

34K

# Presentation slidedeck

# We are a glocal team of corporate filmmakers...



# ...coordinated around one central agency in France...



**Nallah REY**

Editor - Montpellier



**Alix BOIRON ALBRESPY**

2D Animator - Lyon



**Mattéo PONCE**

Filmmaker - Montpellier



**Marisol GATIUS**

Digital marketer - Montpellier



**Raphael GENTON**

Filmmaker - Paris



**Gabriel ROUSSEAU**

Director - Paris



**Kousai DAOUBAYSAM**

Steadicam op. - Montpellier



**Vincent VOLPELLIERE**

Screenwriter - Montpellier



**Simon AICH**

Filmmaker - Montpellier



**Mariko KIEFFER**

Filmmaker - Montpellier



**Lenny SÉHÉDIC**

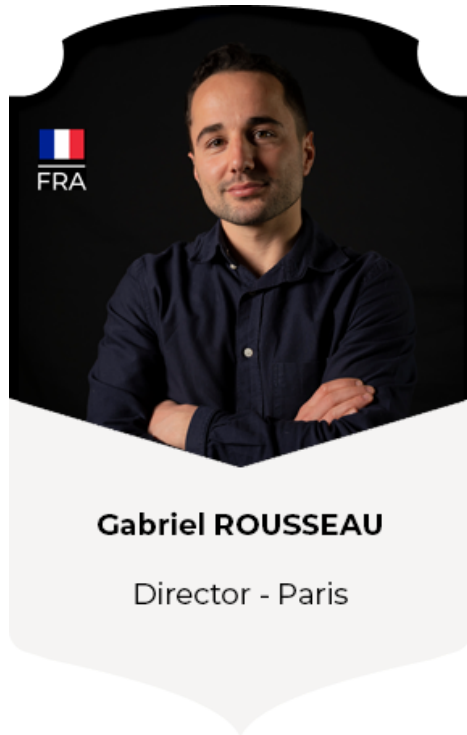
Filmmaker - Paris



**Léo POULIQUEN**

Filmmaker - Paris

# ... and led by our CEO.



Founder and CEO of 34K

Directed dozens of corporate videos in Paris, Abidjan, Rio de Janeiro, London, Barcelona... since 2019.

Has a master degree in public affair at Sciences Po Lyon

Lived in France and Brazil

Speaks French, English and Portuguese fluently

# Why glocal?

→ local & global

In an ever globalizing industry, we put up a team of local freelance filmmaking experts from all around the world to better serve global companies with videos produced at a **glocal** scale.

Why glocal? Because it makes sense to hire local filmmakers for your international production:

- Local freelancers know their city, their people & their local culture
- They don't charge for housing and plane travel expenses
- Therefore, they allow us to reduce drastically our carbon footprint

For any corporate video project, we can easily put up a team in any country in the world.

## OUR GLOCAL TEAM



**Dominic JOYCE**  
Filmmaker - Manchester



**Gabriel ROUSSEAU**  
Director - Paris



**Tom RICHARDS**  
Filmmaker - Toronto



**Diogo COITO**  
Filmmaker - Lisbon



**Mathias DUCAJU**  
Filmmaker - Bruxelles



**David O'WEGER**  
Filmmaker - Helsinki



**Christian WENGER**  
Director - Helsinki



**Tommy GÄRTH**  
Filmmaker - Stockholm



**William FRITSCH**  
Filmmaker - Tokyo



**Michael ZELIGS**  
Filmmaker - Los Angeles

## We've produced testimonials

My TAP Stories - Testimonial

Netwo x Trinaps

Equinix

## We've produced ads

British Redcross TV commercial

Ligue 1 Uber Eats - Rio/Paris

Toyota-pitstop

CRM service ad

WaterAid Cinema Ad

## We've produced aftermovies

IDG Summit - Aftermovie

Emerge Berlin - Aftermovie

World Sport Summit - Aftermovie

# We're used to interviewing important people

Hugues Moutouh  
Occitanie region prefect

Renaud Barillet  
Owner of 10+ iconic cultural places in Paris

Javier Sanchez-Marco  
1st investor in Glovo (Barcelona)

Mike Benchimol  
OPS at Alan (London)

Sami Holopainen - Managing director at Equinix Finland

Amy Edmonson  
Professor at Harvard (NYC)

Johan Rockström  
Director of PICIR

Joao Marinho  
VP at Checkout.com (London)

Marie Argouarc'h - Prefect's Chief of Staff

Irina Arzumanyan  
Business Planning Lead FR at Just Eat Takeaway.com (Paris)



Luc Julia  
Creator of Siri (San Francisco)

CEO of a Shimegasu (Yame)



