




26 East 9th Street
Newport, Kentucky 41071
drivemediahouse.com

hello@drivemediahouse.com

A photograph of a film studio set. In the foreground, several people are silhouetted against a warm, orange-toned background. They appear to be crew members, some holding equipment like a large white reflector. The studio is filled with professional lighting gear, including large softboxes on stands, overhead lights, and various tripods. The floor is covered with cables and equipment. The overall atmosphere is one of a busy, creative workspace.

"A STUDIO ISN'T A FACTORY. IT'S WHEN
PEERS COME TOGETHER TO DO CREATIVE
WORK, TO AMPLIFY EACH OTHER AND TO
MAKE CHANGE HAPPEN."

-Seth Godin

REMEMBER “CHOOSE YOUR OWN ADVENTURE” BOOKS?

Those were fun, right? We think so, too. Pitch decks can sometimes be a snooze and we really like stories, so we decided to turn our pitch deck into a CYOA instead. Let's get started, shall we?

If at any point you'd like to return here, click the Drive logo in the corner any page.



YUP, DO YOUR BEST. I LOVE ME A STORY

It's Monday morning, you just sat down to your desk with a big, steaming mug of coffee and are not quite ready to face your emails yet. You decide you're going to kick your feet up and go on a little adventure.



NO THANKS. I'D JUST LIKE TO LEARN ABOUT DRIVE

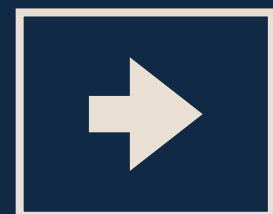
Nope. It's Friday afternoon—in your mind it is at least— you want to head home and kick off the weekend so you don't have time to go on a wild ride right now. Let's just see the Drive Media House overview!



You arrive in a quaint, urban neighborhood surrounded by beautiful, old Italianate homes & buildings. You're a little confused, but you feel inexplicably happy & hopeful.

You don't remember anything about how you ended up here but you're standing on the corner of 9th and Orchard streets in Newport, KY—right across the river from Cincinnati. You see a door and ring the bell to a two-story, 125-year old brick building. The sign out front says “Drive Media House: Home of Earnest Video.” Wow, that's serendipitous—you have been looking for a creative partner with video production chops.

You ring the doorbell and the door unlocks itself. You make your way inside the building.



A BRIEF HISTORY OF DRIVE

- FOUNDED IN 2015
- 5 EMPLOYEES
- HUNDREDS OF VIDEOS CREATED WITH DOZENS OF CLIENTS
- FILMED IN 17 STATES
- ONCE HIRED A CAT TO RIDE A ROOMBA VACUUM



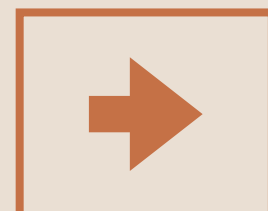
You hear footsteps upstairs and climb the stairs to the second floor of the building to investigate.



You hear someone loudly yell "ACTION" down the hall and sneakily head that direction.

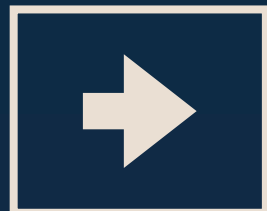


You climb the stairs and enter the 2nd floor to an office that feels more like someone's home—there's nothing corporate about this space. Brick walls and well-worn wood floors, plants every where you look, and the scent of candles burning welcome you into the office. You see a few people behind computers, a few people talking in the kitchen, and others looking at a white board and sketching some things out.



DRIVE VALUES:

CREATE THINGS WORTH CREATING
STAND FOR CONNECTING HUMANS
FOSTER ENVIRONMENTS OF JOY
PURSUE GROWTH

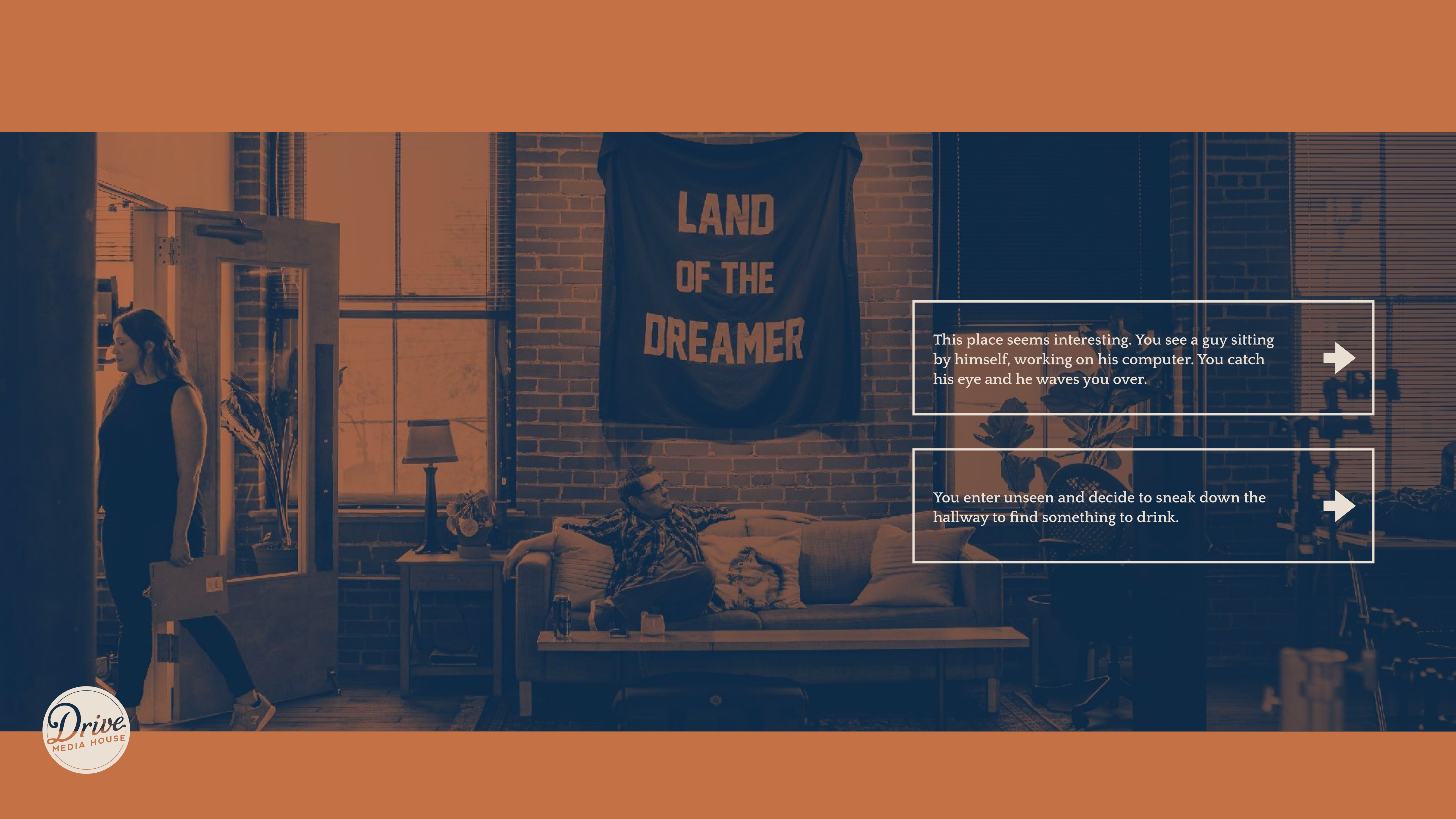


HOME OF DRIVE MEDIA



Located on the second floor of our building, we have a spacious and cozy space that works well for brainstorming, collaborating, solo working or spending time getting to know our community.





