



Drawlhaus

TM

Draulhaus is a Black-owned creative agency that specializes in *Colorful Storytelling.*

We produce imagery and narratives that reflect a world of diversity. Our approach is motivated by the future of a more inclusive creative landscape. When individuals with unique backgrounds, identities, and experiences come together in a truly collaborative nature, innovation and inspiration flourish. Throughout our process, we intentionally create generative spaces where different people can come together to collaborate. We believe that using our work to place minorities in positions of creative expression and responsibility helps ensure that diverse audiences feel properly represented in the film and advertising space.

CORE VALUES

RESPECT:

On set, in meetings, and behind the scenes, we set a tone of respect for our collaborators, clients, and ourselves. We strive to acknowledge the fullness of each other's lives and lived experiences. We value the different perspectives, considerations, and skills that unique lived experiences bring to our collaborations.

ACCOUNT- ABILITY:

We hold ourselves and our team accountable to a standard for delivering excellence across the board. We establish responsibilities and make ourselves accessible for communication for those who let us share space – metaphorically in sharing a new story, and literally, among talent, crew, location contacts and facilitators in all aspects of production.

AUTHENTICITY:

Research: Context and tone matter. We invest in research during the early initiation and proposal development stages to help understand our client, subject matter, and context as best as we can.

Casting: We bring authentic topic experts to set - through casting or as advisors - to ensure authenticity of content. We've cast real-life choir members as choir members and real-life soccer players as soccer players. When properly executed, unconventional casting lends a level of authenticity that yields the most convincing performances, and also allows us to share new experiences and job opportunities with distinctive candidates.

APPROACH

Our core team is small and we collaborate with a strong network of creatives and experts around the country. This organizational approach is lean and agile – allowing us to scale appropriately to any project. We have a consistent working relationship with our network and together **we have completed 70+ projects since 2018**. The majority of the contractors that we consistently work with identify as minority and/or women or non-binary.

INITIATION:

Our core creative team works to form a relationship with our clients through active listening and direct communication. Our earliest steps in a project are researching key people, histories, contexts, and locations relevant to the project. We submit an initial creative proposal for the project — delivering initial narrative ideas, themes, and reference images. We listen to feedback and ask questions to align on the client's vision and desires. At this stage, final deliverables and timelines are also agreed upon.

CONTENT PLANNING:

After discovery during the Initiation phase, we further discuss feedback on the early ideas. With this updated information, we develop a master project deck — a guide for the production encompassing key notes on logistics, creative direction, and storytelling themes.

PRE-PRODUCTION:

In this stage, we develop storyboards and shot lists aligned with the creative direction agreed upon during Content Planning. We contract crew and talent where needed. We secure all necessary filming locations and permits. We develop our post-production timeline. We also solicit feedback throughout this process and make edits where recommended. A pre-production plan is delivered to the client prior to moving into the next phase of production.

PRODUCTION:

Lights, Camera, Action! During shoot days, we wake up early and stay up late. We collaborate and connect with each other on a high level. We execute the production plans laid out in the previous production phases — capturing images that meet our standards and excite everyone involved. We share setups and frames with our clients in real time — either on set or through a virtual video setup that allows for remote communication. When each production day ends, something has shifted. We recognize that something fresh and creative is in the making. We work hard as a team and we appreciate the amount of fun we have bringing it all together.

POST-PRODUCTION:

During this phase, our team completes image and video editing, color-grading, graphic design, sound design and music placement. To ensure satisfaction, we typically build in three (3) rounds of edits and client feedback before delivery of the final assets.

CLOSING:

To close out the project, we will deliver the final assets that were outlined by you during the Initiation / Discovery phase. We also invite the client to share feedback and constructive notes about the overall project and their experience collaborating with us.

A close-up, profile view of a man's face, smiling. He has a nose ring and is looking towards the right. The background is blurred with bokeh lights.

