



WINNING WITH  
CREATIVE PRODUCTION

nomos



# Our Mission

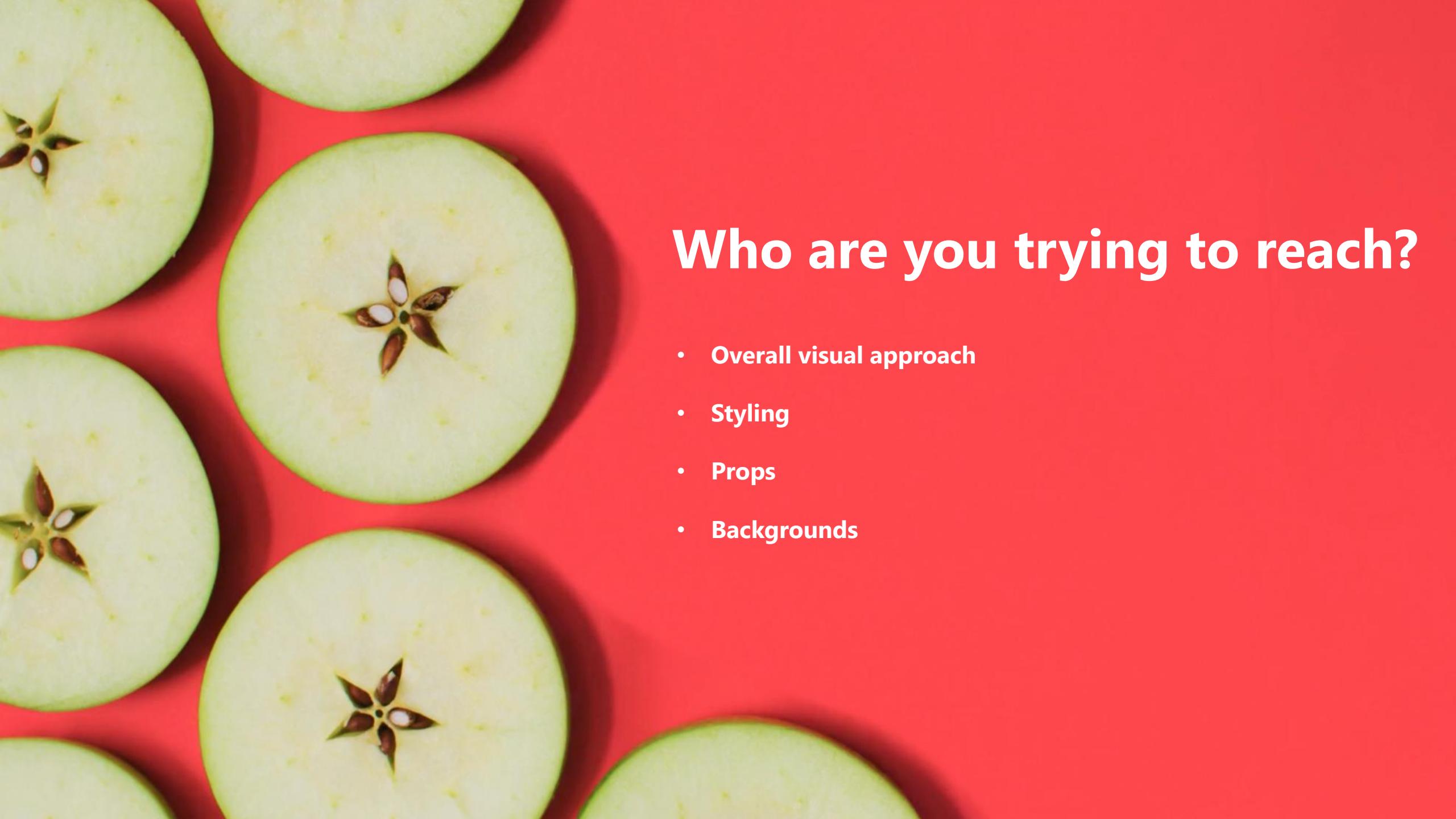
To create outstanding food and drink content that resonates with audiences and drives results for our clients.



# Great content starts with a clear vision and purpose.

- Who are you trying to reach?
- What do you want to say?
- Where are you going to reach them?





