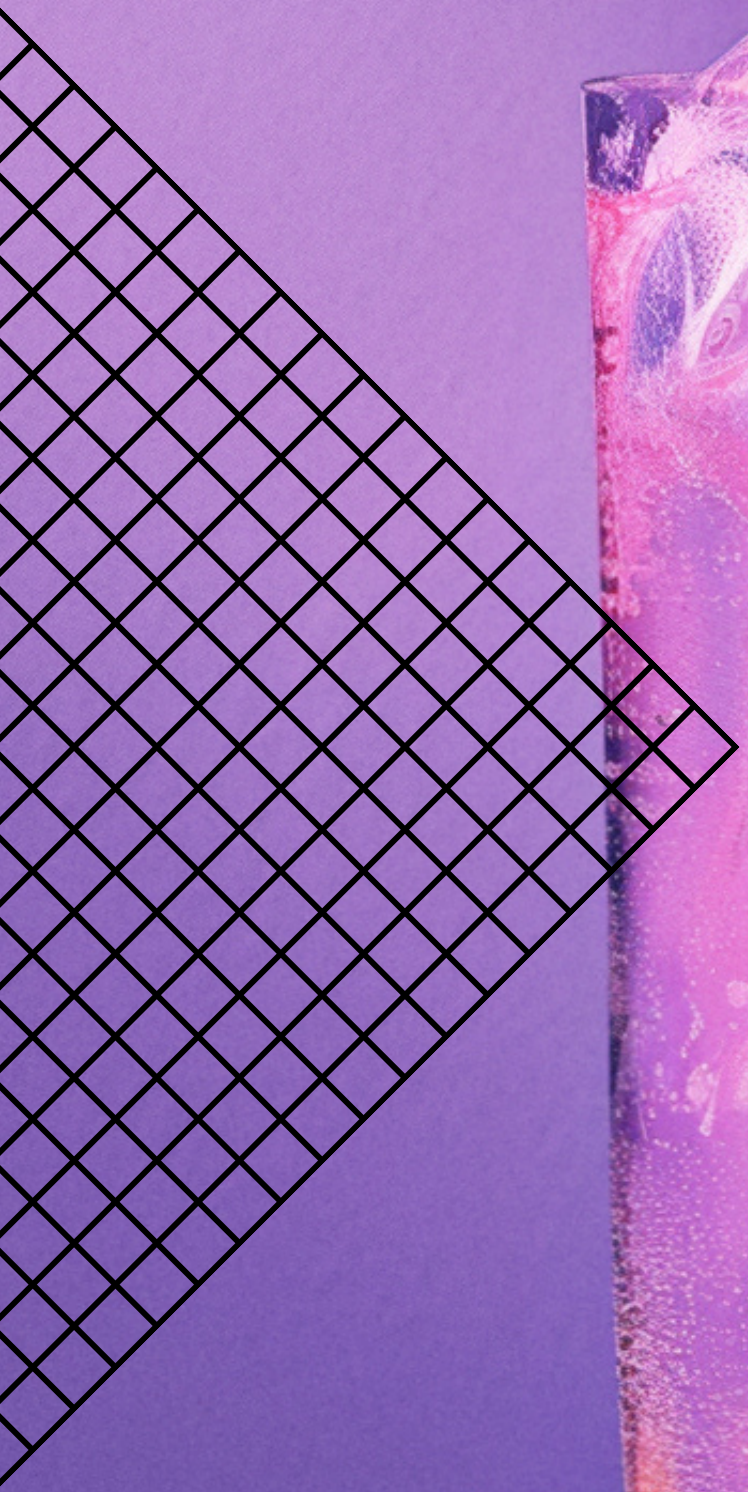


FORD
MEDIA
LAB

**FRESH-SQUEEZED CREATIVE FROM
THE SUNSHINE STATE OF MIND.**

AGENCY CAPABILITIES 2024



Thirsty for better brand visuals?