This place seems interesting. You see a guy sitting by himself, working on his computer. You catch his eye and he waves you over.

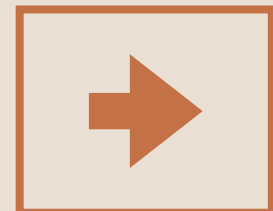


You enter unseen and decide to sneak down the hallway to find something to drink.



You sneak down the hall and see an entire film crew shooting something cool in the studio in the front of the building. You stay by the door, totally quiet until you hear “CUT!” and you strike up a conversation with one of the people standing nearby.

He tells you they are filming something and they work upstairs at Drive Media House. You ask to learn more about what they do, because you have the perfect project for them!



The friendly guy to the right of the couch tells you that you're in the office of Drive Media House, and production company. He's pretty nice even though he has no clue how you got here.

You're feeling extroverted so you agree to go down the hall to meet the rest of the team and join them for lunch down the hall.



You need more time to ease into this situation so you ask the friendly guy, Dave, to tell you more about Drive.



MEET THE TEAM

Our tight knit team is made up of producers, creatives, editors, coffee makers, and everything in between. Small but mighty is the phrase we like to use around here. We believe that the work we do is important and meaningful and never take for granted the opportunity we have each and every day to create great work with great people.

You think that these people seem pretty cool, but you wonder if their capabilities fit what you need?



DRIVE IS A FULL SERVICE PRODUCTION COMPANY WITH A FOCUS ON COMMERCIAL WORK AND ORIGINAL CONTENT

EVALUATION & EXPLORATION

- Full Discovery & Brainstorming
- Ideation
- Concepting

PRE-PRODUCTION

- Project Management
- Storyboarding
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PRODUCTION

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- Voiceover Casting
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You see a computer screen flicker on and a spreadsheet open up. It's begging for you to look at it, so you walk over.

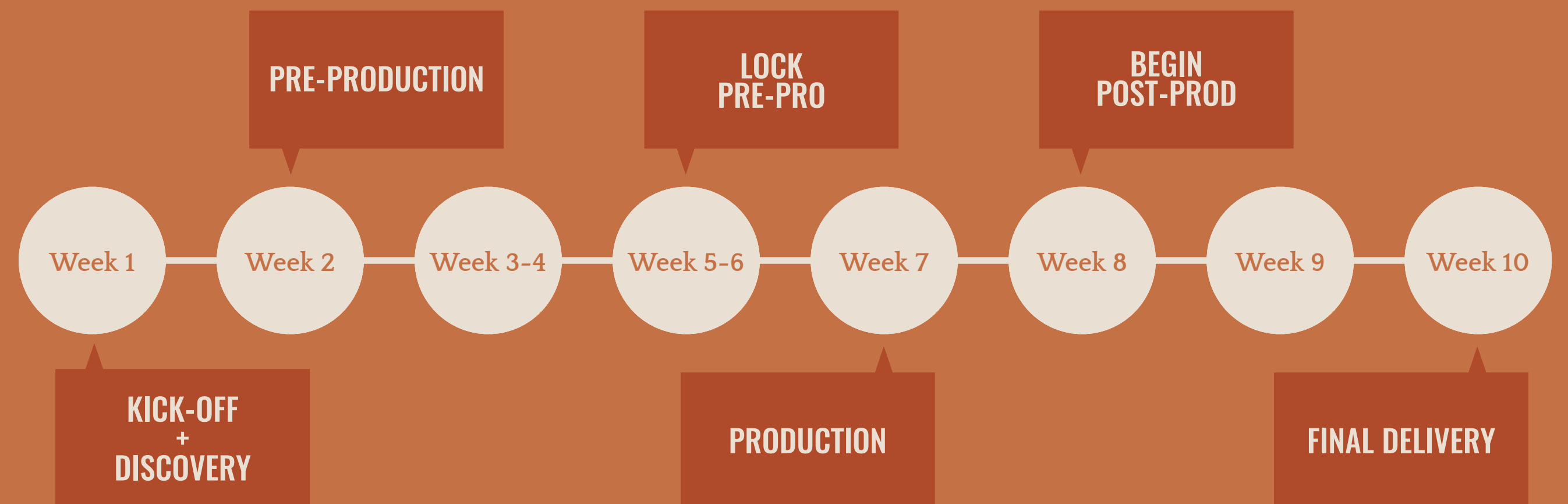


The TV in the conference room turns on and starts playing, you enter the room to see what's on the screen.





