

# CYLNR STUDIOS

CONTEXT

**TODAY'S CREATIVE INDUSTRY,**  
*BRANDS AND AGENCIES ALIKE,*  
**ARE FACING UNPRECEDENTED**  
**BUSINESS CHALLENGES.**

-  
AGENCY RELATIONSHIP SHUFFLE

-  
PRODUCTION ACCESS

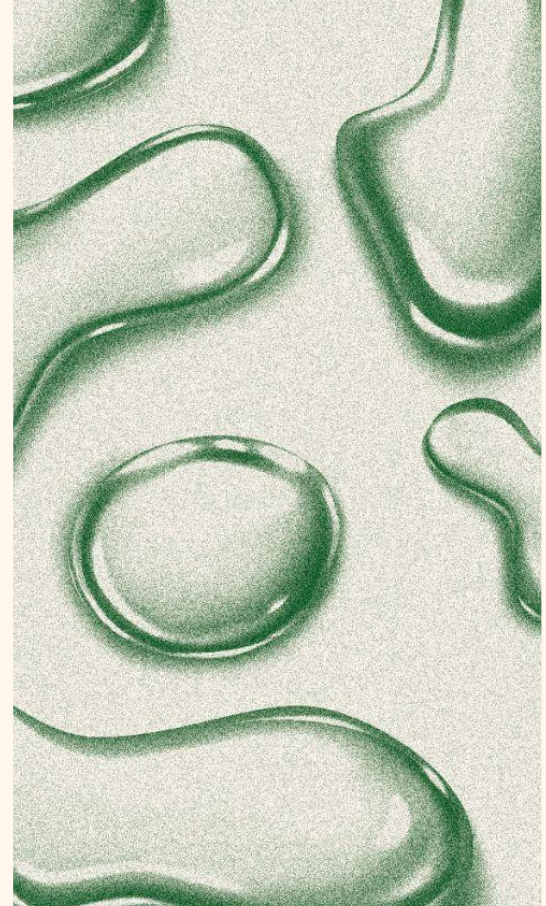
-  
REDUCED BUDGETS








-  
DIVERSITY OF PLATFORMS

-  
EFFICIENCY ISSUES

## THOSE CHALLENGES HAVE CREATED A SET OF TRENDS WHICH NECESSITATE DIFFERENT WAYS OF WORKING.

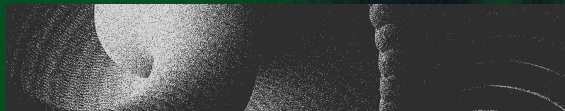
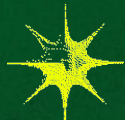
- 1 Brands are rethinking relationships and bringing services in house but still need a making partner
- 2 Working with production companies has never been more democratized and there is a need to bridge the gap between thinking and making
- 3 Budgets are getting smaller while the need for quality content is still increasing
- 4 Diversity of media platforms has made the need for different types of content, with different KPIS across the board even more important
- 5 Traditional agency teams aren't efficient and don't have the speed needed to make in today's culture



**CYLNR STUDIOS**  **IS KNOWN**  
**FOR**  **(CONCEPTING & CREATING)**  
**MODERN CONTENT,**      
 **POWERED BY DESIGN.**



# DELIVERING PLATFORM-FIRST IDEAS EFFICIENTLY & AT SCALE.



THE WHY

**CREATIVITY IS**    **MOST**  
**POWERFUL**  **IN THE HANDS**  
**OF THINKERS**  **&**  **MAKERS,**  
**TRANSFORMING INSPIRATION**  **INTO**  
**TANGIBLE, EFFECTIVE SOLUTIONS.**

# OUR MINDSET

## OLD

- Executorial Vendor
- Last part of the process
- Brokers
- Broadcast-led Storytelling
- Siloed disciplines
- Conservative

## NEW

- Strategic Partner
- Collaboration Shapes Ideas
- Makers
- Multi-channel Storytelling
- Connected disciplines
- Early adopters

