

JD.Creations

# Video Production Portfolio



**Cell:** +27 82 559 1986

**Email:** [info@JDCreations.co.za](mailto:info@JDCreations.co.za)

[www.JDCreations.co.za](http://www.JDCreations.co.za)

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# About Us.

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## **Empowering African Creativity & Technological Innovation:**

JD Creations emerged in 2019 as a symbol of African creativity fused with cutting-edge technology. Our agency is more than a company; it's a movement dedicated to propelling Africa onto the global digital stage, driven by our youth-led team's fresh perspectives and dynamic solutions.

## **Our Mission:**

We aim to blend the artistry of African creativity with the precision of technology, delivering unparalleled marketing solutions that drive business growth.

## **Vision for Global Connection:**

Our vision is to showcase African talent and creativity worldwide, leveraging innovation to connect continents and cultures.

## **Unique Value Proposition:**

Our approach combines tech-driven efficiency with cultural connectivity, creating an interconnected digital economy that bridges global markets with Africa's rich cultural tapestry.

## **Why JD Creations?**

In this portfolio, discover how our high-end video production services embody excellence, innovation, and a profound connection to the African spirit, crafting stories that not only captivate but also emotionally resonate.

## **Welcome to JD Creations:**

Where each project is an avenue to empower, connect, and innovate, turning visions into impactful realities.



# Our Approach.

## Community-Driven Creativity Meets Technology:

JD Creations stands out by tapping into the CreateCommunity, our vibrant network of African creatives and technologists. This unique collaboration enhances our projects with diverse perspectives and skills, ensuring innovative and culturally rich storytelling. By leveraging the latest AI and automation technologies, we deliver captivating narratives that resonate globally.



## Storytelling at Our Core:

- **Narrative-Driven:** Every project begins with a story. We believe in the power of narrative to connect, resonate, and leave a lasting impact.
- **Customized Solutions:** Tailored strategies that fit the unique needs of each client, ensuring their message not only reaches but also touches their audience.

## Technological Edge:

- **AI-Driven Efficiency:** Leveraging advanced AI for speed, precision, and innovation in our production processes.
- **Cutting-Edge Equipment:** Utilizing state-of-the-art cameras, drones, and lighting to ensure top-tier production values.

## Holistic Production Services:

From concept development to post-production, our holistic approach ensures a cohesive and impactful final product. This includes:

- **Concept Development:** Collaborating closely with clients to refine their vision.
- **Production:** Meticulous planning and execution, capturing every detail with cinematic quality.
- **Post-Production:** Polishing the visuals, sound, and narrative to perfection.

**Choosing JD Creations:** Partner with us for a production experience that leverages community, creativity, and cutting-edge technology to tell stories that matter.

# Our Services.

## Corporate Excellence with JD Creations:

Our corporate video and advertising campaign services are designed to elevate your brand to new heights. By merging storytelling prowess with advanced technology, we craft corporate videos that vividly convey your company's ethos, achievements, and value propositions. Our advertising campaigns, tailored to your specific audience, leverage creative concepts and high-impact visuals to drive meaningful engagement and action. With JD Creations, your corporate message transforms into a compelling narrative that captivates viewers and leaves a lasting impression, ensuring your brand stands out in a crowded marketplace.

### 1. Corporate Videos:

- **Brand Storytelling:** Conveying your company's mission, vision, and values through powerful storytelling.
- **Professional Excellence:** Showcasing your business achievements, services, and products with a focus on quality and creating human connection.
- **Engagement & Reach:** Creating content that enhances brand awareness and connects with both existing and potential clients.



### 2. Advertising Campaigns:

- **Creative Conceptualization:** Crafting compelling narratives that capture the essence of your brand.
- **Targeted Messaging:** Developing content that resonates with your desired audience, driving engagement and action.
- **High-Impact Visuals:** Utilizing cutting-edge technology to create visually stunning ads that leave a lasting impression.



# Our Services.

## Creative Ventures with JD Creations:

Venture into the realm of creative expression with our specialized video services for music, fashion, and event coverage. Our creative video production embodies the essence of artistry and innovation, offering a unique platform for musicians and fashion brands to tell their stories. From electrifying music videos that capture the heart of a song to stylish fashion videos that showcase the latest trends, we bring creativity to the forefront. Our event coverage service ensures that the vibrancy and energy of your events are captured and shared, allowing for an extended reach and impact. At JD Creations, we're not just producing videos; we're crafting visual experiences that resonate and inspire.

### 3. Event Coverage:

- **Comprehensive Coverage:** Capturing the essence of your events, from conferences to concerts, ensuring no moment is missed.
- **Dynamic Editing:** Crafting engaging event highlights that encapsulate the energy and key moments.
- **Live Streaming:** Offering live broadcast capabilities to connect with audiences in real-time, expanding your event's reach.