SERVICES

Full Service Film Production
Multi-Channel Content Production
Photography
Integrated Advertising Campaigns
Original Content Creation
Post-Production
Culturally Relevant Thought Leadership

CLIENTS

Angry Orchard

Citibank

Google

Intercultural Family Services

International African American Museum (IAAM)

National Community Reinvestment Coalition (NCRC)

Nike Snkrs

Reform Alliance

Wonolo



ANGRY ORCHARD



Full Service Creative

Content Production & Social Media Strategy

Since 2020, we've collaborated with **Angry Orchard** to bring fresh perspectives and insights to the brand's wide ranging creative endeavors – working closely with their brand team on several multi-media product launch campaigns, evergreen social media content strategy and creation, and **commercial productions**. Throughout our partnership with Angry Orchard, we have led with strategic consulting and kept it at the forefront of our collaborative relationship to help keep their team focused on thinking through the bigger picture and remaining culturally competent. Our focus on creativity, flavor, attention to detail, and humor has made our collaboration with Angry Orchard fruitful and lasting.

We continue to work with **Angry Orchard** to produce **inclusive and relatable content** that helps their audience envision themselves in fun situations and environments where they can enjoy the product being advertised.

Film/Video Production

Integrated Ad Campaign

Multi-Channel Content Production

Photography



GOOGLE

Black Men of Google

Mini-Documentary

Creative Theory Agency approached us with the opportunity to collaborate with them to produce a short documentary for **Google's Black Men of Google Summit** in 2022. Our resulting film - Black Men of Google: Harmony - illustrates how a beautiful combination of three dynamic and unique voices can create an undeniable sense of harmony.

Our film features four Googlers from different backgrounds and parts of the world and presents the audience with glimpses of their lives and unique experiences. During production, we traveled to South Carolina, California, and Pennsylvania to meet, interview, and film three of these individuals. We seamlessly synced in remotely captured footage of the fourth Googler, who is based in South Africa. The film is anchored by a narrative choir scene that features young members of Philadelphia's Boys Choir performing an a cappella version of the classic song Lift Every Voice.

Ultimately, we delivered a 10 minute film (along with a 15 second social media cut-down) centering Solo, Melody, and Harmony as key themes to highlight messages of empowerment, sovereignty, gratitude, and inclusion.

[Film Production](#)

[Integrated Ad Campaign](#)





CITI



President's Cup Black-Owned Business Spotlight

TV Commercial

Superfly presented us with the opportunity to collaborate with them to produce a TV commercial for **Citi** to run during the 2022 President's Cup national television broadcast. The spot highlights **Citi's** investment in Black-owned golf companies by focusing on the origin stories and motivations of the owners of Eastside Golf, CitySwing, and Black Girls Golf.

During production, we traveled to Jacksonville, Florida to film at The Yards at Ponte Vedra Beach. We worked closely with Superfly and the golf company business owners to choreograph scenes that highlighted their unique presence on the green, along with their experiences in past environments that inspired their current life and career paths.

Ultimately, we delivered a 60 second commercial (along with a 15 second social media cutdown) that leveraged the distinct voices and images of each business leader – reflecting and celebrating the inclusivity and excitement that these individuals are ushering into the world of golf.

Film Production

Integrated Ad Campaign

A man with a full black beard and a blue baseball cap is looking directly at the camera. He is wearing a white long-sleeved shirt and a blue apron. He is in a kitchen setting, with a stainless steel counter and shelves in the background. Another person in a blue apron is visible in the background, working at a counter. The lighting is warm and focused on the man in the foreground. The word "WONOLO" is overlaid in large white letters at the bottom left of the image.

WONOLO

What Matters Most & Tomorrow, You Could Be

TV Commercials

Wonolo - an application that connects users with part-time gig work in their area - tasked us with producing two TV commercials to promote the flexible and on-demand nature of their service.

Each commercial highlights a realistic and relatable main character that uses **Wonolo** to integrate work into their everyday life in a more convenient way. We find a father scheduling shifts that allow for him to be present for his young daughter – to help with her homework and her hoop skills. We also see a street photographer sign up for consecutive shifts that allows for them to make time for early morning photoshoots to capture images for their art exhibition.

In the end, we delivered two 30 second spots that put forth narratives to help make the **Wonolo** app feel usable and advantageous to anyone by presenting characters that bridge different ages, lifestyles, and identities.

