



SERVICES PROVIDED

■ Concept ■ Creative Direction ■ Branding ■ Visual & Audio Content

CHALLENGE

Bamboo Village is a company that provides services to calculate and compensate the carbon footprint. They faced the challenge of engaging a dynamic, forward-thinking audience in the crucial topic of sustainability. They sought to transform sustainability into a captivating concept, making it 'sexy' for their target demographic.

SOLUTION

For DaT Production, the key was not to present yet another bleak narrative of environmental crises. Instead, we chose to shift the narrative towards empowerment and inspiration. We believed in making sustainability appealing, relatable, and even fun. Our solution centered on the following strategies:

1. **Unique Branding** - Introduced a catchy brand name "CO₂ Sucker" to convey responsibility in an engaging way.
2. **Empowering Language** - Used phrases like "be a hero" and "join the movement" to inspire.
3. **Edgy Visual Direction** - We adopted vibrant, edgy visuals to resonate with a progressive, young audience.
4. **Connecting through Culture** - We harnessed the power of trending & underground cultures to ensure relatability.
5. **Inspiring Action** - Our modern approach encouraged active participation in the sustainability movement.
6. **Promotional Video** - Created a video encapsulating the CO₂ Sucker movement's essence to engage their target group.



RESULT

DaT Production played a pivotal role in reshaping sustainability from a daunting topic into an empowering and appealing movement. The success of this campaign has not only benefited BambooVillage but has also made a significant contribution to changing the conversation about sustainability for the better.

COMMENT FROM CLIENT

"I have a daughter at 16 years that never was interested in her fathers work. By accident she saw the promotion material today and she wanted to know more about and showing genuine interest " - Company Owner

LINK TO VIDEO

<https://youtu.be/6dTFkE8llwE>



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SERVICES PROVIDED

■ Project Management
 ■ Research & Purchase
 ■ Media consulting
 ■ Produce Content

CHALLENGE

XBTO, a digital assets and tailored investment solutions company, approached us to facilitate and manage their media platform. They were relocating their headquarters to Miami where they were major sponsors for the Bitcoin Conference. Additionally, they proudly announced their sponsorship of L.A. Galaxy, led by David Beckham and featuring superstar Lionel Messi. XBTO aimed to make a bold statement surrounding their move to Miami, sponsoring the Bitcoin Conference, and association with L.A. Galaxy. In 2021, amidst the challenges of COVID times, we were flown to Mexico for quarantine before heading to Miami for six weeks.

SOLUTION

We helped them achieve their goals by:

Content Creation Consultation: We consulted XBTO in every aspect of content creation, determining the needed equipment for documenting their journey and future media use.

Flexible Planning and Purchases: Given XBTO's evolving needs, we developed a flexible infrastructure for media as well as purchases of equipment to ensure adaptability to any future requirements.

International Project Management: We orchestrated interviews with key players in digital assets, documented their journey at the Bitcoin Conference, and facilitated live streaming and podcasting studios.

Event Filming: We filmed various events, artists and entertainment, capturing the vibrancy of their activities.

Studio Setup: We built studios for live stream and podcasting, enhancing XBTO's capabilities in digital content creation.

Photography Services: Handling all photos and headshots, we ensured a cohesive visual representation of XBTO's brand.

RESULT

XBTO's media documentation and event strategy turned into a resounding success. The comprehensive approach to content creation, strategic planning, and international project management resulted in a rich collection of digital assets capturing their journey, conference participation, and sponsorship announcement. The project showcased XBTO's dynamic presence in the digital assets arena and their commitment to innovation and growth.

COMMENT FROM CLIENT

"Everybody is talking really well about you, keep up the good work!"

LINK TO VIDEO

<https://youtu.be/TXbglml-cg4>





Losing Everything

CHAPTER III



SERVICES PROVIDED

■ Project Management ■ Creative Direction ■ Content ■ Branding

CHALLENGE

"Max Perzon's journey from a typical 9-5 job to launching his own Social Media Marketing Agency (SMMA) is remarkable. In just two years, he achieved extraordinary success, overcoming challenges related to scaling his business and finding new revenue streams by creating a platform and community to teach others the art of making money."

SOLUTION

DaT Production partnered with Max Perzon to build the infrastructure for his vision. We provided comprehensive support, including studio setup, branding, content strategy, guidance on organic growth and producing content.

We provided the following services:

Content Strategy - Advised Max on long and short-form content creation, tailored for different platforms.

Infrastructure Guidance - We offered insights into how to efficiently manage his media and achieve maximum reach.

Brand Enhancement - We collaborated on branding strategies to elevate Max's online presence.

Organic Growth - Helped transition from paid to organic marketing, using platforms like YouTube, TikTok, Instagram, etc.

RESULT

Max Perzon's journey from a 9-5 job to a successful SMMA entrepreneur is inspiring. With our support, he now consistently earns thousands of dollars without paid marketing, harnessing organic growth through high-quality content and audience engagement.

COMMENT FROM CLIENT

"After watching this video, I completely became a die heart fan of you"

"Max is the upcoming Iman Gadzhi"

"Inspiring story, original Perzon and an helpful course. Thank you!"

"The quality of this video is amazing Max I'm sure it took a long time to make!
You have great story telling skills" - Audience response on new content

maxPerzon.com
FREE SMMA COURSE

LINK TO VIDEO

<https://tinyurl.com/yt794gdd>