# WHAT THIS MEANS FOR YOU

01

Getting to the work quickly

02

Brand in the hands of brand design thinkers & makers

03

Prototyping along the way

04

Merging production and creative budgets into one

05

CYLNDR as the extension of your team

06

Reaching your audience on the right platforms

07

Creating content that scales across channels



PAST CLIENT CREDENTIALS

# OUR CLIENTS

**SAMSUNG**

Little Caesars®

**crocs™**



**ESPN**

ripple



flagstar

**POPEYES.**

CHOICE  
HOTELS®

**CITIZEN**

Microsoft

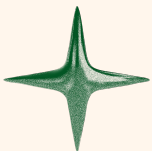


**SiriusXM**



**SHOE SHOW**

# ETHOS



01

## We are design-minded

Design-driven.  
Design-oriented.  
Design-assisted.  
Design-enhanced.  
Designed, always..



02

## We value raw creativity

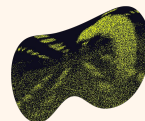
It's the key to visible, differentiated, subversive ideas and execution.



03

## We are strategic without the capital S

Everything CYLNR Studios makes can answer the question "Why?", but our creativity isn't always bound by rational thinking. We value the visceral as much as the cerebral.



04

## We are early adopters

We are curious about the new and action oriented about adopting it. We retain a critical eye on fads vs. breakthroughs. We are not afraid of new technology, while remaining grounded in our humanity.



05

## We are makers forever

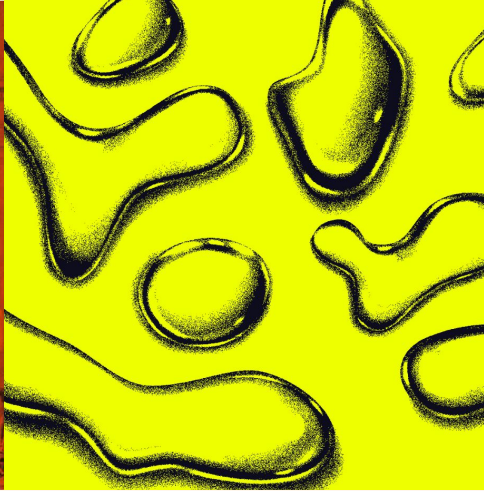
We never stop experimenting, tinkering, kicking the tires, or otherwise trying out new ideas- all of which strengthen the work for our clients.

# ORGANIZED UNDER FOUR PILLARS



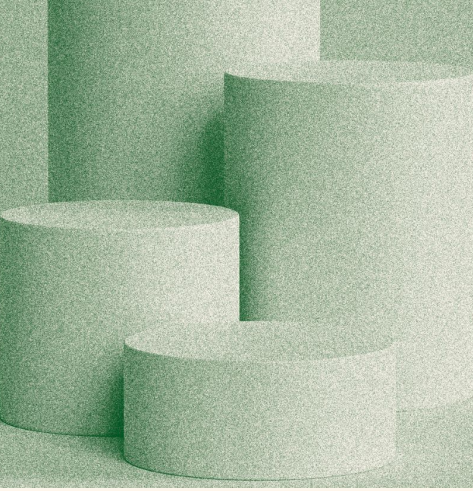
## PRODUCTION STUDIO

All-purpose, flexible production group, specializing in live action, production design and digital work.



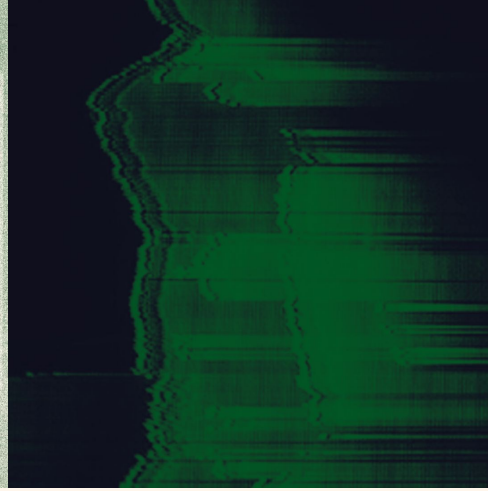
## CONTENT STUDIO

A multi-faceted studio, led by creators and other makers for all types of content needed for brands.



