they see it?" So what that means is we want to know the things that matter and then craft the right style of content for the project - which hopefully can also be a visual stunner at the same time.

We want to marry style AND substance. Both matter and both have to work together to tell the story you need to tell. We know that, and we live it.

+ +

**fact 03:** Big Teeth got its name from one executive producer with a famous set of chompers.

///





it's in our  
bones

04

**fact 02:** Big Teeth got its start making wedding rehearsal dinner videos. Mazel!

Hint: This page is near the front for a reason. We think about strategy before we start creating.

tldr : we know content strategy

- 01** It would be really cool if all that mattered when creating content was how fun it is to make, or even how fun it is to watch. While that definitely matters, what matters more is creating the right type of content for the right audience.
- 02** During creative development and pre-production, we dig into who the audience is and what is the medium? How will people see it? On a phone during their commute; at their desk; on a 75-inch flat screen while floating down a lazy river in an innertube? This stuff matters. It informs content length, whether there should be text or voiceover, and a million other creative decisions.
- 03** While filming, editing, or animating, we think about ways to repurpose content for different media. What plays on Facebook may not work for Instagram, or at your trade show. That doesn't mean start over, but it does mean asking if we need that shot from a different angle.
- 04** Finally you've got your beautiful new piece of content. What now? If you don't place your content in the right spot or give people enough information to want to click through, then what's the point of making it in the first place? We can work with you to create a media plan (paid, owned, earned etc.) and implement it. Or we can give you a nudge in the right direction and watch you flourish.

# LIVE THE PROCESS



Live-Action Production is part of the Big Teeth DNA. We've been doing it since the beginning and don't plan to ever stop.

## LEARN ABOUT THE PROJECT

You tell us everything you know about your brand, or product. We listen, ask and learn.

## CREATIVE DEVELOPMENT

We get to know the brand or organization to tell the best story. We talk style, structure and the finer points of the script (narrative) or outline (documentary).

## PRE-PRODUCTION

Here's where we enter the International House of Logistics (IHOL). What needs to happen? When? Where? Who? And all that fun stuff.

## PRODUCTION

Lights, camera... you get the idea. What's important here is working with a solid crew & talent, who understand the vision and can actually execute it.

## POST-PRODUCTION

Once the footage is shot, now we bring the story to life (think of us as Geppetto if it helps). Here we edit, mix audio, and add motion graphics & titles.

live action



Sometimes "real" just doesn't cut it. Motion Graphics & Animation can add some pluck, or take over the screen completely with a visual world straight from the imagination.

## LEARN ABOUT THE PROJECT

You tell us everything you know about your brand, or product. We listen, ask and learn.

## CREATIVE DEVELOPMENT

Once we know & understand the subject, we can begin to bring the ideas to life. We may even use a whiteboard to storm brains.

## SCRIPT

What's the voice? Humor? Sincerity? The words that shape your message come out to play.

## STYLEBOARD

Usually a few options of the overall look and feel of the animation.

## STORYBOARD

Key visual moments within the story to make sure the direction is right before going into animation.

## ANIMATION

All those pretty pictures start to move.

## RECORD VOICE-OVER

If you have a narrator or characters speaking, here's where grown women get to sound like little boys.

## MUSIC & SOUND DESIGN

Whether stock music or composed for your project, we add in the right personality plus sound effects to fill in the detail.

animation



05  
///



brand films  
are our bread  
& butter.  
~~GOOD~~  
brand  
films are  
our jam.

/////

# big teeth films



Let's be honest: we don't shoot on film. To us, "film" is an idea, not a medium. When you watch a film, you drop everything else, pay attention, and immerse yourself in the images and sounds you hear. It's an experience.

Sure, it's all digital these days, but we want Big Teeth Films' work to evoke a feeling in our audience. The gear changes from project to project but the need to tell a story that resonates in the right way - getting a laugh, tugging at the heart, whatever it is - that's the work we strive to do.

➞ [VISIT BIGTEETHFILMS.COM](http://VISITBIGTEETHFILMS.COM)



reality  
can be so  
unreal. we  
animate  
with soul



animation

big teeth  
animation



Sometimes a story can't be told within the constraints of the actual world. That's when we dip into the animation well. So many times something seems too complex or industry specific that you don't know what to do with it. We've spent the better part of a decade finding those nuggets of relatability in every subject imaginable, so bring yours on.

Big Teeth Animation has worked with tech, higher ed, healthcare, and start-ups with cool names missing vowels in the proper places. We help tell their stories in ways that are visually striking, aurally awesome and on point; all day, every day - except when we go home, because that's our time.

➤ [VISIT BIGTEETHANIMATION.COM](http://VISITBIGTEETHANIMATION.COM)

07



# let's talk

we look forward to  
creating amazing  
content together.

CONTACT • KERIANN KWALIK GREGOR  
VP OF OPERATIONS  
[keriann@bigteeth.tv](mailto:keriann@bigteeth.tv)  
773.588.5997

## 4001

n ravenswood ave suite 301  
chicago, IL 60613

