



HELLO META.
WE'RE KODE.

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KODE MANIFESTO

TEN YEARS AGO, FIVE FRIENDS SET UP KODE.

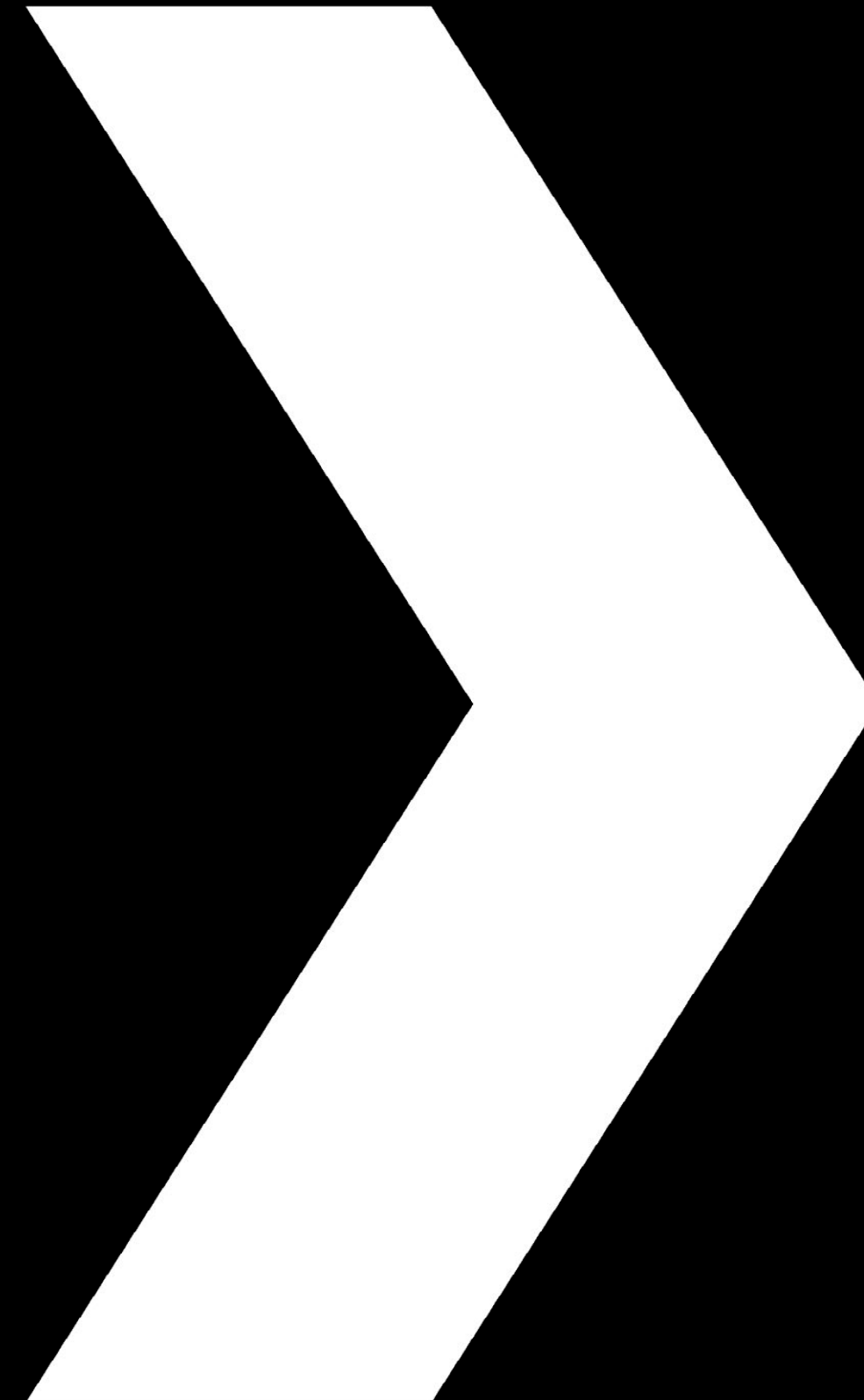
Now it's one of the UK's top 30 production companies, with 40 staff and an award-winning roster of talent. We work direct to clients as well as with partner agencies. And we're still five friends, still together.