# Who are you trying to reach?

- **Overall visual approach**
- **Styling**
- **Props**
- **Backgrounds**

# What do you want to say?

- **New product launch**
- **Showcase/highlight - sustainability, versatility**
- **Boost engagement**
- **Increase product usage**
- **Promoting seasonal product**

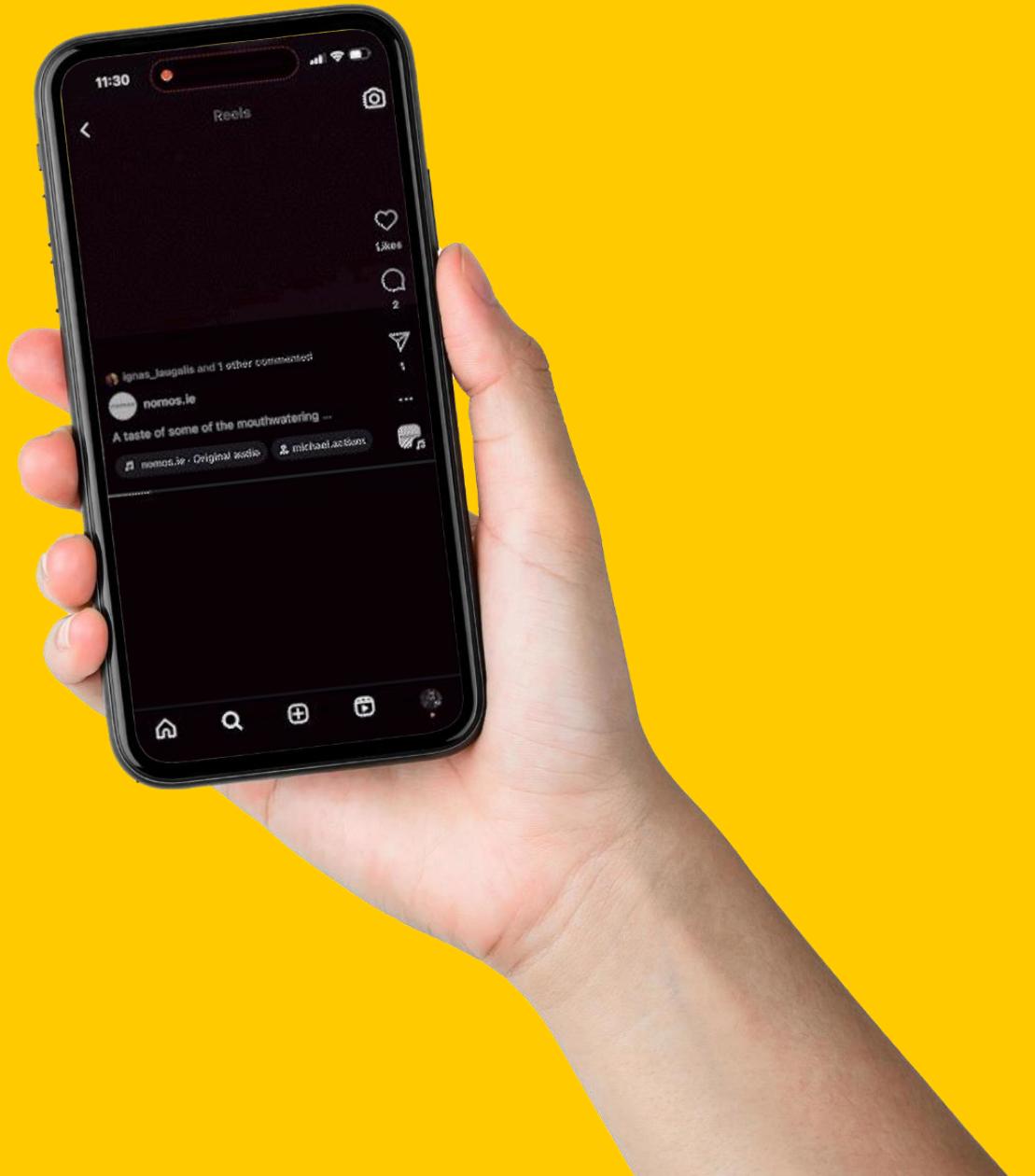


# Where are you going to reach them?

- **Youtube, Instagram, LinkedIn, TikTok**
- **Deliverables**
- **Duration**
- **Ratios**
- **Asset type**