Film Production

Integrated Ad Campaigns





INTERNATIONAL AFRICAN AMERICAN MUSEUM



Community Connections & Mobility

Mini-Documentary

The **International African American Museum (IAAM)** approached us to help them produce a collection of documentary short films highlighting compelling stories about unique individuals, organizations, and landmarks in South Carolina.

Included in this series is a 6 minute piece that uses photography as a medium to provide a candid look at the multigenerational history of the Parks / Wilder family – while also exploring broader topics like Gullah Geechee family connections on Sol Lagare Island, the Great Migration, and the preservation of culture.

Documentary-style films demand layers of trust and relationship building – which is why our creative team made it a priority to become proximate with this subject matter through research and communication with key community members.

This film – as well as **The Living Legacy of Moving Star Hall & The Living Legacy of the International Longshoremen's Association** – were produced in support of the museum's in-person and digital exhibitions.

Film Production

Photography

REFORM



THE SYSTEM IS BROKEN

Of the 5.5 million people in the justice system, 4 million are on probation or parole

Every 5 minutes someone is sent back to prison for a technical violation



42% of prison admissions are due to probation or parole violations

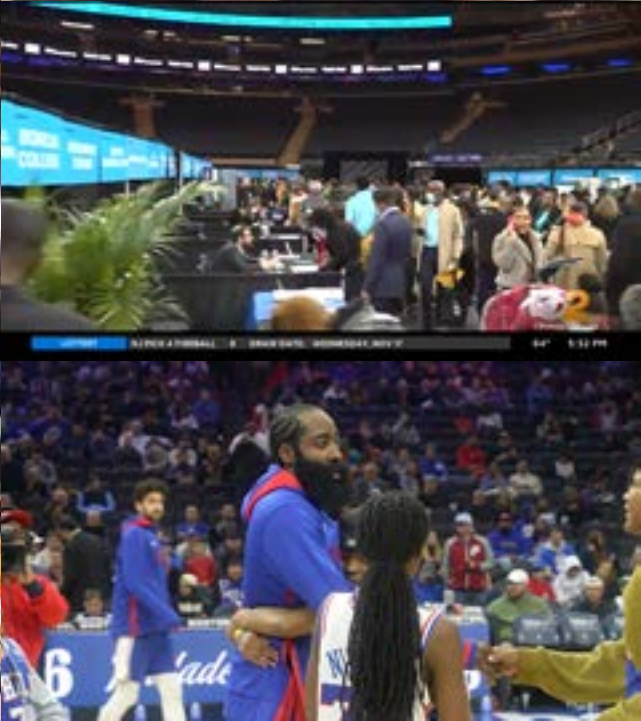


Every year 550,000 Americans start looking for work after incarceration

75% remain unemployed one year later due to social stigma and legal restrictions



OUR SOLUTION



REFORM is the only national organization solely dedicated to transforming probation and parole

REFORM has created pathways for 650,000 people to come home



NEW FLORIDA PROBATION LEGISLATION: SHORTEN PROBATION TERM, GET SCHOOL / WORK CREDITS, REMOTE REPORTING OPTION



We partner with business, law enforcement, grassroots, and political leaders on all sides of the aisle

Translating into stable communities, stronger families, and increased public safety for all

THE FUTURE OF REFORM



REFORM ALLIANCE





Reform Alliance Sizzle Reel

Non-Profit Fundraising Video

REFORM Alliance – a non-profit organization aiming to create viable pathways to work and wellbeing by transforming probation and parole – presented us with an opportunity to help mold recent news clips and footage sourced from past productions into a cohesive visual narrative that highlights REFORM'S positive impact on our country's current probation system.

We managed the post-production from start to finish – using video editing, GFX, and music placement to seamlessly blend key messaging with a creative look and feel that we asserted would best represent the organization and its audience. Throughout this process, we worked closely with the REFORM team to ensure that their unique perspectives were considered and their feedback influenced the outcome of the overall video.