# And we save tons of CO2 emissions

by flying out only one operator instead of three for each shooting

Trip description		
Paris - NYC (round trip)	6.2 t	2.0 t
Paris - Tokyo (round trip)	11.9 t	4.0 t
Tokyo - Taiwan (one way)	1.3 t	0.4 t
Taiwan - Paris (one way)	6.0 t	2.0 t
Paris - Stockholm (round way)	2.1 t	0.7 t
Paris - Helsinki (round way)	2.3 t	0.7 t
Paris - Madrid (round way)	1.7 t	0.5 t
Paris - Lisbon (round way)	2.1 t	0.7 t
Paris - London (round way by eurostar)	6 kg	2 kg
Paris - Luxembourg (round way by train)	6 kg	2 kg
<b>Total carbon emissions</b>	<b>33.0 tons</b>	<b>11.0 tons</b>

**Sources:**

[https://co2.myclimate.org/en/flight\\_calculators/new](https://co2.myclimate.org/en/flight_calculators/new)  
<https://ecotree.green/en/calculate-train-co2#result>

# Methodology and approach

1

## Creative process

Conception of the series' artistic direction by a unique group in the central Paris agency

2

## Preproduction logistics

Shooting planning, selection of the sets, rental of the equipment, flight and hotel bookings...

3

## Shooting

Four operators: a director (picked from the Paris central team), a local DOP / camera operator, a local sound engineer and a local make-up artist.

4

## Postproduction

Internalized in 34K offices in Paris, under the director's supervision.



1

## Creative process

Although customer testimonial videos don't need to be over complicated, there's always tremendous value in starting a video project with real creative work, before the actual production phase starts.

With a dedicated creative team with extensive experience in international projects in all realms of video production, we'll provide the right guidance and ideas for your project.

It's also a guarantee that the project stays under control all through out production, as one director from the creative team will take care of the project all the way from conception, to shooting and post-production.

2

## Preproduction logistics

- **To hire the right team**, we'll work together with our designated local filmmaker to pick two other freelancers: one sound engineer, and one make up artist. As soon as we get the exact shooting locations, we'll need only 48 hours to get all contracts signed by the local production team.
- **To use the right equipment**, we fly the cameras from Paris with the director and rent the heavy gear on site.
- **To pick the right shooting set**, the director will fly a few days in advance and visit the client's venues.

# Shooting

- **To make sure we preserve a unique look for the whole series of 10 videos**, we'll always use the same equipment and the project director will always be directly on set in each location.
- **To avoid wasting too much of our interviewees' time**, the whole production team arrives on set one day in advance to set up and do all required trials. This way, we take up less than an hour of each interviewee's time.
- **A strong attention is paid to the comfort and tranquility of the interviewee**, which will be in contact only with the director during the whole shooting process.
- **The quality and consistency of the interview's content is guaranteed** thanks to a strong preparation and research work before the shooting phase and, if needed, through the remote support of a client's representative.

4

## Post production

- **To make sure we preserve a unique look for the whole series of 10 videos**, we'll internalize all postproduction inside our offices in Paris. The whole footage will be transferred to Paris directly after the shooting through an online transfer, for time efficiency.
- **To make sure we stay faithful to the creative vision conceived during the first step**, Christian will join Gabriel for this final phase of our work.
- **Every edit will be delivered under 7 days after the last shooting**, thanks to the right combination of a team of 3 post-production operators (one handling the edit, another handling the motion design and the last one handling footage selection and color grading)

34K offers a flexible and on demand solution for international corporate video production. Here's what we can easily do that other traditional agencies cannot:

- Pick any country and we'll find a quick way to shoot there. **Freelancers are everywhere!**
- **We can easily reshoot or move schedule** in case anything happens with the interviewee, because most of the team is local!
- **We can shoot several interviews in a year** and provide more content for your video marketing. We can easily produce one video with several interviewees from different countries in it, allowing your corporate video communication to really follow the fast rhythm of your global activity.
- **We can significantly reduce your project's carbon emission.**

# Our solution is different



We are a collective agency made of dozens of freelance filmmakers from all around the world, not a traditional one-big-company-agency with dozens/hundreds of employees in one or two megacities.

The solution we provide with 34K has to be seen in light of the big shift happening right now in the creative industry: freelancers are becoming the new norm everywhere, and freelancers collectives are the new big players that are now going to compete with the traditional big agencies.

Such collective may not make sense at a local or national level, but it makes total sense at an international scale: we're just way faster, cheaper and more flexible than the traditional agencies when it comes to producing corporate videos internationally.

Give us a list of 10 different countries, and we'll deliver a great testimonial video under 10 days, not only because we're determined and skilled but mostly because our solution is just perfect for that kind of corporate video project.



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