WE MADE OUR NAME WITH ADS AND MUSIC VIDEOS. WE'VE ADDED PHOTOGRAPHY, AND WE'RE MOVING INTO AR, VR AND EXPERIENTIAL.

We choose who we work with not by size of budget, but creative potential. Our founding principle is creative generosity: we collaborate, we listen, we include. Creativity is a shared and sharing process, for many different voices and all kinds of backgrounds and experience.

And as a result, we get recommended again and again.

WE ROLL DIFFERENTLY, AND HAVE FROM THE START. WE'D LOVE TO WORK WITH YOU SO YOU CAN EXPERIENCE THAT.



The background of the slide features a romantic silhouette of a man and a woman about to kiss. A large, white, stylized arrow points from the left towards the right, passing behind the couple. The scene is lit with warm, orange and yellow light, possibly from a window or a lamp, creating a soft glow around the couple.

SERVICES & CORE CAPABILITIES

FILM PRODUCTION
EDITING, MOTION GRAPHICS, 2D AND 3D
STRATEGY & CREATIVE DIRECTION
ACCOUNT MANAGEMENT
PHOTOGRAPHY
TECH

CREATIVE COLLABORATION
PROJECT MANAGEMENT
DELIVERY PROCESSES
ANY OPPORTUNITIES TO SCALE CAPABILITIES



LATEST WORK



NIKE - NEVER DONE PLAYING VVD

India Rose Harris



OPPO - ECLIPSE

Jara Maravec



BBC COMMONWEALTH GAMES 2022 - IT'S A BRUM TING

Harry Cauty



SWYFT - BEAUTIFUL LIVING

Jara Moravec



B2B // B2C

B2C CASE STUDY OPPO & ONE PLUS



ONEPLUS - NORD

Jara Maravec