SAMPLE TIMELINE

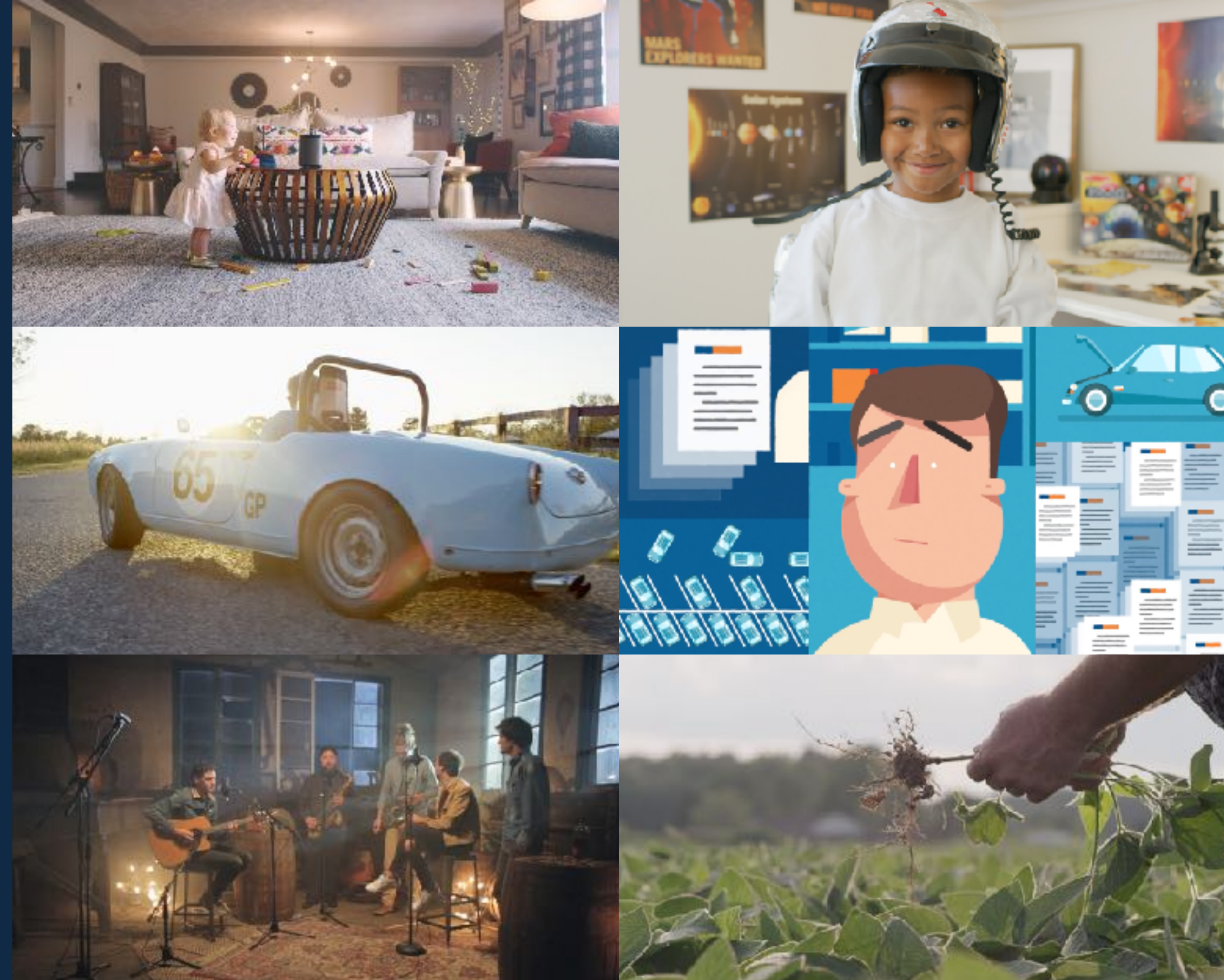
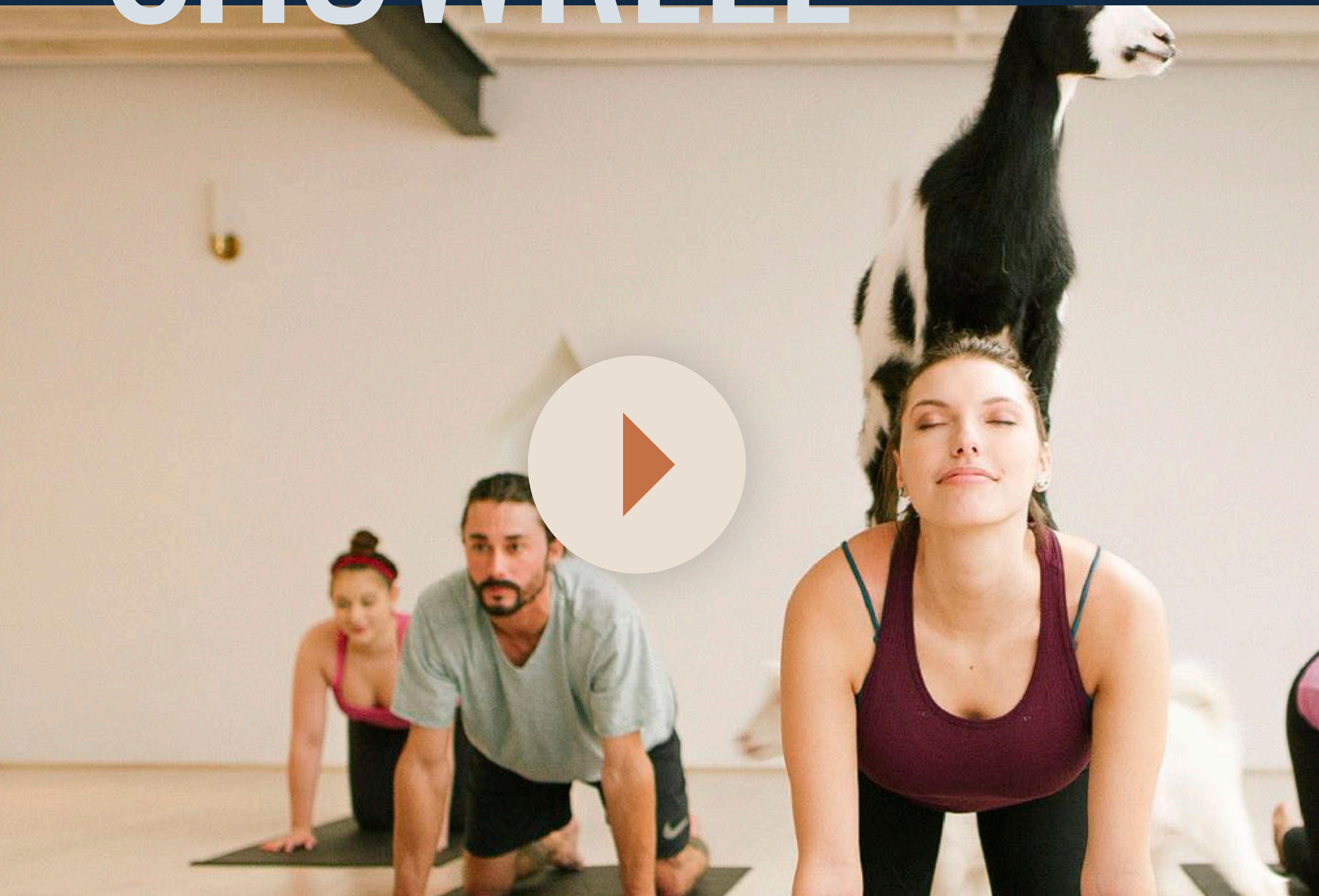


You thought you might find something really juicy on the computer screen, didn't you? It's actually just our sample project timeline.

The project timeline, while informative and a great overview of working with Drive, was not exactly the grand finale that you were expecting for this story. You want to be wowed, you want something to be excited about—end with a bang!