Feeling lost in the content jungle? Struggling to stand out amidst the endless scroll of "meh"? High agency fees got your wallet doing the salsa instead of the cha-ching? Fear not, weary brand warriors!

Let Ford Media Lab be your creative oasis in the content desert.

A hand holding a slice of orange over a glass of red cocktail with ice. The background is a floral pattern. The text 'PHOTOGRAPHY' is at the top, 'SHORT-FORM VIDEO' is on the left, 'AI-INTEGRATED CONTENT' is on the right, and 'SOCIAL MEDIA' is at the bottom.

PHOTOGRAPHY

SHORT-FORM VIDEO

AI-INTEGRATED CONTENT

SOCIAL MEDIA

We're Ford Media Lab (FML, for the cool kids).

One of Adweek's 100 Fastest Growing agencies, we're known for our in-house photography, video, and social media magic.

Our full-service crew is your one-stop shop for product photography, AI composites, stop-motion animation, short-form video, and social media strategy. We design, build, and style sets, and then shoot and retouch the magic ourselves, whether in our Clearwater studio or on location. Basically, we're your visual storytellers, ready to make your brand shine brighter than a disco ball.

FML: Your Content Creation Playground

From studio-perfect product photography to mesmerizing video and stop-motion animations, we craft captivating visual content that gets your brand noticed (and remembered). We don't just capture pixels, we tell stories that spark engagement and drive results. Our in-house capabilities allow us to offer you the most competitive pricing –minus the agency fees.





FORD
MEDIA
LAB





We Speak the Language of Likes and Shares

With over seven years of experience taming the social media beast for global brands, we're the social media gurus you've been searching for.

We don't just post pretty pictures (although, we do that, too!). We craft strategic plans, curate engaging content calendars, and manage your online communities like social media superheroes.

AI- Integrated Product Photography

Unlocking the power of AI, we're crafting eye-catching visuals, breathing new life into existing assets, and maximizing brand budgets. By combining cutting-edge AI with human expertise, we're pushing the boundaries of content creation. Imagine: captivating visuals, boosted efficiency, and budget dollars saved – all while delivering truly compelling and impactful campaigns.



YEAR
NEW! 2024

ROLE
Art Direction, Product Photography, AI Image Generation, Expert Retouching

Proximo PR Pitch Photos + Recipes

FML elevated Proximo's PR game by capturing stunning visuals for their diverse portfolio of spirits. Our team meticulously styled sets that embodied each brand's essence, resulting in coveted placements in high-profile publications like Forbes, The Manual, Complex, Ocean Drive, and Hombre. This impactful collaboration showcases the power of captivating photography to amplify brand messaging and secure prestigious media coverage.



YEAR

2020 - 2022

ROLE

Art Direction, Production, Styling, Photography, Stop Motion Video, Retouching, Recipe Development

Growing the Redbreast Flock

Since 2018, our strategic approach, including captivating content and community engagement, led to a 347% follower increase. Compelling influencer campaigns, sweepstakes, and paid promotions amplified brand awareness, generating 310M impressions and 500k engagements on Instagram and Facebook (FY23). These results showcase the success of our social media strategy in propelling Redbreast's brand.



YEAR 2018 - Present

ROLE Strategy, Social Media Management, Content Creation, Influencers, Sweepstakes, Paid Promotion

Say FML for fresh, eye-catching visuals that pack a punch.

Ford Media Lab is a team of passionate storytellers based in Florida, specializing in crafting mouthwatering photos, stop-motion magic, short-form video bangers, AI-powered imagery, and strategic social media that keeps your brand sizzling.

We're not just about making things look good, we're about making them work for you. So, ditch the bland and let's get creative!

[FORDMEDIALAB.COM](https://fordmedialab.com)
[HELLO@FORDMEDIALAB.COM](mailto:hello@fordmedialab.com)



PHOTOGRAPHY

SHORT-FORM VIDEO

AI-INTEGRATED CONTENT

SOCIAL MEDIA