

A woman with dark curly hair, wearing a pink zip-up hoodie and dark blue leggings, is captured in a dynamic dance pose. Her arms are raised, and she has a focused expression. The background is a bright, airy dance studio with a wooden ballet barre, framed posters on the wall, and large windows. The lighting is soft and natural, highlighting the woman's form.

**We work hard so
you can work better.**

**NewLeaf
Production Group**

www.newleafpresents.com



Big ideas without the big machine.

NewLeaf brings agency-level craft without the big agency footprint. We partner with brand teams as a full creative production group, from early thinking through final delivery.

Sometimes that means integrating closely with in-house teams. Other times it means leading as a long-term production partner. Either way, you get the big look and the boutique attention.



Why Teams Stick With Us

It's like getting green lights the whole way home.

Not Just Here for the Vibes

We help brands communicate clearly and consistently across platforms. Creativity runs through everything we do, we love digging in and building stories. It's what we love and we love what we do. But it's always grounded in real goals, built with purpose.

One Partner, Not a Patchwork

Production, post, motion, stills, animation, and logistics live under one roof. Instead of managing multiple vendors, navigating endless email threads and Slack channels, our clients work with a single partner who keeps the work cohesive and focused from start to finish.

A True Creative Extension

We integrate easily with internal teams and agencies, matching pace, taste, and standards without friction. No ramp-up theatrics. No egos. Just senior production support that feels aligned and lived-in from day one.

Cinematic Craft Minus the Berets

We bring commercial-level lighting, composition, camera motion, and sound to brand work without letting craft overshadow the message. Always elevated & intentional, never staged or flashy for its own sake.

Built to Scale Across Campaigns

From a single shoot day to multi-city projects, we scale crews and workflows while maintaining consistency. Same look. Same tone. Same creative thread, even as the output grows. We know things change. We've got the people and process in place to keep up.

Process That Stays Out Of The Way

We're people people. So you'll never be waiting to hear from us. Clear and easy convos keep our clients feeling confident and taken care of. Brand teams tell us the process feels calm and predictable, even when the scope is ambitious and timelines are...aggressive.



Services

We don't expect every client to need everything.
Start small, go huge, turn it up... we've got you covered.

Formats & Deliverables

Branded Content
Branded Doc Films
Broadcast / Commercial
Tabletop / Product Focus
Educational / Non-Profit
Corporate / Industrial
Live Events

Pre-Production

Concept Development
Scriptwriting
Storyboarding
Casting
Animal Talent
Location Management
Permitting
Crew Sourcing / Mgmt
Production Design
Art Direction

Production

Video / Audio Production
Direction / Talent Mgmt
Camera Motion Systems
Lighting Design
Production Logistics
Line Producing
Virtual Production / XR Stage
Virtual Environment Design
Live Streaming
Aerial / Drone
Photography

Post

Video Editing
Motion Graphics
Animation / VFX
Color Grading
Audio Mixing & Mastering
Post Producing / Post Mgmt
ADR / Foley
Sound Design
Music Scoring / Production





Bristol Meyer Squibb

Patient Success Story





A Patient-First Film for Bristol Myers Squibb

Focused on one patient's journey, grounded in authenticity and thoughtful production.

The Challenge

Jason's experience with Breyanzi was a story with real stakes. Bristol Myers Squibb asked us to capture it in a way that felt honest and grounded, without losing the emotional weight of what he had lived through.

Our Approach

We traveled to Cincinnati to spend time with Jason and film his story in his own words. Our crew kept the set calm and human, which allowed him to speak openly about the fear, uncertainty, and eventual relief that followed his treatment. The chemistry between the crew, agency, client, and Jason shaped the tone of the day. Everyone leaned into the same intention, and it shows in the final film.

We also delivered a still photography package from on set coverage and high resolution frame pulls. These assets supported BMS teams across patient education, internal communications, and case studies, giving them a consistent visual language that matched the film.

The Outcome

The result is a testimonial that is both cinematic and deeply personal. A clear view of a patient whose outcome speaks louder than any scripted message, shaped with the care the story deserved.