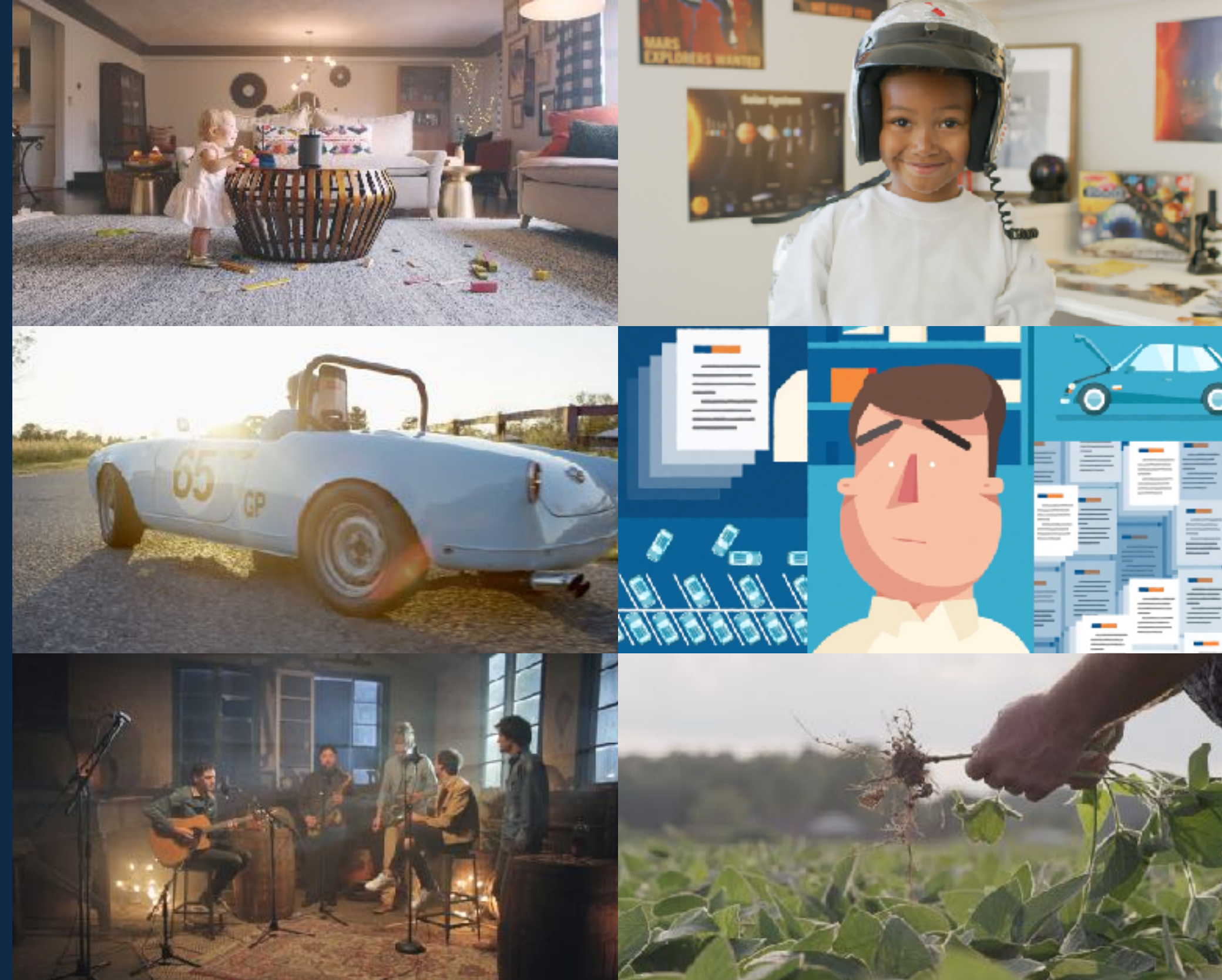
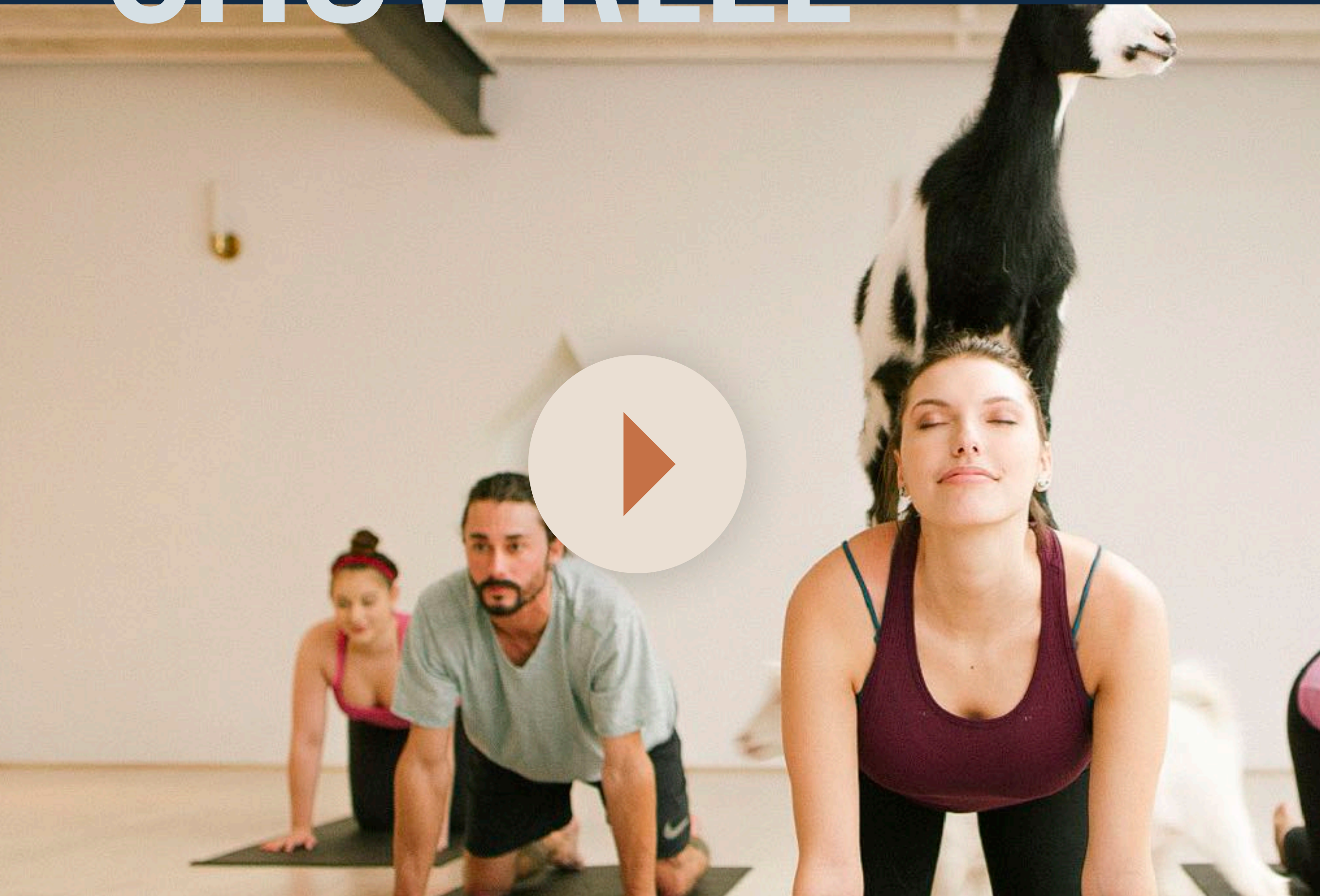
SHOWREEL



The video ends and you're definitely impressed. You want to know how soon you can work with these guys!



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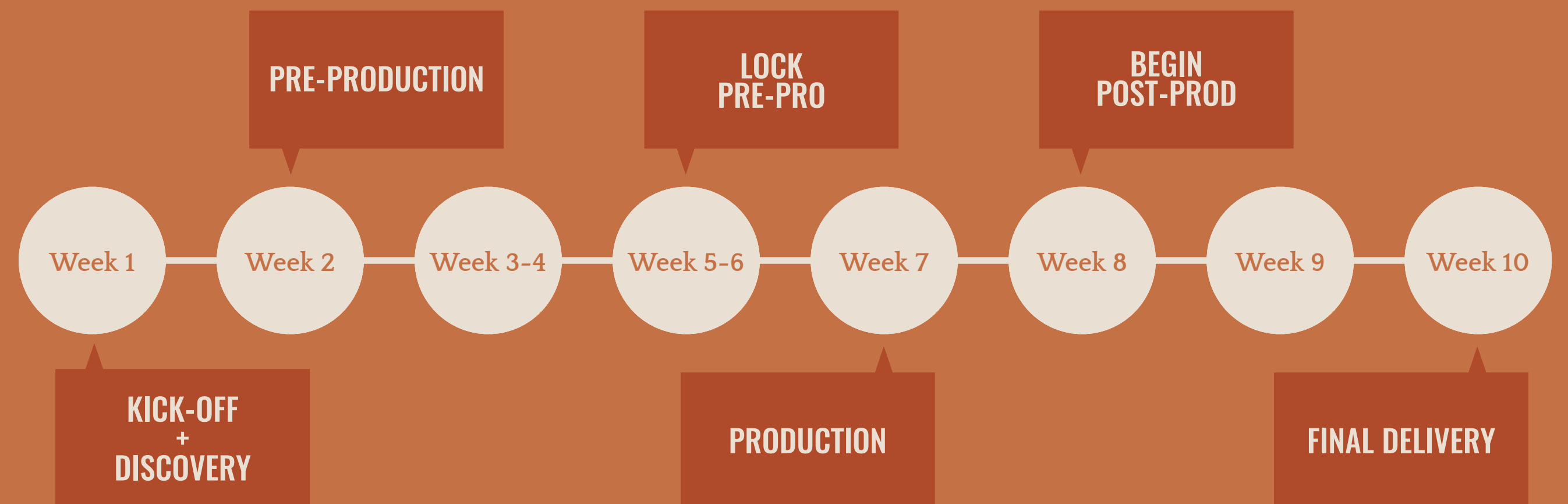


The video ends and you're definitely revived, fired up and ready to meet the team.