OPPO - ECLIPSE

Jara Maravec



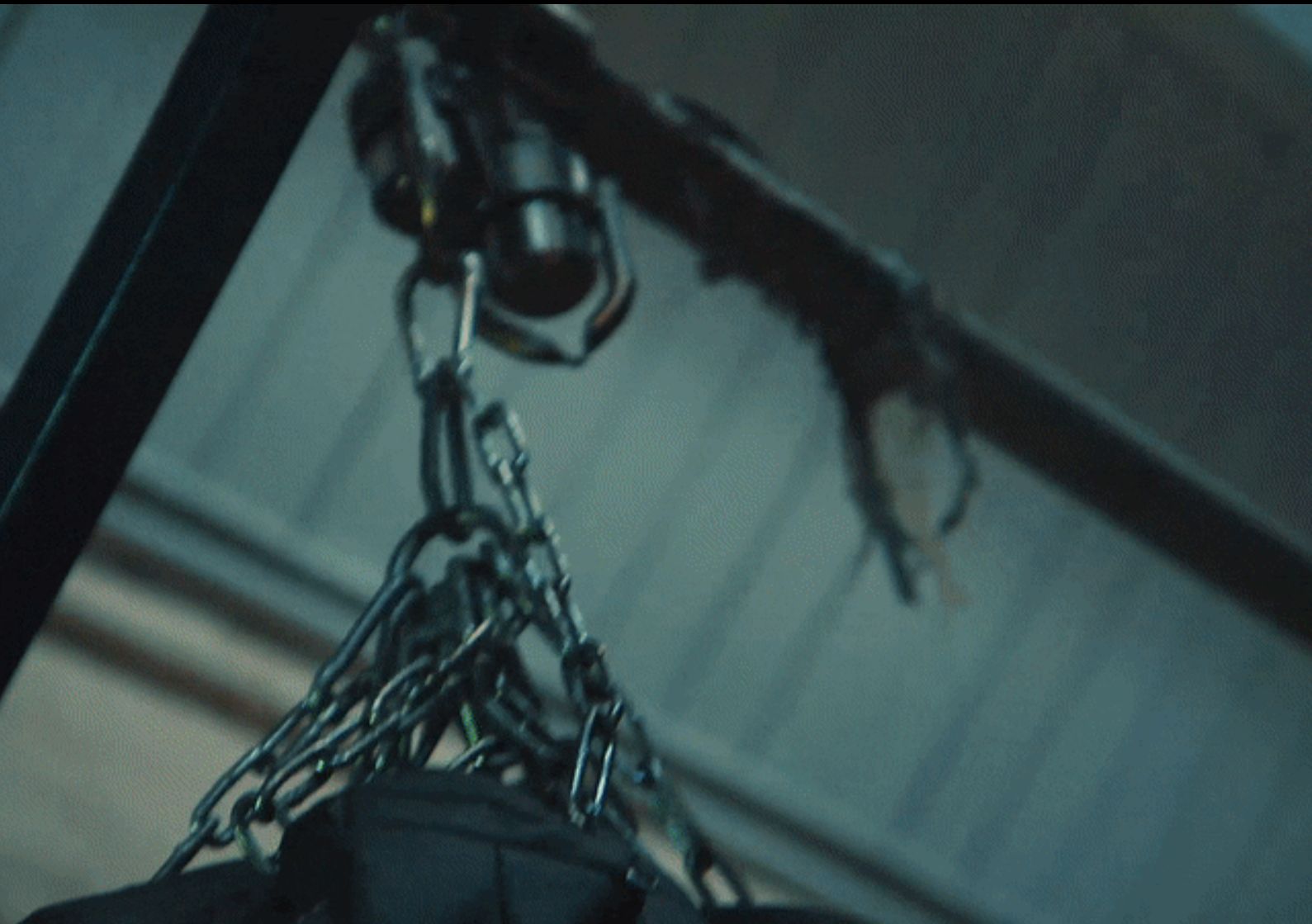
OPPO - UEFA SHADOW SKILLS

Pete Banks

We've been fortunate enough to work with Oppo Mobile and OnePlus for two years, producing TV ads, product and launch films for their mobile phone products. Having started with a one-off project, we soon entered into a year-long agreement and have since produced 7 more pieces of work for the brands. In that time we have worked on briefs as both single and three-way bids, as well as briefs whereby we have written the scripts. We worked closely with the client teams to improve processes including lead times, briefing processes, approach to creative collaboration and idea development, and have enabled them to step their film work into a more global and creative space.

B2C CASE STUDY

EA SPORTS



EA SPORTS - UFC4 WITH ANTHONY JOSHUA

Harry Cauty



CODEMASTERS - GRID LEGENDS

Laurence Dunmore



FIFA 21 - BOOTROOM CONTENT SERIES

Pete Banks

We have been working with EA Sports for the last 2 years, making films for their UFC 4, F1 2021, Grid Legends 22, FIFA 21, 22 and 23. Projects have varied in size from full remote athlete capture, to traditional film and stills production. Most projects have utilised our in-house edit, motion graphics and animation team. Our creative and strategic teams have worked closely with EA's in house creative department, around the globe.