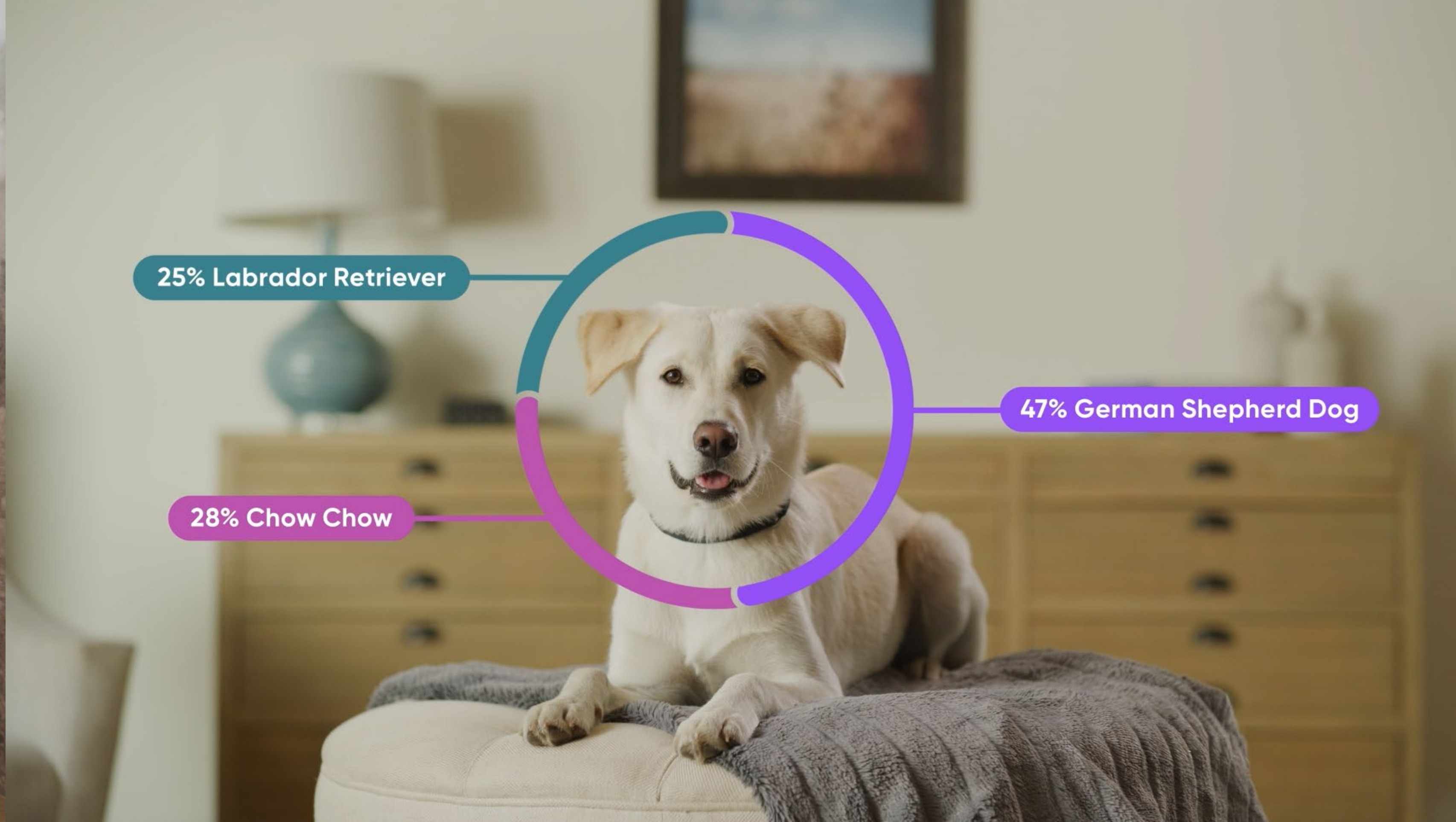


Embark

Discovering Me

Scriptwriting
Casting
Animal Talent
Locations
Art Direction
Production
Photography
Edit
Color Grade
Motion Graphics





Embark. High Output, Very Good Dogs

Animal-first production, designed to deliver a deep asset library from one ambitious campaign.

The Challenge

Every Embark project is a treat. Doggie DNA explainers, holiday videos, step-by-step pup swab tutorials. Across all of them, one thing is constant: cute, cute doggos.

This time, Embark was looking for a flexible set of assets that could live across paid media, web, social, and print, all built from a single production window.

Our Approach

Working with animals is something we do very well. We partner with experienced animal trainers and apply a proven workflow to structure sets, schedules, and crews so both animals and people stay comfortable and focused. We're proud grads of the NewLeaf School for Animal Film and Wellness. (Insert training montage of crew practicing roll-overs and fetch commands.)