SAMPLE TIMELINE



Most projects can be completed in 10-weeks or less. Of course, every project is unique and may differ.

You feel like your time here is now done.
You've met the team and have seen the work. Now you're ready to learn more and work with Drive!



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Now your stomach makes an embarrassingly loud grumble and you can no longer refuse the kind offer of lunch down the hall with the team.



This is interesting and you're excited to see some of the work they do. Lunch can wait!



MEET THE TEAM

Our tight knit team is made up of producers, creatives, editors, coffee makers, and everything in between. Small but mighty is the phrase we like to use around here. We believe that the work we do is important and meaningful and never take for granted the opportunity we have each and every day to create great work with great people.

You think the team seems really nice but there's a computer in the room and it's drawing you to it! It's begging for you to look at it, so you walk over.



SURPRISE, YOU WALKED RIGHT INTO THE ENTIRE TEAM OF DRIVE MEDIA HOUSE

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Well, there's no turning back now, you've met everyone and now you might as well hear about what kind of work they do.



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Out of the corner of your eye, someone's laptop screen flickers behind you and a spreadsheet opens up on it's own! It's begging for you to look at it, so you walk over.



You hear the TV in the conference room turn on and start playing. The music catches your attention, so you head back down the hall to see what's going on in there.



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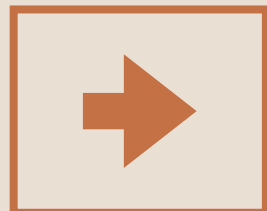
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The nice guy, Chris, tells you all about what they do. After talking for a while, you both realize the team is breaking for lunch and he invites you upstairs to join them.

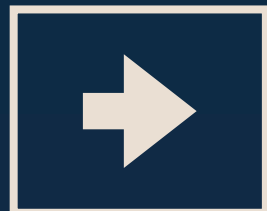


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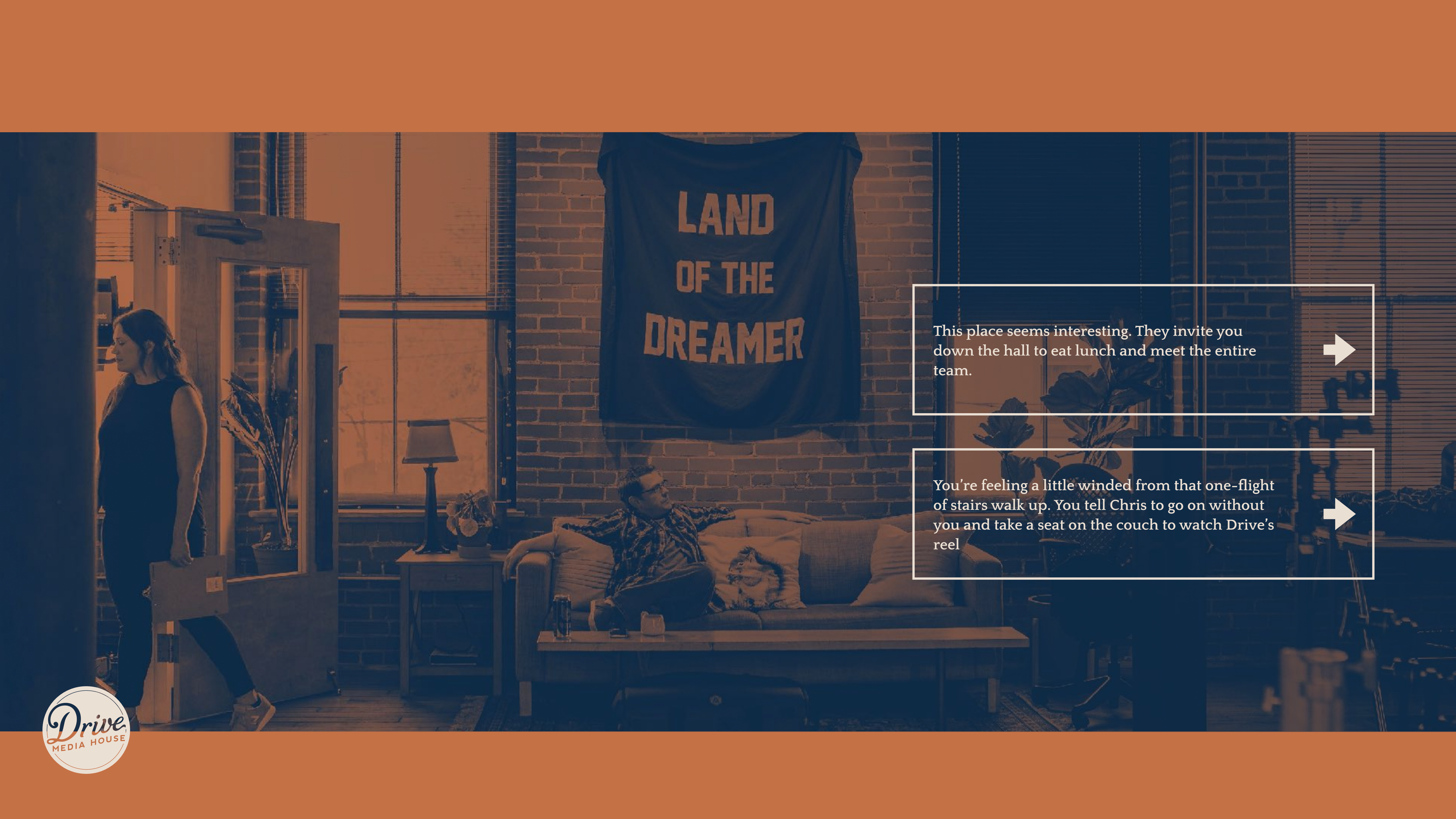


