

## Mission Statement

Companies and non-profits need to tell stories that neither commercials nor PR efforts can satisfy. Yet mostly these efforts are still done by the usual PR or ad agencies, done very expensively and done as an afterthought. David Lewis Productions specializes in these “Films With A Mission”.

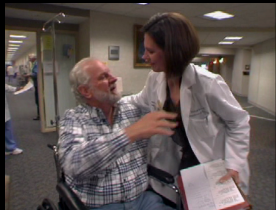
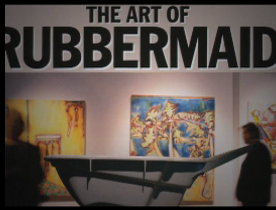
### Jay Gould; Group President, Newell Rubbermaid

We don't go to corporate advertising organizations to do this type of work, because frankly, they don't put the passion, the heart, the time or the spirit into it. This is a particular method of storytelling, that's important and distinct, and a genre of its own. This is David's sweet spot. He has a fantastic way of capturing the history but telling it in a motivating way, in a way that connects with people's hearts, connects with their minds and ultimately helps them project further to say, “perhaps I should live that way.” When I played the GRACO film and talked about the history of the company, literally people were in tears.



### Beverly Daniel Tatum; President, Spelman College

When we launched our campaign and first showed the film, we had an audience full of donors and trustees. And there was so much excitement that one of our trustees stepped forward and said “how much did that film cost?” and wrote a check to pay for it. So the video paid for itself the first night. Alumni are very proud when they see the film. We had as our goal 32% alumni participation rate this year. But in fact, as we speak, we have already surpassed 38%.



## DESCRIPTION

Organizations seeking films that go beyond the surface and reveal the soul of a company or non-profit, typically still go to their PR or ad agencies, or to a producer of “industrials”. The results are expensive and unsatisfactory. Why? Because films that need great characters, storytelling and research -- and that will ring true to a target audience -- cannot be scripted by ad agencies, massaged by PR pros, or made by producers who’ve never been journalists .

**Tim Gunter, CEO, IDI**



At the event the video had a huge impact on folks. Half the crowd was in tears, the other half was laughing... I thought it was great. It did exactly what we wanted it to do. You want to spend money where you going to get a result, and get some impact. The film was so impactful that it really capped the evening. We could have saved money and gone with a cheaper video and not gotten the results and not gotten the response.

The standard rule is that these films are just as boring as that word “industrial” implies. But why should they be dull and humor-less? Why shouldn’t they make an audience laugh or cry? Who said a company can only present itself as steely-eyed, with no concern for anything beyond the bottom line? Who said non-profits had to be all earnest, all the time? In the age of social media the overwhelming lesson is that people must see organizations as authentic and have a way to connect to them in both a personal and communal way.

**David Lewis Productions creates that connection.**

**Joey Reiman; Founder & CEO, BrightHouse**



He captures the soul of the organization, the character of the organization and the character of the organization actually determines its destiny. If you can capture that on film, it’s priceless. That’s David’s secret: filming what’s in the heart of the organization and mirroring it back into the hearts of the people within the organization, so that they’re transformed forever.

# APPROACH

The key is using storytelling skills honed at news programs like 60 Minutes, 20/20, Frontline and CNN Presents to get people to speak from the heart. That means deep research into the organization and a search for the people that will powerfully bring its story to life

Scot Safon; EVP, Chief Marketing Officer, CNN

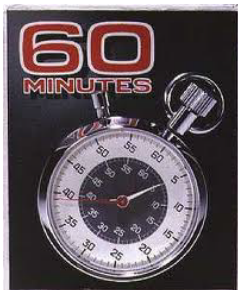


David Lewis' films do a wonderful job of creating the kind of connection that somebody would feel is worth sharing with others. It takes a journalist to understand this and to do it effectively. Most films in this genre are eminently forgettable, and David's are not.

Joseph M. Field; founder, Board Chairman, Entercom Communications



David Lewis produced a powerful, gripping film about the Field Center at the University of Pennsylvania and its mission to improve the lives of abused and neglected children. The production captured the essence of the Center's approach, the people dedicated to achieving its mission and the children it is impacting. David's production was done with great insight, clarity and emotional impact.



## COMPANY PROFILE

The “Films With A Mission” made by David Lewis Productions help a target audience focus intensely on an issue or organization. The method is to find the people at the core of every story, whether CEO’s or front-line employees, disaster victims, children, soldiers, government employees or everyday people.

### **Mary Dugenske; Marketing & Communications Dir., East Lake Foundation**

I don’t know if anyone has ever shared this, but your work has had an impact far beyond East Lake. One night, Warren Buffett was watching CNBC and happened to see your story. He wrote a note to Tom Cousins to say it was the only thing he’d seen in 60 years that worked -- and that if we could use any more money for East Lake or anything similar, to just call. Tom immediately called and arranged a visit with Warren. Well, Warren committed to supporting the effort on the spot, and Julian Robertson (of Tiger Fund fame) joined in shortly afterward. The result of their collaboration is a new non-profit which is now working on revitalization programs in six communities.



## Recent Clients

### **Corporate**

Rubbermaid  
Graco  
Lenox Tools  
Newell-Rubbermaid

### **NON-PROFIT**

University of Pennsylvania  
Clemson University  
Emory University  
Spelman College  
Emory Hospital  
The Paideia School

### **Commercials**

AFL-CIO  
Clemson University  
Bill Jones for Congress  
Americans for-  
American Values