Ultimately, we delivered a 3 minute sizzle reel that offers viewers a snapshot of the positive changes this organization has helped make to this point in time, as well as the positive influence they hope to continue to have on America's justice system.

Post-Production



NIKE SNIKRS

Nike Snkrs

Digital Photo Series

Olé Creative reached out to us to collaborate on a photography project that highlights and embodies the style of our hometown of Philadelphia for their **Nike Street SNKRS** series.

In an effort to capture creative images, we connected with local tastemakers and placed them in front of unique local backdrops to showcase their – and our city's – true essence and fashion. Our main focus was authentic representation – ensuring that cool wasn't manufactured, but instead properly leveraged.

Photography





**DRAULHAUS
ORIGINALS**

Draulhaus Short Shorts Program

DH Original Content

The **Draulhaus Short Shorts Program** is an original content series produced simply for the love of the game. These productions serve two very important purposes – they are a fun way for us to continually sharpen our creative skills and they allow us to share the type of content that we want to see out in the world.

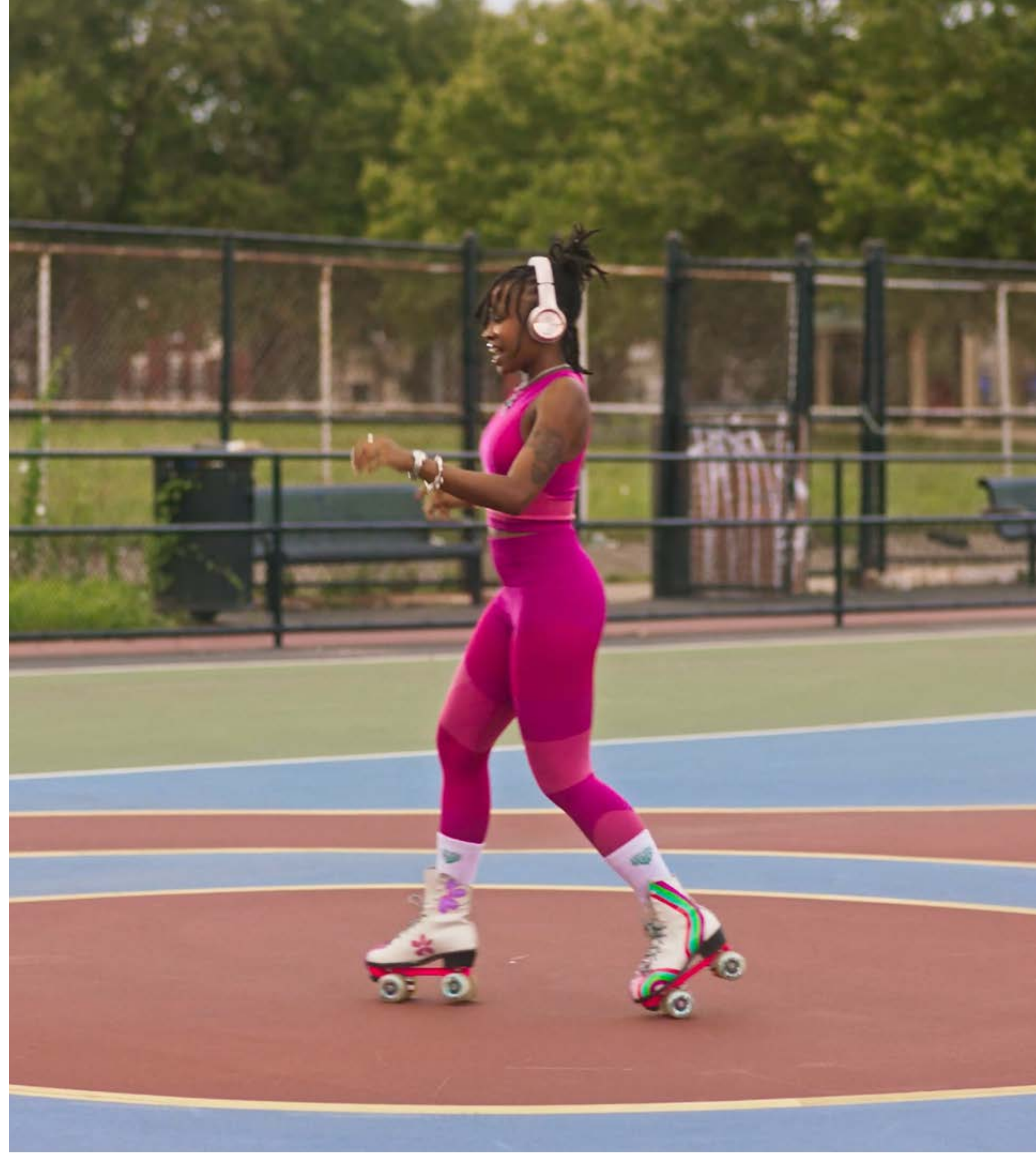
Check out our growing collection:

Sup With You?

Bounce

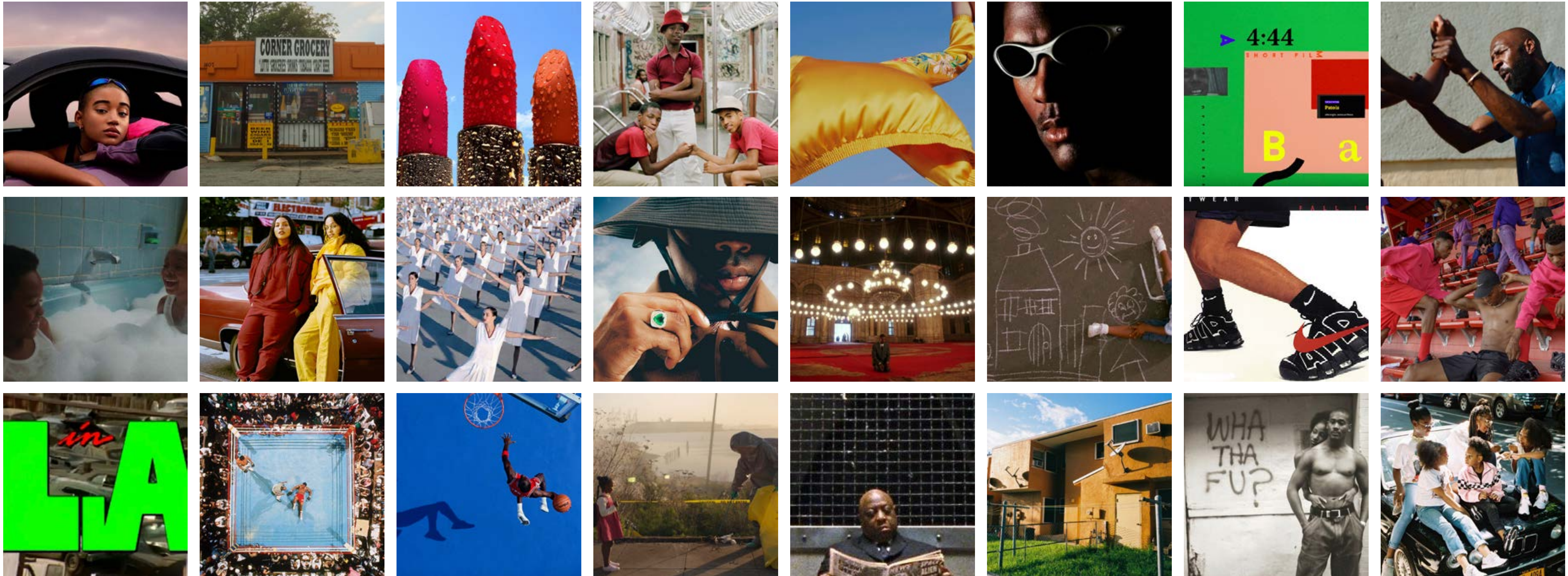
Rollin'

Film/Video Production



INSPIRATION

Images that inspire us and communicate the desired style, feeling, aesthetic, and pace that we hope to achieve with everything we create.



THANK YOU

Please contact us via our [website](#) or email (yo@draulhaus.com) to discuss next steps.