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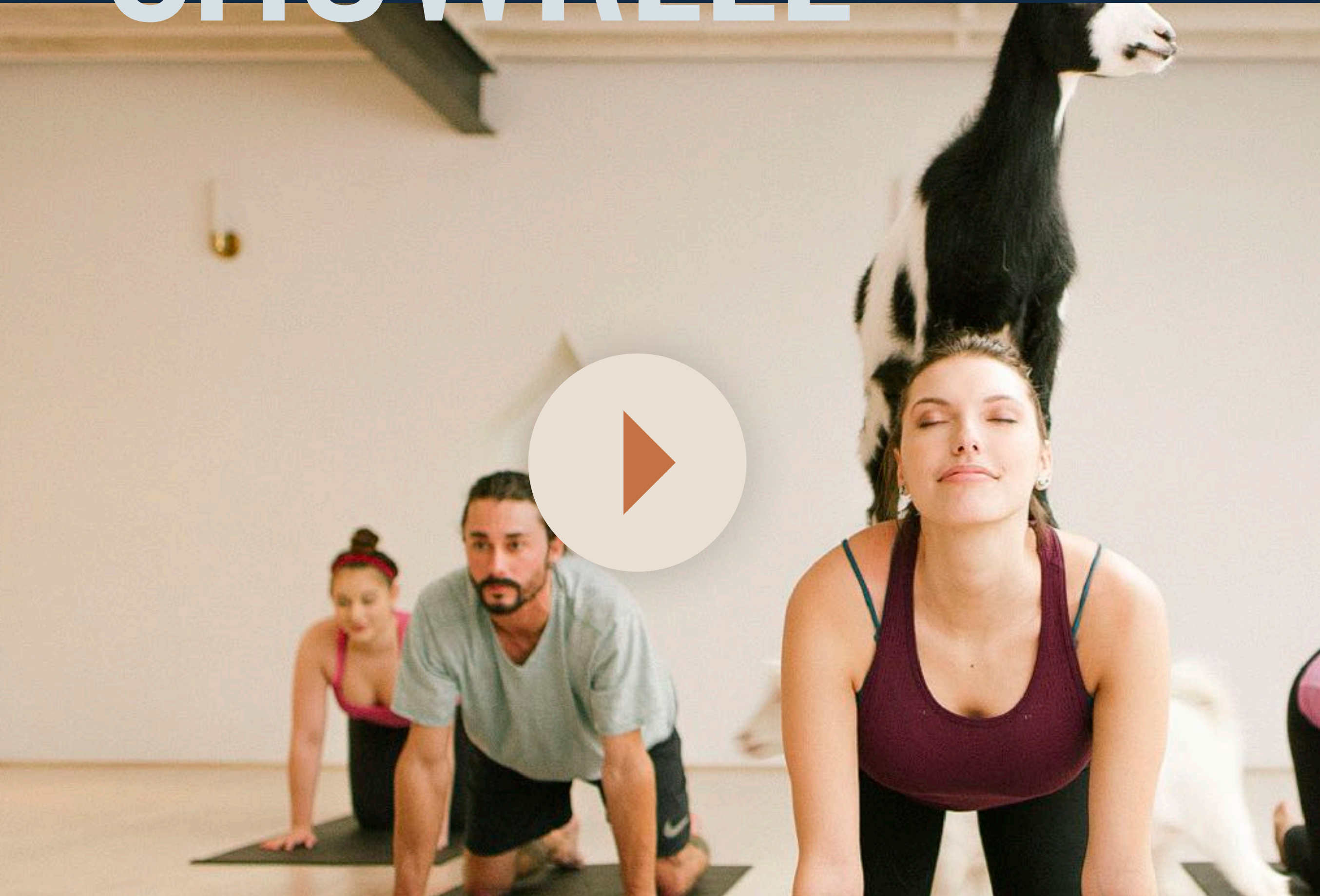
This place seems interesting. They invite you down the hall to eat lunch and meet the entire team.



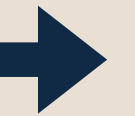
You're feeling a little winded from that one-flight of stairs walk up. You tell Chris to go on without you and take a seat on the couch to watch Drive's reel



SHOWREEL



That was just the break you needed. You're re-energized and decide you want to meet the entire team behind these videos!



Hold your horses. Introversion time is not quite over. You think you'll go sneak around and look at some open computer screens you see across the room.... there's an excel doc calling your name.



MEET THE TEAM

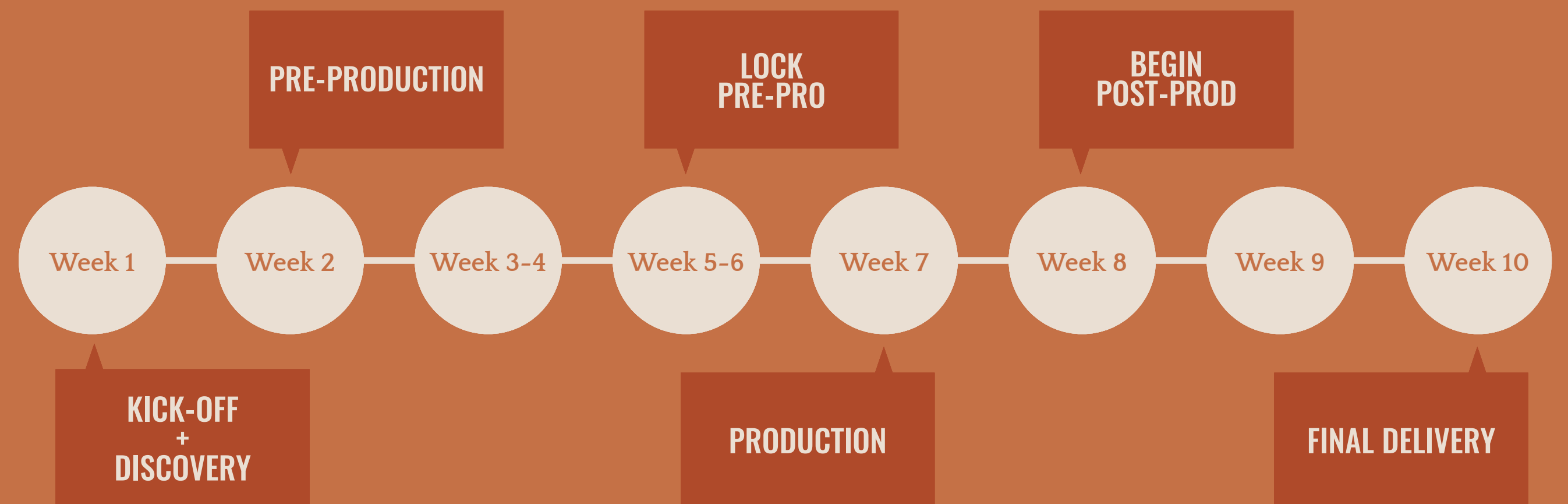
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The team is super nice but after this weird time-travel kind of day, you'd just like to sit down on that comfortable couch across the room and learn more about their process.





SAMPLE TIMELINE



Most projects can be completed in about an 8-10 week timeline. Of course, every project is unique and timelines can always be adjusted.

You've seen the reel, you've met the team,
and now that you know more about the
project timelines, you're ready to chat!



