



VIDEO PRODUCTION INFORMATION

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Who We Are & What We Do

Story Store Media would be honored to apply our talents and skills to help you create video content for websites, social media, presentations and events.

Story Store Media produces video for organizations, associations, government, ad agencies, corporations and others seeking a particular emphasis on storytelling. The reason for creating a video is to convey meaning. That meaning can best be relayed in a way that not only discusses the logic of facts and figures, but that moves a viewer emotionally. Convincing a viewer of something through logic is one thing, but convincing them to act requires emotional motivation. To us, this the most important and meaningful point a video can make: it can change not only minds, but also hearts.

The principals of Story Store Media have over 40 years combined experience in film and video production, serving clients from NASA to National Geographic, the U.S. Census Bureau to AOL and dozens of other corporations, associations and independent producers. We've crafted award-winning video for large events, television commercials, documentaries, music videos, broadcast and the web. Our client's messages sing with the latest video technology, and classic storytelling methods.

Our committed goal is to serve our clients with the most compelling, motivating and inspiring media possible.

From developing and realizing a creative concept to helping clients execute the best digital distribution strategies for the final products, Story Store Media's strength is realizing the best way to communicate our clients' message to their target audience in a manner that motivates.

We can develop and execute a complex project from the creative brain-storming of an initial idea all the way through creative development, scheduling, permits, videography and every phase of post-production including editing, motion graphics and typographic design to the delivery of final presentation and web materials. We can also advise and guide clients through the best practices of web distribution of video content to increase connection and engagement with the widest, most responsive audience possible.

∞ Why Moving Pictures? ∞

Video connects emotionally like no other media. That's its superpower. Traditionally a special case medium because it wasn't simple to distribute and view, it's now easy to watch anywhere. Video is one of the most effective and engaging ways to explain your company, increase sales, spread your ideas and improve your ranking in search results. Whether you run a website or create websites, sell a product or provide a service, or communicate in any way, we can help you create a video that's a perfect fit for your marketing and communications plan. We'll help get your video seen on your website, YouTube, via email, or ready to present at your next sales meeting or trade show.

We understand how best to tell a story with video, which is one of those things that isn't as easy as it looks. Working with Story Store Media, you'll get the benefit of experienced creatives who speak the grammar of the film language fluently. You'll find we're easy to work with, creative, flexible and dedicated.

WHAT THE NUMBERS SAY

76% of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration. (Social Media Examiner)

92% of mobile video viewers share videos with others. (Invodo)

Video is the top function merchants plan to add to their ecommerce sites over the next 12 months, with nearly **40%** planning to add video. (Multichannel Merchant)

Online video production will account for more than **one-third** of all online advertising spending within the next five years. (Borrell Associates)

You are **53 times** more likely to appear on Google Page 1 if you have a video on your website. (Forrester Research)

☞ Story Store Media Contact Information ☞

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🌀 Story Store Media Storytellers 🌀

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Editor, Motion Graphics Designer

JASON COLSTON

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Producer, Set Designer

JULIAN THOMPSON

Senior Editor, Motion Graphics Artist

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Senior Editor, Motion Graphics Artist

∞ References with Work Examples ∞

Erin Essenmacher

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Story Store Media's client for Annual Conference Award event videos for 2 years.

<http://www.storystoremedia.com/portfolio-item/nacd-2011-directorship-100/>

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Story Store Media's client for National Holocaust Museum Aung San Suu Kyi video.

<http://www.storystoremedia.com/portfolio-item/national-tribute-award/>