We wrote, produced, and edited two hero spots, Discovering Me and Munchies, while designing the shoot to create as much usable material as possible. With a dedicated still photographer alongside our motion team, they were able to piggyback our scenes to keep production moving quickly along. Reducing the need for multiple setups and keeping talent fresh and ready to go.

The Outcome

From that footage, we delivered the multiple spot variations, cutdowns, and social outputs. In parallel, we organized a b-roll library and a curated stills package for ongoing use across channels.

The result was a substantial asset haul from just three days of production. One shoot, many outputs, and a campaign built to work hard. Can someone say, "Who's a good booyy"?

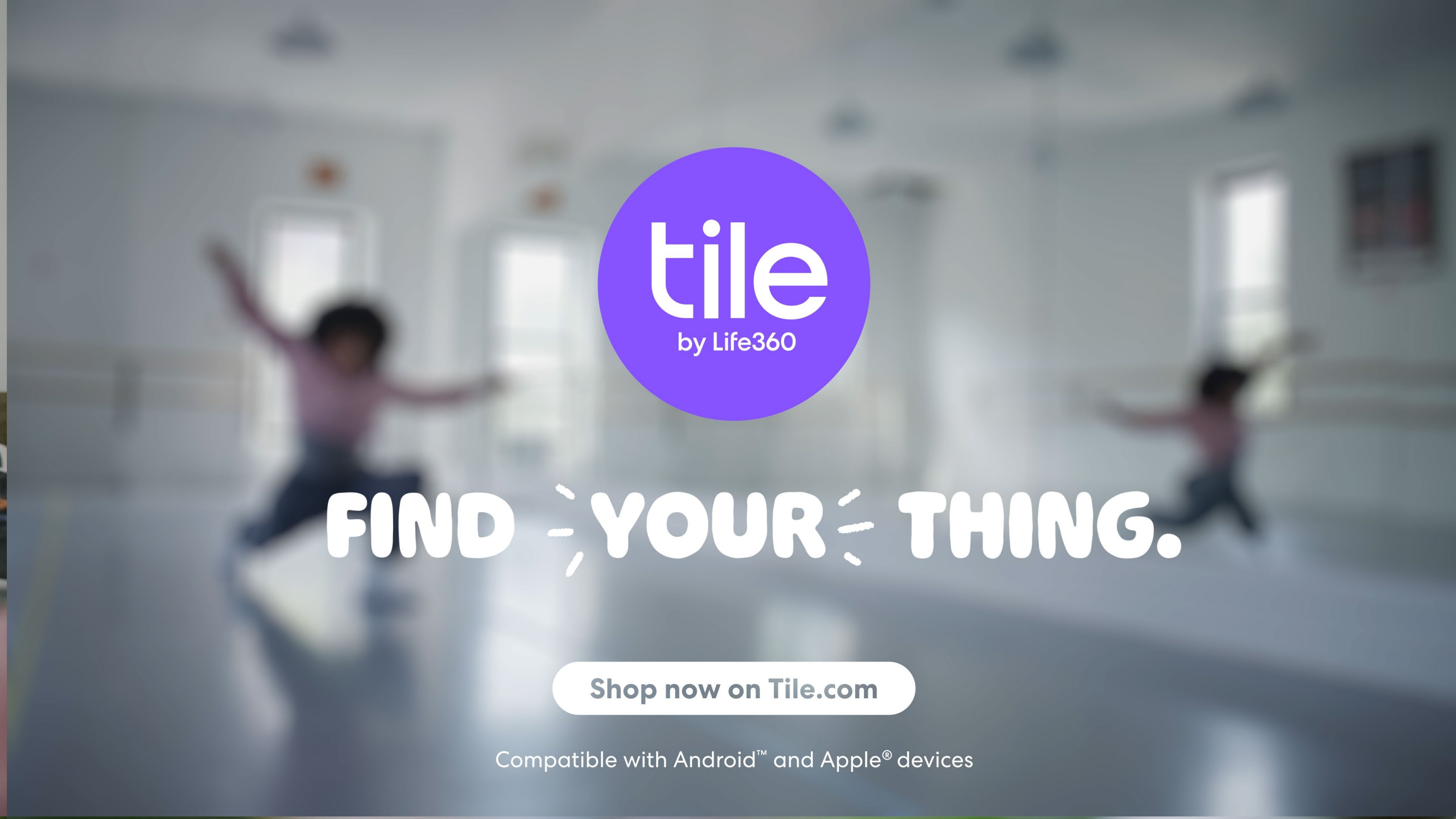


Tile

Jada

Scriptwriting
Casting
Locations
Art Direction
Production
Edit
Grading
Motion Graphics





Real Life, Tracked by Tile

Authentic casting and lean production, built around how people move.