### 4. Creative Work:

- **Artistic Expression:** Collaborating with artists to bring their concepts to life visually, reflecting the project's emotion and narrative.
- **Visual Innovation:** Pushing creative boundaries to produce unique and memorable creative videos that stand out.
- **Cultural Connectivity:** Infusing African creativity and global trends to create visual content that resonates across cultures.

# KFC

## Client Brief:

KFC aimed to launch their new Bucket4One menu item, targeting the youth market with a unique blend of culinary delight and creative expression. The campaign sought to engage the creative community by inviting them to design murals that would be featured on shirts, connecting KFC's brand with the vibrant energy of young creatives.



## Our Solution:

Our team and graphic designer Slaying Goliath collaborated to bring this vision to life, orchestrating a campaign that fused art with gastronomy. We produced a series of videos to inspire and invite creatives to submit their designs. These designs were then showcased on shirts sold at a specially curated pop-up store. The campaign not only highlighted the new Bucket4One but also celebrated the talent of local artists, creating a dynamic platform for creativity and entrepreneurship.



[Click Here to View Video](#)

## Project Credits

- Director/DOP/Editor: Abongwe L. Booi
- Creative Producer: Calvin Hayward
- Camera Assistant: Dumisa Rankin
- Music: Yolophonik
- 3D Animation: Luke Knox
- On-Set Photography: Kgabo Legora

# Actuarial Society of South Africa

## Client Brief:

ASSA aimed to demystify the actuarial profession for the youth, highlighting the dynamic day-to-day of actuaries and encouraging young people to pursue this career path through engaging and aspirational content.



[Click Here to View Video](#)

## Our Solution:

We produced a interview-style video that peeled back the curtain on the actuarial profession, showcasing its impact and the real-life experiences of actuaries. Through candid interviews and a day-in-the-life narrative, we provided a genuine look into the profession, making it relatable and appealing to the youth.

## Project Credits

- Director/DoP/Producer/Editor: Josh Dylan
- Co-Producer: Paballo Makupu



# Miss Me (When You're Gone) - Will Linley

## Client Brief:

To produce a music video for Will Linley's "Miss Me" that captured the essence of the song and connected with a wide audience, amplifying Linley's presence both locally and internationally.

# WILL LINLEY



[Click Here to View Video](#)

## Our Solution:

We crafted a visually engaging music video that perfectly complemented the emotional depth and pop sensibility of "Miss Me." Our creative direction aimed to visually narrate the song's themes, contributing to its success and Linley's rising career.

## Project Credits

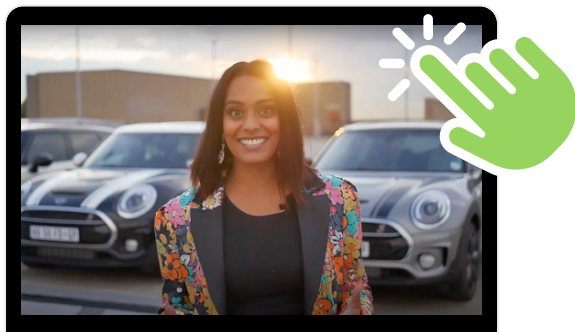
- Director/Editor: Abongwe L. Boo
- Focus Puller: Patrick Spilsbury
- Gaffer: Igshaan Mohamed
- Grip: Ebrahim Mia
- Talent: Kayla Fritz
- Production Manager: Amanda Dlamini
- Production Assistant: Litemba Mkoka
- Stylist: Laura McGregor
- DIT: Arno Durandt
- Colorist: Jarryd Duthoit
- BTS Stills: Siphon Fanti

# Mini Cooper at SA Fashion Week

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## Client Brief:

The goal was to capture the essence of the Mini Cooper experience at SA Fashion Week, creating content that resonated with fashion enthusiasts and aligned with Mini's brand identity, through engaging event coverage and influencer collaboration.



[Click Here to View Video](#)

## Our Solution:

Leveraging the excitement of SA Fashion Week, we teamed up with influencers to provide an inside look at the Mini Cooper experience. Our coverage highlighted the synergy between Mini Cooper and fashion, delivering an online campaign that amplified the event's reach and impact.

## Project Credits

- Director/Producer: Josh Dylan
- DoP: Dumisa Rankin
- Editor: Josh Dylan
- Talent: Kriya Gangiah

# Our Team.

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## **Josh Dylan - Founder & Director:**

Entrepreneur and creative technologist, Josh is dedicated to using innovation to elevate African businesses globally. His early ventures into video taught him the narrative's power, leading to JD Creations' focus on transformative digital narratives. Award-winner at the Bokeh Fashion Film Festival.



## **Abongwe Booi - Cinematographer & Filmmaker:**

Abongwe's narrative prowess extends into the music industry and brand storytelling, where his work with artists like Will Linley & Manana and brands such as KFC has made a significant impact. His filmmaking captures the essence of musical artistry and brand identity, bringing stories to life through compelling visual narratives.



