



**BE SEEN.**  
**BE IMPACTFUL.**  
**MAKE A MARK.**

**THE UNAPOLOGETIC PURSUIT OF EXCELLENCE  
IN A MULTI-PLATFORM WORLD.**

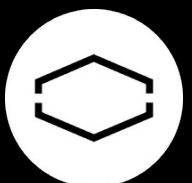
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## 3. WHY STK?



# 1. INTRODUCTION

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## THE UNAPOLOGETIC PURSUIT OF EXCELLENCE IN A MULTI-PLATFORM WORLD.

When was the last time your campaign left an audience speechless? In today's world, mediocrity isn't just visible, it's dangerous.

At Shoot To Kill, we thrive on turning challenges into unforgettable campaigns. With every project, we aim to get attention, spark emotion, and make a mark with our multi-platform expertise. We're a team of unapologetic creatives that refuse to settle for anything less than exceptional.

Our mission is clear: to help our partners deliver great work through collaboration, expertise, excellence and plug-in solutions.

We understand the platform world like no other. Our platform-first approach ensures your message doesn't just reach your audience – it stops thumbs, it resonates, it makes a mark.

We've turned challenges into wins, tight deadlines into opportunities, and brand messages into powerful, platform-ready content.

To the CMOs who are tired of the ordinary, who want impact, who demand results – we say this:

**Be seen. Be impactful. Make a mark.**

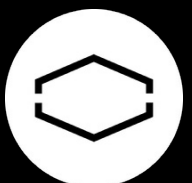
Because in a world of mediocrity, we are the killer instinct your brand needs. We are Shoot To Kill, and we're here to make your brand unforgettable.

We don't do mediocre. We don't do less than exceptional. We don't do egos.

Are you ready to leave a mark?



**Max Clark**  
Founder



## 2. UNIVERSAL TRUTHS

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A

**We live in an increasingly  
diverse and evolving  
multi-platform world.**

### **A multi-platform world demands multi-platform expertise.**

Every day, your audience scrolls through oceans of content. To reach them, brands need more than good creative, they need campaigns that deliver stand out ideas that seamlessly adapt to each platform's unique visual language.

At STK, we don't just make content. We craft stories that fit perfectly into the nuanced worlds of Reels, Stories, Carousels, and many other placements.

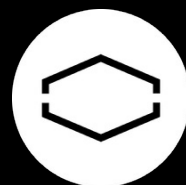
Imagine your message effortlessly moving from a 6-second TikTok teaser to a prime-time streaming ad, all while maintaining its core brilliance. That's the power of a platform-first approach.

But navigating this multi-platform ecosystem isn't just complex, it's overwhelming.

The digital landscape is broad, where gaining attention is critical to help grow brands. Every flat surface is becoming a potential canvas for your brand's message. But here's the truth: mediocrity won't cut it.

Not only do brands need a strong idea to communicate, they need to be thinking about how to ensure that it translates naturally into the digital platforms and placements available, with nuances in audience usage and visual ways to communicate.

We believe that it is critical that Creative and Production don't just get involved early; they lead the charge. At STK we have the expertise to remove complexity, build ideas with longevity, and make the art of the possible. We're not here to play it safe; we're here to make your brand unforgettable.



## 2. UNIVERSAL TRUTHS

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B

Brands need **more**  
**visual content,**  
**faster** than ever before.

**Delivering content at speed without sacrificing impact.**

With the growing landscape of platforms, brands require more platform ready assets, faster than ever before. And in a world where media is bought in seconds, brands can't afford sluggish creative cycles. Your message needs to be ready yesterday, and it still needs to stand out. And when you face unrelenting pressure here, we thrive alongside you transforming problems into standout campaigns. We see tight deadlines as creative opportunities.

Our solution? We bring production expertise to the frontline. We build adaptable solutions that deliver at speed without sacrificing an ounce of creative quality. Our expertise and agility enable great work to be made that drives results alongside your media buy.

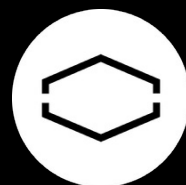
”

*You pulled out the stops for us on this and produced something we can be proud of and share across the group.*

*Thank you all for the work, attention to detail and ensuring a quality output. It really does show what a difference actual experts can make!*

”

HITACHI



## 2. UNIVERSAL TRUTHS



**Constraints** of today make getting ambitious work made, **hard**.

**Budget and time constraints don't excuse mediocrity.**

Constraints are the reality, but mediocrity isn't inevitable. Great creative doesn't require unlimited resources, it demands care, focus and expertise.

Our core and impactful ideas, coupled with our platform-first approach, aren't just critical, they work and deliver results. With our lean production processes maximising value by using expertise and platform-specific techniques to stretch every £ you spend.

By adapting creative assets for unique platform requirements, we create bespoke solutions that amplify impact, without overspending.