The Challenge

Tile wanted to highlight their product and how it fits into people's day-to-day lives. The goal was simple: capture real people, moving at real speed, without overproducing the moment. So we did what made sense and built the approach around real users, not casting calls.

Our Approach

We pulled directly from Tile's user base, giving us a deep pool of consumers with real product experience and real stories about how Tile actually makes life easier. And that's how we found Jada. A New York-based dancer constantly moving between auditions, rehearsals, and daily life, Jada stood out immediately. She was a natural, which is exactly what good prep and casting are supposed to do. No performance, just Jada.

We traveled with our core NewLeaf crew, keeping the shoot lean, efficient, and fully contained. Tile had a single partner managing production end to end. We spent the day with Jada, following her through her usual routine. Getting ready at her apartment, grabbing coffee, heading into the dance studio. It's a look at how everyday people use Tile to keep their day moving. The production stayed lightweight and responsive, matching her rhythm while letting the product support the story, not overpower it.

The Outcome

In post, we delivered multiple 30-second web spots along with supporting social cutdowns. The result is a set of authentic, high-energy, human-centered stories that show Tile working seamlessly in real life.



Boston Dynamics

Spot at Chevron

Production
Photography
Edit
Color Grade
Motion Graphics





Chevron Puts Spot to Work

Safely embedded in live operations, translating complex robotics into human stories across film and photography.

The Challenge

Spot is known for its engineering. At Chevron, the focus was on impact. Technicians in demanding field environments rely on Spot to keep operations safer, more consistent, and more efficient.

The challenge wasn't explaining robotics in theory, but showing its value in real-world conditions where decisions are made quickly and the work carries real consequences.

Our Approach

Chevron needed a crew they could trust to operate safely inside active industrial environments and navigate critical safety and regulatory requirements without slowing the work. That trust, built through years of experience, guided every decision on set. We embedded with the Chevron team to understand their workflow and capture it in real time, showing how Spot shifts from a new tool to a trusted part of the job.

The film focuses on people solving real problems under real pressure. By pairing motion with a full photography package drawn from on-set stills and frame pulls, we designed the shoot to support multiple deliverables from the start, with consistent visuals across platforms.

The Outcome

The result is a clear, human(oid) view of Spot in practice and the people who rely on it. The film makes the technology tangible, grounded in daily operations rather than abstraction.

One thoughtfully designed production delivered both film and photography assets that extended across multiple client marketing channels.



EQRx

Lowering the Cost of New Medicines



Concept Dev
Locations
Production Design
Production
Edit
Color Grade
Motion Graphics







Inside EQRx's Push for Change

Socially conscious storytelling across cities, delivered through an efficient, scalable production.

The Challenge

EQRx set out to rethink how prescription drugs are developed and priced. The stakes are real, and access is not equal. Telling this story meant meeting experts where they work and handling complex healthcare issues with care and clarity. The challenge wasn't just scale, it was cohesion. Multiple cities, voices, and perspectives needed to come together as one clear narrative. Oh, and it all needed to blend seamlessly as one consistent production look across all cities and studios. NBD.

Our Approach

We filmed across four cities: Boston, New York, Portland, and San Francisco, capturing perspectives from oncologists, researchers, and leaders working at the center of the healthcare conversation. Each voice added context, but the story had to feel unified, not episodic. To make that work, we traveled with a core NewLeaf team to anchor the creative and technical approach across every shoot. Lighting, camera language, production design, interview tone, and workflow stayed consistent from city to city. We paired that core team with trusted local gaffers, grips, PAs, and makeup artists in each market, allowing us to scale quickly and efficiently while keeping the look cohesive.

The Outcome

Editorially, the film connects diverse voices into one clear narrative about access, efficiency, and impact. Complex subject matter is explained through the people actively working to solve the problem...not abstract talking points.

The final piece is a grounded, mission-driven film that reflects both the scale of EQRx's ambition and a production model built for consistency and reliability across multi-city work.

Partners and Collaborators

BRIDGESTONE



care.com

Gillette



verizon



STAPLES



KAY
JEWELERS



Ford



SUBWAY

aetna[®]

Google

match.♥



Let's make something great together.
Reach out and say hello.



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