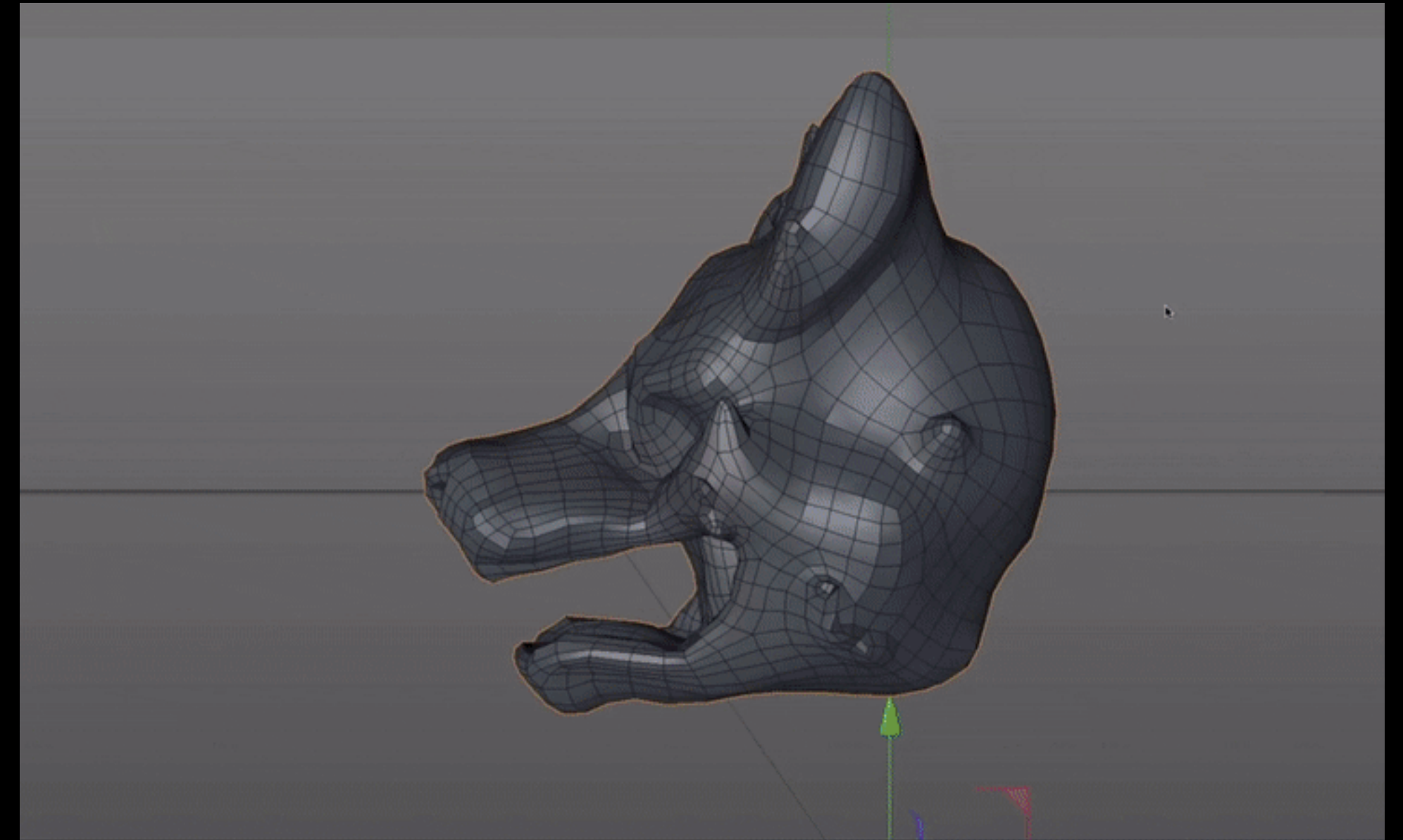
Through this work, and many other pieces of work for agencies and brands we have extensive experience working with celebs, athletes and global clients.

B2C & B2B CASE STUDY SNAPCHAT



SNAPCHAT - GET YOUR HEAD IN THE GAME

Rylee Ebsen



SNAPCHAT - INTRODUCING LENS STUDIO

Rylee Ebsen

Rylee Ebsen, director writer and creative producer, is one of the exceptional talents on our roster. She started her career at Snapchat, where she helped pioneer mobile-first storytelling and advertising. She spent 7 years at Snap, in which time she directed all of their B2B and B2C video as well as their TVCs. Ebsen also managed Snapchat's creative marketing team and was instrumental in guiding the creative evolution of brand. She is the youngest woman to direct an IPO Roadshow film for a multi-billion-dollar company.

Above are a couple examples of her work while at Snap.

B2C // B2B CASE STUDY MONSTER ENERGY

We've been working with Monster Energy for the last 7 years, and have experienced a year-on-year increase in scope of business. Our team of creatives and strategists have generated ideas for 10 of their brands this year, whilst our dedicated in-house team have worked to create thousands of assets monthly across their portfolio.

The content we create for them is outputted to a bundle of their different brands under the Monster umbrella, across 20+ markets, all tailored with with different language adaptations and specific market nuances.

The work we have created over the years ranges from long-form and short-form live-action shoots both here the UK and globally, bundles of 2D animated & CGI assets, photography and mobile-first content.