# Evolving Content

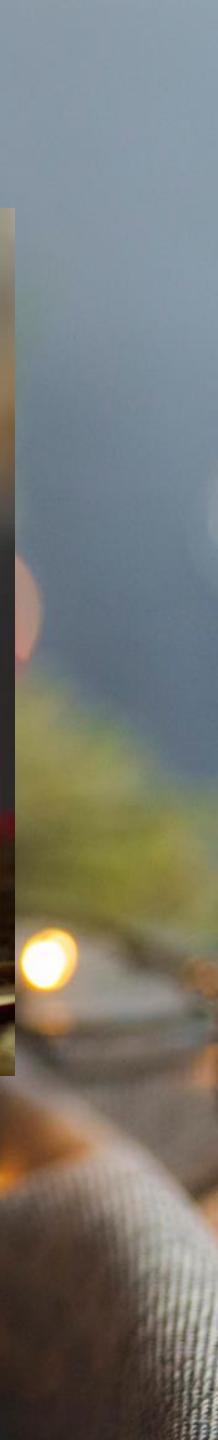


# Case Study: Follán - From Brief to Success



"We create interesting content to add value to followers rather than just push products."





"The campaign was successful with high engagement and sales. The combination of video assets and stills added not just value to our investment but helped us create posts that connected with our audience across platforms."

Laura Hewson  
Sales & Marketing Manager  
Folláin Teoranta



# Case Study: Denny - One Creative, Multiple platforms





## Deliverables | ROI family

- **“Full story” video** x 1
  - 1x1
  - 9:16
- **20-30” Social** x 3 creatives/edits
  - 1x1
  - 9:16
- **15” social** x 3 creatives/edits
  - 1x1
  - 9:16
- **Photography - Food & Lifestyle**
  - 1 x Key Family
  - 1 x Key Food
  - 1 x Family or Food

## Deliverables | NI family

- **“Full story” video** x 1
  - 1x1
  - 9:16
- **20-30” Social** x 3 creatives/edits
  - 1x1
  - 9:16
- **15” social** x 3 creatives/edits
  - 1x1
  - 9:16
- **Photography - Food & Lifestyle**
  - 1 x Key Family
  - 1 x Key Food
  - 1 x Family or Food

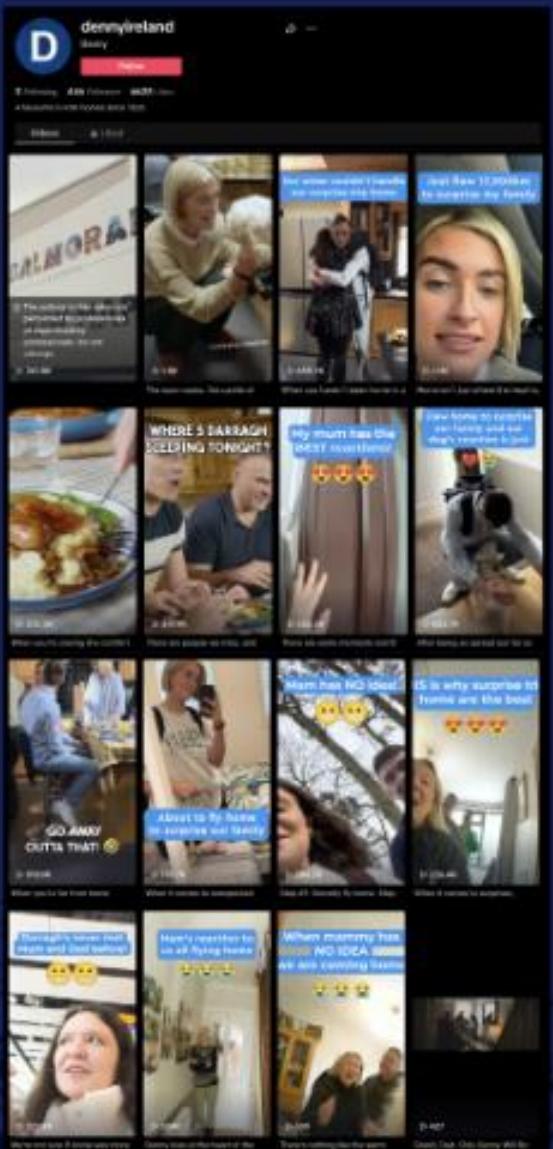




"We're so proud of this piece of work from Denny. It captures the true identity of the brand by showing our role within Irish homes, bringing people together through delicious food. To get to support families coming together that otherwise might not have had the opportunity this year was incredibly rewarding!"

Ashley O'Sullivan  
Marketing Manager  
Pilgrim's Food Masters





14 Assets on TIKTOK  
Approx 7.2 million plays





The dog!  
With 1.1m views





**Thanks for listening!**