## **John Teichert - Cinematographer & Filmmaker:**

John combines beautiful imagery with authentic storytelling. Born in Los Angeles and raised in South Africa, his global experience enhances his ability to capture compelling narratives across any genre.

# Our Team.

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## **Ipeleng Pearl - Assistant Producer & Digital Strategist:**

Pearl combines her digital marketing savvy with a flair for media production, significantly enhancing brand and content strategies. Her expertise not only boosts online presence but also brings a creative and analytical approach to every project. A dynamic force at JD Creations, she drives innovation and connects audiences with compelling digital narratives.



## **Luke Mulville - 3D Visualization & Animation Specialist:**

Luke's expertise in 3D product visualization and advertisement has led to collaborations with brands like New Balance. Transitioning from sound engineering to 3D animation, his passion drives his creative output.



## **Dumisa Rankin - Video Producer & Animation Expert:**

With six years in video production and CG/animation, Dumisa excels in creating unique visual narratives. His skills span from scriptwriting to music production, leveraging tools like Unreal Engine 5 and DaVinci Resolve.

# Our Process.

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## 1. Discovery & Strategy:

Every project at JD Creations begins with a deep dive into your vision and goals. We gather insights through comprehensive discussions to ensure our strategy aligns perfectly with your objectives, leveraging our expertise in AI and automation to tailor a unique approach.

## 2. Creative Development:

Our team crafts a bespoke narrative for your brand, translating your story into compelling digital content. Through collaborative brainstorming and AI-enhanced storyboarding, we ensure that each concept is innovative, culturally resonant, and strategically designed to engage your target audience.

## 3. Production Execution:

With state-of-the-art technology and a creative team led by industry experts, we bring your story to life. Our production process is streamlined for efficiency, ensuring high-quality outputs that captivate and inspire.

## 4. Post-Production & Review:

Our post-production phase involves meticulous editing, color grading, and sound design. We incorporate client feedback to refine the final product, ensuring it exceeds expectations and achieves its strategic goals.

## 5. Launch & Analysis:

Upon launch, we monitor performance closely, using tools like Google Analytics and Hootsuite to measure impact and engagement. Pearl's expertise in digital marketing ensures your content reaches its intended audience, driving brand awareness and growth.

At JD Creations, our process is not just about creating content; it's about crafting a digital experience that embodies your brand's vision and resonates with your audience. Let's embark on this creative journey together, leveraging our African superpower to make a global impact.

# Why Choose JD Creations?

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## **Unparalleled Innovation & Creativity:**

JD Creations stands at the intersection of African creativity and cutting-edge technology, delivering digital marketing solutions that propel businesses forward and connect continents and cultures. Our approach is rooted in a deep understanding of the digital landscape, where we leverage our unique cultural insights and technological prowess to create impactful narratives and marketing strategies.

## **Tailored, Efficient Solutions:**

Our services are custom-designed to meet each client's unique needs, ensuring efficiency without compromising on quality. From technology-driven efficiency in content creation to cultivating a vibrant community of African entrepreneurs and creatives, we offer a holistic digital marketing experience that empowers, connects, and innovates.

## **A Commitment to Excellence:**

Our dedication to excellence is evident in every project we undertake. With a professional, approachable, and innovative team, JD Creations ensures that every story we tell is marked by excellence. Our work has not only earned us recognition in the industry, such as the Emerging Talent award at the Bokeh Fashion Film Festival but also the trust and respect of our clients.

## **Cultural Superpower:**

We believe that our greatest asset is our African identity—our culture is our superpower. It's this rich diversity and history of overcoming adversity that fuels our creativity and innovation. Through our CreateCommunity platform, we enable individuals and businesses to connect to the digital economy, celebrating our cultural heritage while fostering skills and opportunities for growth.

Choosing JD Creations means partnering with a team that is passionate about making a difference. Join us in the #AfricanWave, and let's harness our collective superpowers to elevate your brand and inspire change across the globe.



# Let's Create Impact Together.

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## **Harnessing Innovation for Unmatched Quality:**

Ready to elevate your brand and connect with your audience like never before? JD Creations is your partner in crafting digital narratives that resonate, inspire, and transform. Our unique blend of African creativity, technological innovation, and commitment to excellence makes us the ideal choice for businesses looking to make a lasting impact in the digital economy.

## **Connect With Us Today:**

- **For Consultations & Proposals:** Let's discuss how our digital marketing and video production expertise can bring your vision to life.
- **Join the CreateCommunity:** Become part of a vibrant network of African entrepreneurs and creatives. Access resources, online courses, and networking events that connect you to the digital economy, celebrating our cultural heritage and fostering growth opportunities.

## **Contact Details:**

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Dive into the power of impactful storytelling with JD Creations. Together, we'll craft digital experiences that not only showcase your story but also lay the foundation for a brighter, interconnected future. Let's begin!

JD.Creations

Thank You  
For Your  
Time



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