## DESIGN STUDIO

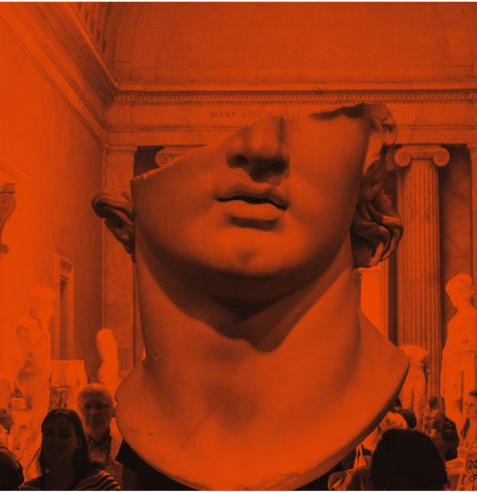
A multidisciplinary brand design team within CYLNDR studios, specialized in brand + motion design.



## INFLUENCER STUDIO

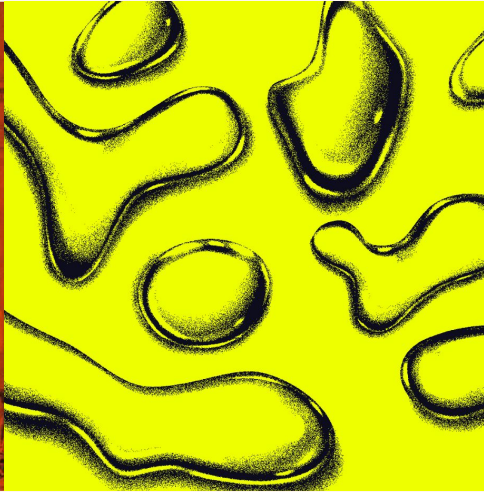
End-to-end influencer management team responsible for strategic & authentic influencer engagement.

# ORGANIZED UNDER FOUR PILLARS & FOUR SETS OF CAPABILITIES



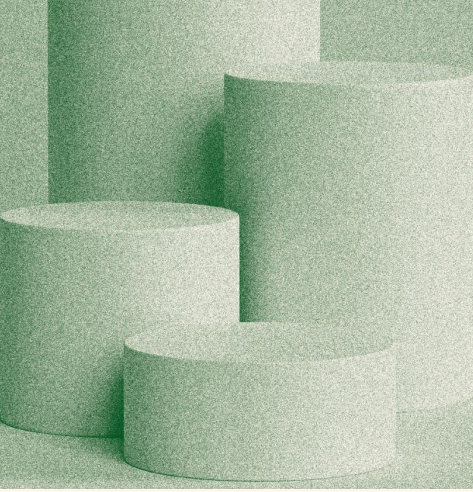
## PRODUCTION STUDIO

- Integrated Production
- Interactive Production
- Editorial
- Development
- 2D/3D Animation
- Retouching
- Business Affairs



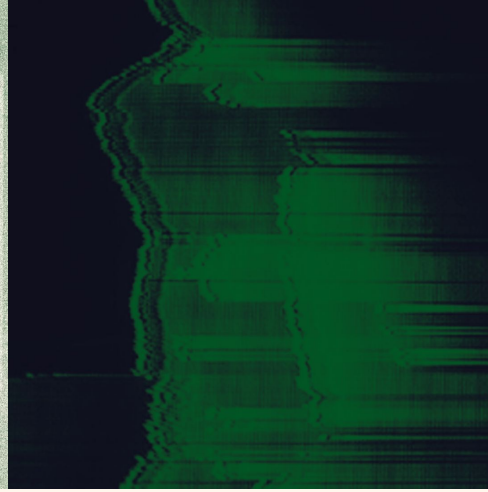
## CONTENT STUDIO

- Creative Direction
- Content Strategy
- Content creation
  - Organic content
  - Paid content
  - Episodic
  - Long form
- Creator Partnerships