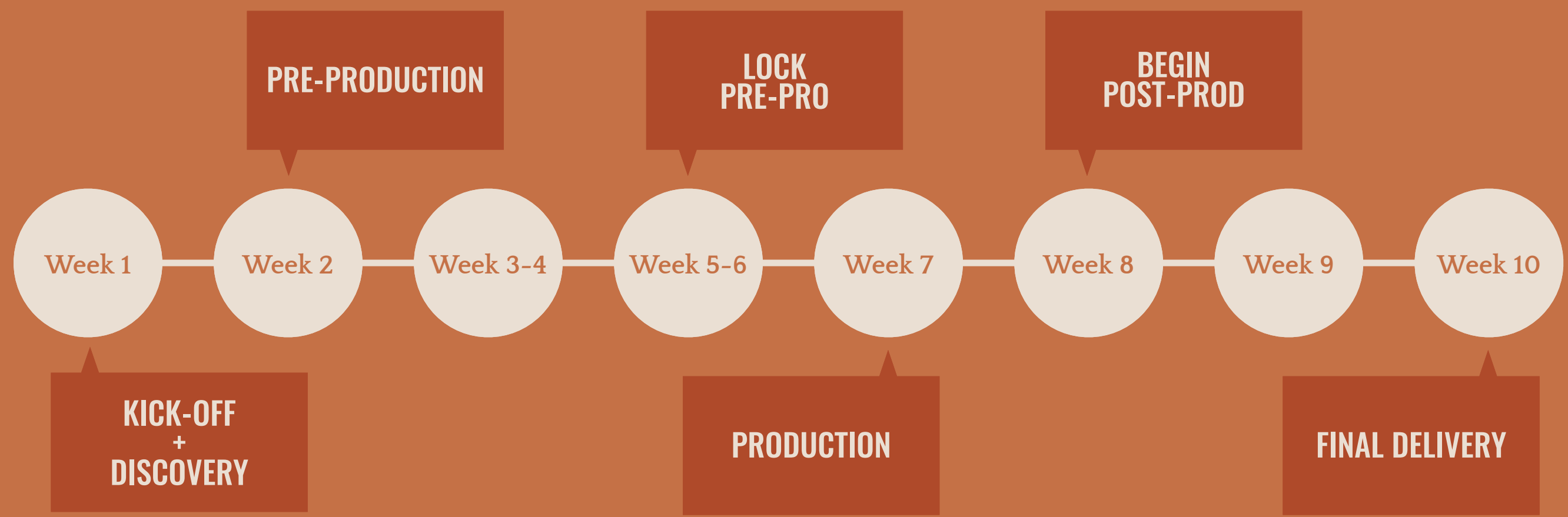


You thought you might find something really juicy in that spreadsheet, didn't you? It's actually just our example project timeline.

You're impressed that these projects can be completed in just a few months. "Fine," you say, "I guess it's time to meet the team and really decide if I want to work with these people!"



SAMPLE TIMELINE



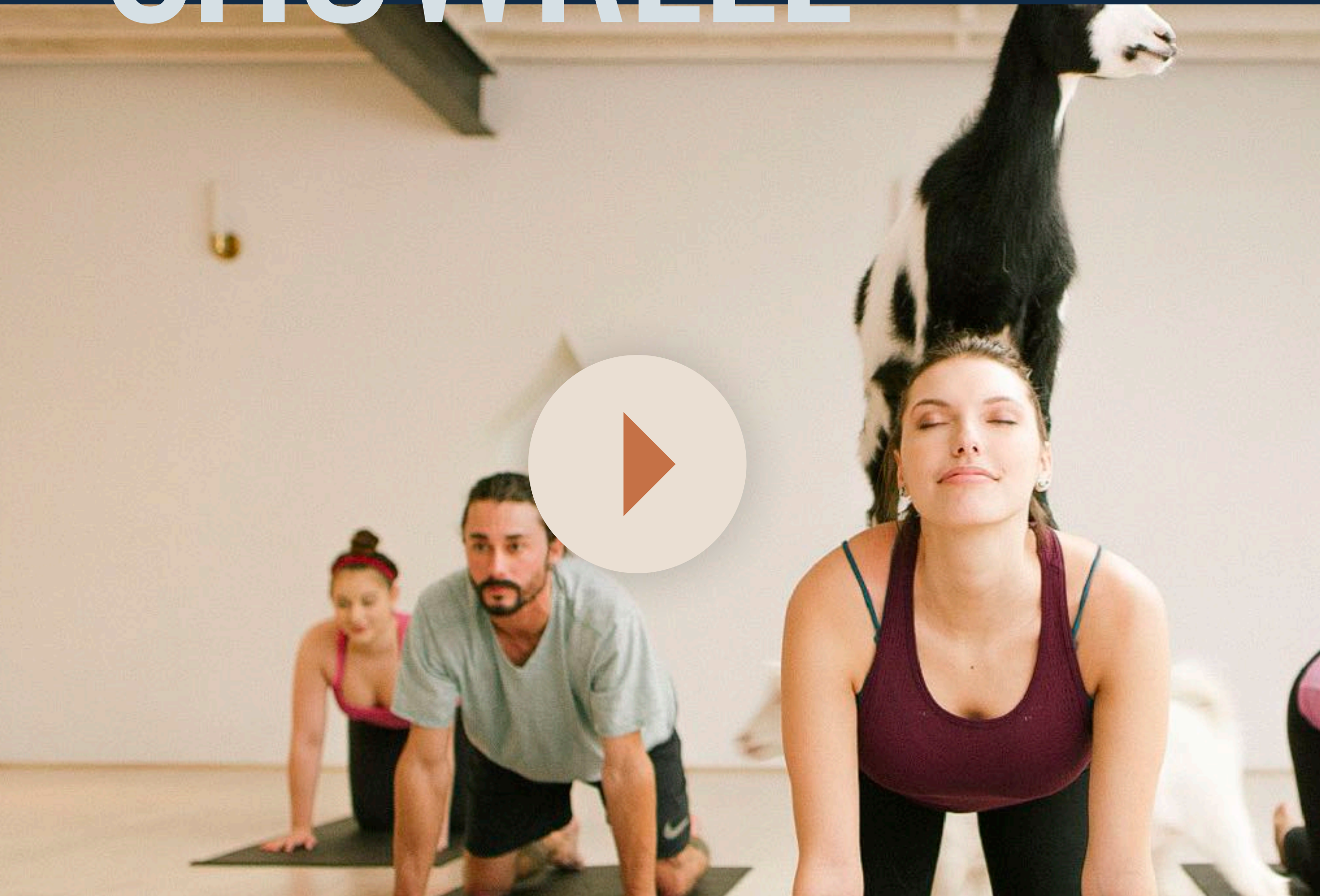
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You like the team and what you've seen so far, and are excited to learn more. Let's chat!



SHOWREEL



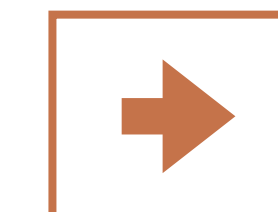
Ah yes, this is the ending to the day that you were hoping for—a dazzling overview of all of the work Drive has done recently.

Thankful for the weirdest day ever, you realize you found a new video partner and just want to get some projects started. Let's chat!



ABOUT DRIVE

- Founded in 2015
- 5 employees
- Hundreds of videos created with dozens of clients
- Have filmed in 17 states
- Once hired a cat to ride on a Roomba Vacuum