When King Arthur came to us with only five weeks to position them as the greatest flour brand, and not a commodity, we didn't flinch. We shot a creative idea into films that would work across different platforms.

The result? A campaign that turned speed into brilliance, and growth into a sure thing.



**32%** MoM increase in sales.

**5 weeks** from brief to delivery.

**18** total assets across platforms.



## 2. UNIVERSAL TRUTHS



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The Intel team came to us to support their sponsorship of the 2024 Paris Olympics. We had four weeks to shoot three films in London, Paris and Berlin, and to create a suite of platform ready content for the brand.

The result? A campaign that turned speed into brilliance, and growth into a sure thing.

**intel**®

Up to **384%**  
increase in unit growth  
across 3 countries.

**135** pieces of content  
made.

**4 weeks** from brief to  
delivery.



## 2. UNIVERSAL TRUTHS

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**Exceptional & consistent creative ideas provide greater results.**

### **The attention economy punishes mediocrity.**

The stats don't lie: **50%** of UK TV ads elicit no emotional response (2) and digital creative contributes up to **55%** of campaign impact (3).

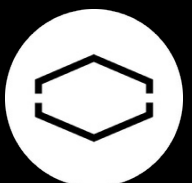
Mediocre ads aren't just ineffective; they're a waste of your budget and time.

You can't just create ads, it is visual experiences that command attention and burn themselves into memory. This is what works, and great creative is up to **13 X** more powerful in driving market share and building your brand (2).

But the same single video dispersed across platforms doesn't work. Don't take our word for it, studies show that making ads bespoke for the platforms get you more of the attention required for your campaigns to deliver results (5, 6, 7).

At STK, we focus on creating visual experiences that get attention and resonate emotionally, ensuring your brand isn't just noticed, it's unforgettable.

We fuse exceptional creative ideas with unparalleled production quality. We aim to hit the nuances of different platforms effectively and efficiently. We will get attention fast, and couple it with emotive stories and differentiation so your ads deliver.





## 2. UNIVERSAL TRUTHS

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A large, stylized orange letter 'E' with a rounded right side, serving as a decorative element for the main heading.

**Brands want to be working closer with production expertise.**

**Collaboration is the key to great work.**

The old ways of siloed creative and production are dead. CMOs demand tighter integration between media, data, creative, and production to navigate today's fast-moving landscape. They aren't just closer together; we believe they're inseparable in delivering great work.

It is critical for agencies and studios like STK to be higher up in the process to solve a problem in a short amount of time, and **65%** of brands want to see and hear more from production companies (1).

Our plug-in approach and access to senior production expertise ensures we integrate seamlessly at any stage for creative development, production, post-production or creative adaptation.

”

*The team at Shoot To Kill were a delight to work with, not just for their vast **creativity** and **expertise**, but for their **collaborative** and optimistic approach to our video brief. Our recent recruitment campaign entered new territory for our company, and the team delivered an extremely **high quality** film that delivered exactly what we were looking to achieve.*

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**Go-Ahead**



### 3. WHY STK?

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## WHY STK?

We're not just a production company; we're creative and production leaders. We plug in at any stage, bringing expertise that doesn't just translate ideas, it amplifies them through collaboration and expertise.

#### **Creative Development**

Insight finding and strategic thinking to help us hit the bullseye. Visually bringing new and unique killer ideas to life.



#### **Production**

Producing high-quality, original content across multiple different mediums.



#### **Post Production**

Editing and refining content to meet the highest standards. Scaling aligned to media requirements.



#### **Adaptation**

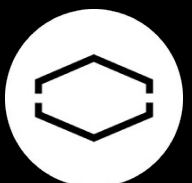
Giving existing assets longevity, ensuring all assets are adapted for platform nuances and keeping the quality of the brand and campaign.

#### **Expertise & Passion**

A crucial mix of expertise and passion alongside a committed team structure will help deliver exceptional work and reduce complexity. This is agility to us.

#### **Collaboration over competition**

We make life easier and find a solution with a “where there’s a will, there’s a way” attitude to making great work.



We have a track record of doing this with brands across multiple verticals.

**AUTOMOTIVE.**



**TECH.**



**RETAIL.**



**TRAVEL.**



**HEALTHCARE.**



**PUBLIC SECTOR.**



We don't compete, we collaborate. Our agility isn't just a benefit, it's crucial now more than ever. We don't just make life easier, we aim to make the impossible possible.

We are not just another "agency". We are a group of collaborative, fearless creatives, armed with ruthless precision and unapologetic passion. We are the experts you need, not the agency you settle for.

Remember, we don't do mediocre. We don't do less than exceptional. We don't do egos.

**Are you ready to  
make your mark?**

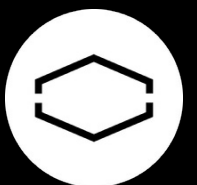
**LET'S TALK.**



hello@stk.studio

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