## DESIGN STUDIO

- Branding
- Visual Identity
- Design Strategy
- Motion Design + Toolkits
- UX/UI

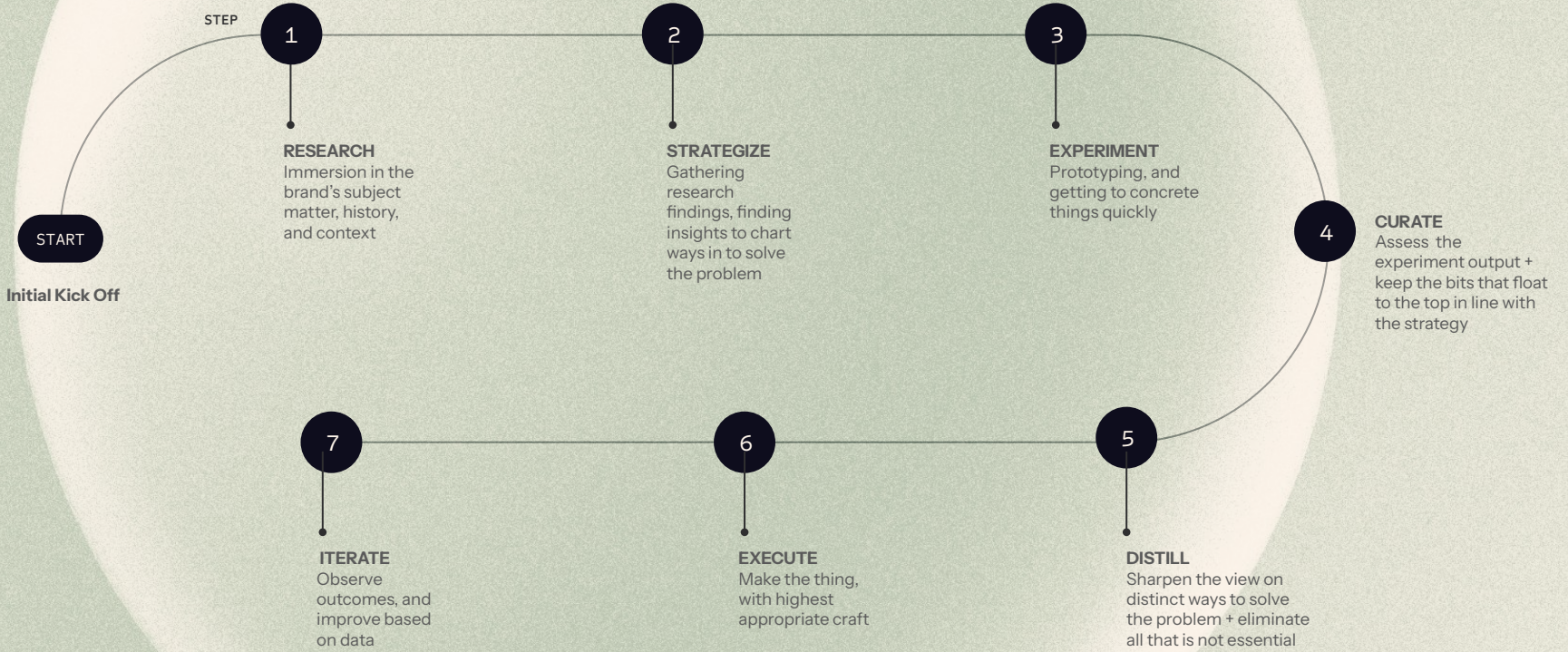


## INFLUENCER STUDIO

- Influencer Identification
- Influencer Communications
- Influencer Creative Brief and Content Review
- Influencer tech platform management and authentication
- Content Management
- Measurement



# PROCESS OVERVIEW



REACH

# PART OF THE CHEIL NETWORK IN NORTH AMERICA



**Cheil** |  MCKINNEY | **barbarian.** |  IRIS

REACH

# CYLNR OFFICES

- ✦ Los Angeles
- ✦ Phoenix
- ✦ Dallas
- ✦ Durham
- ✦ New York







**THANK YOU**

**Any questions? Contact us**

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