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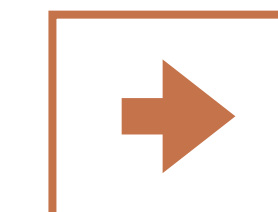
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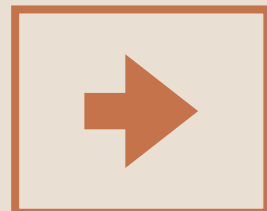
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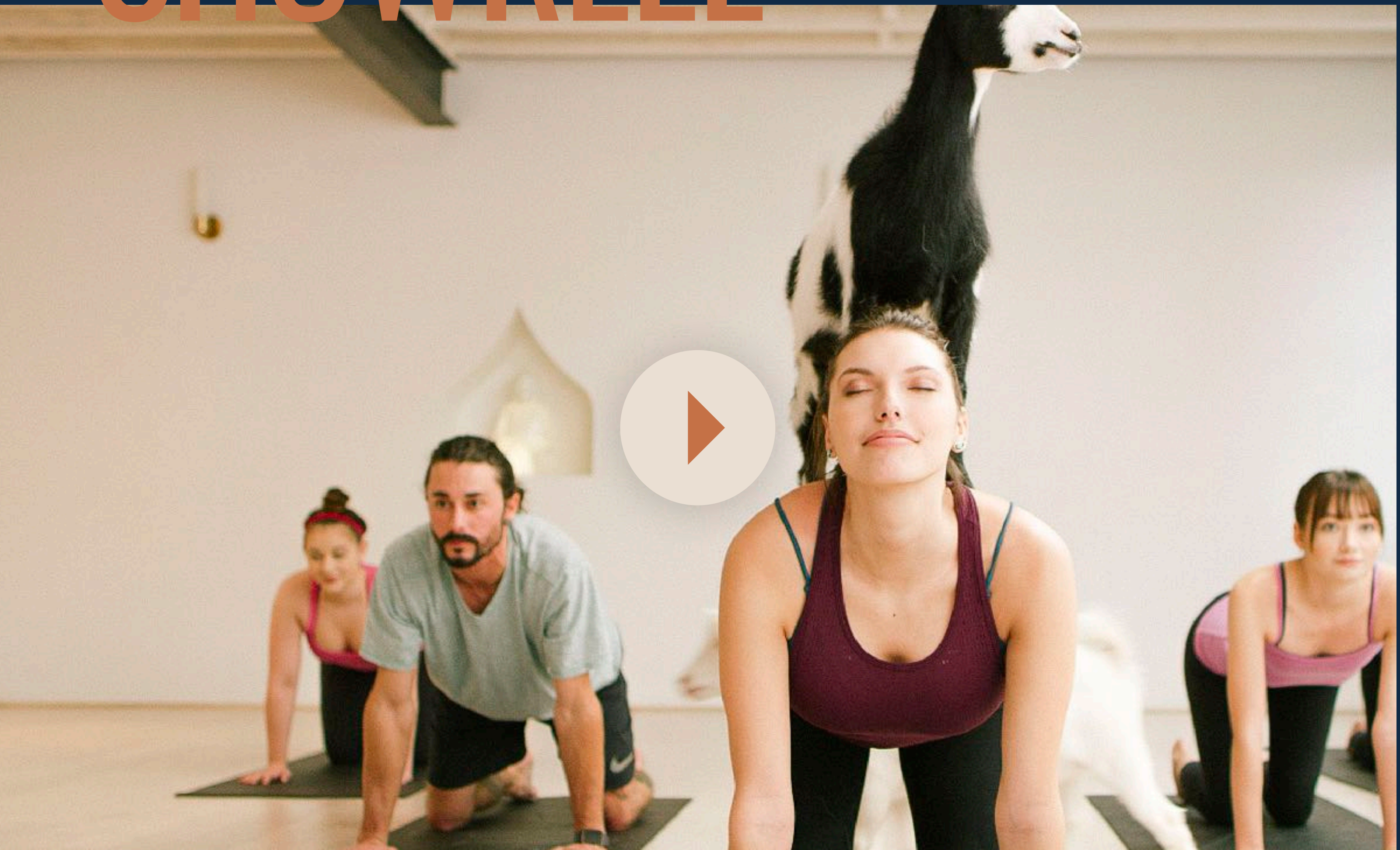
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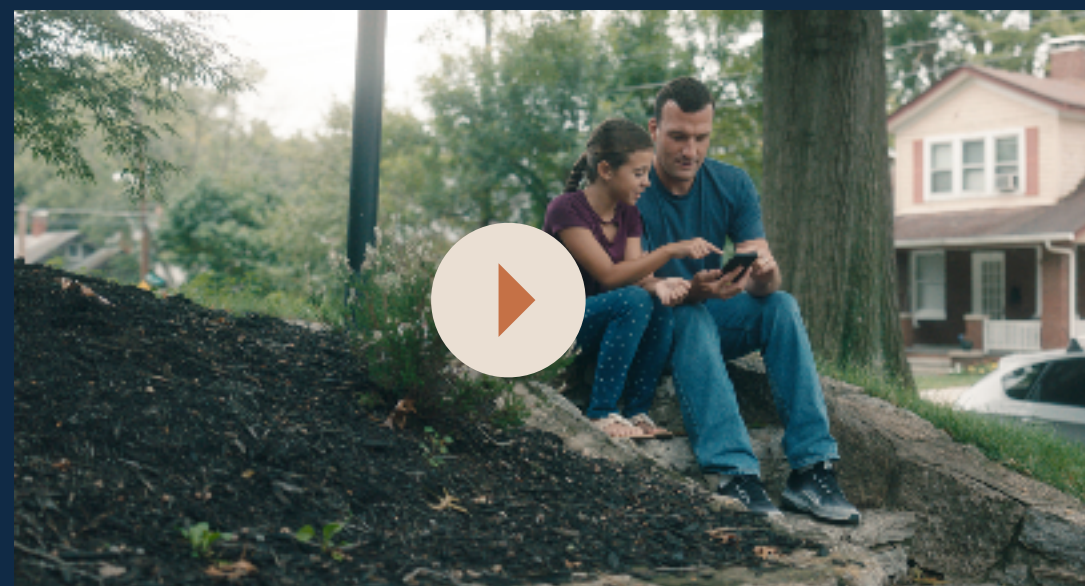
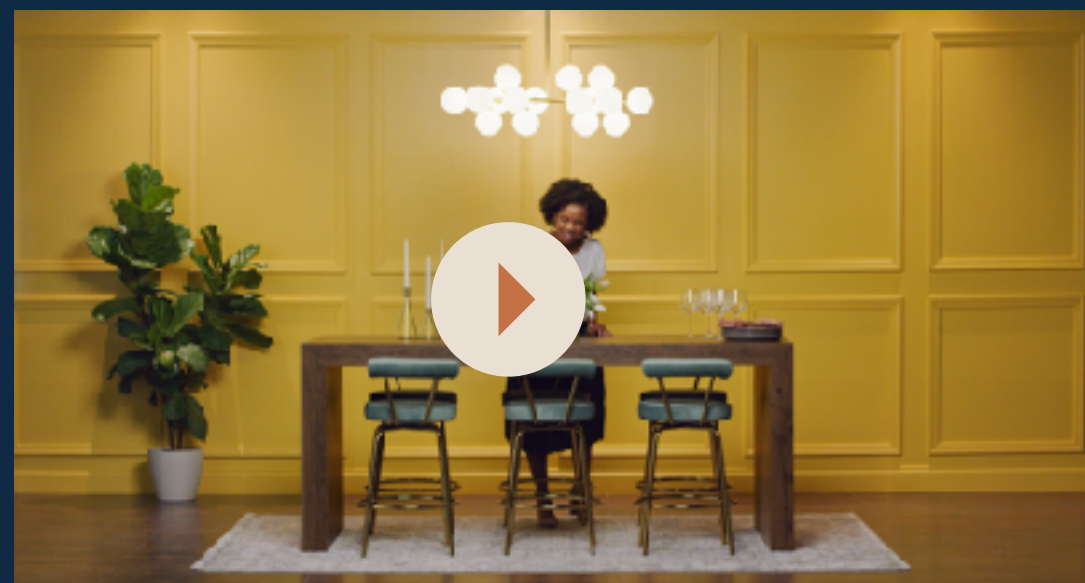
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SHOWREEL



ADDITIONAL WORK



READY TO GET STARTED?

Dave McMurray
Executive Producer



dave@drivemediahouse.com

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drivemediahouse.com