MOBILE FIRST



SOCIAL & MOBILE FIRST CASE STUDY



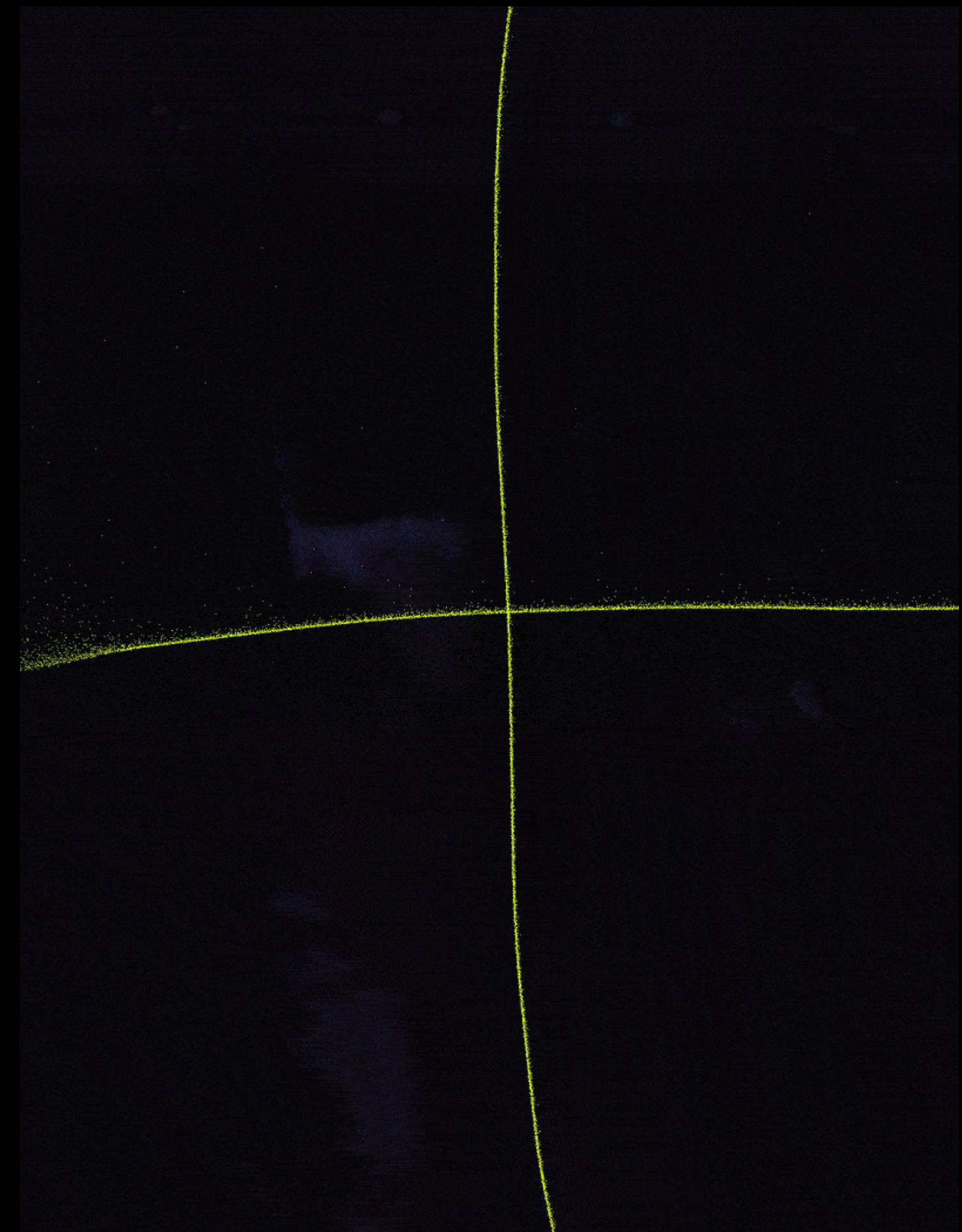
GRAFFITI GUN

The Berry Boys

Since KODE's inception, we've been at the forefront of mobile-first content capture for a number of our clients. The majority of our shoots not only require social cutdowns, but we regularly work on mobile-first films that are both thumb-stopping and platform specific.

Understanding the audience, their habits and their viewing styles for these particular films is paramount to ensuring our content remains authentic to an audience and to a platform.

Leaning on current trends, authentic-to-platform graphics and specific talent has proved to be a successful combination in the past for clients such as Snapchat, Monster, Spotify, LadBible, LEVI's, TikTok, Nike and adidas.



TIKTOK x JD SPORTS

Harry Cauty

SOCIAL & MOBILE FIRST CASE STUDY



**You'll thank us
later mate...**

Mate, I've got absolutely
nothing on under this

RNLI - BE A FLOATER

LadBible

be a pilot

SWEET for Ireland

AWARDS



CICLOPE

CLIO
AWARDS

1.4

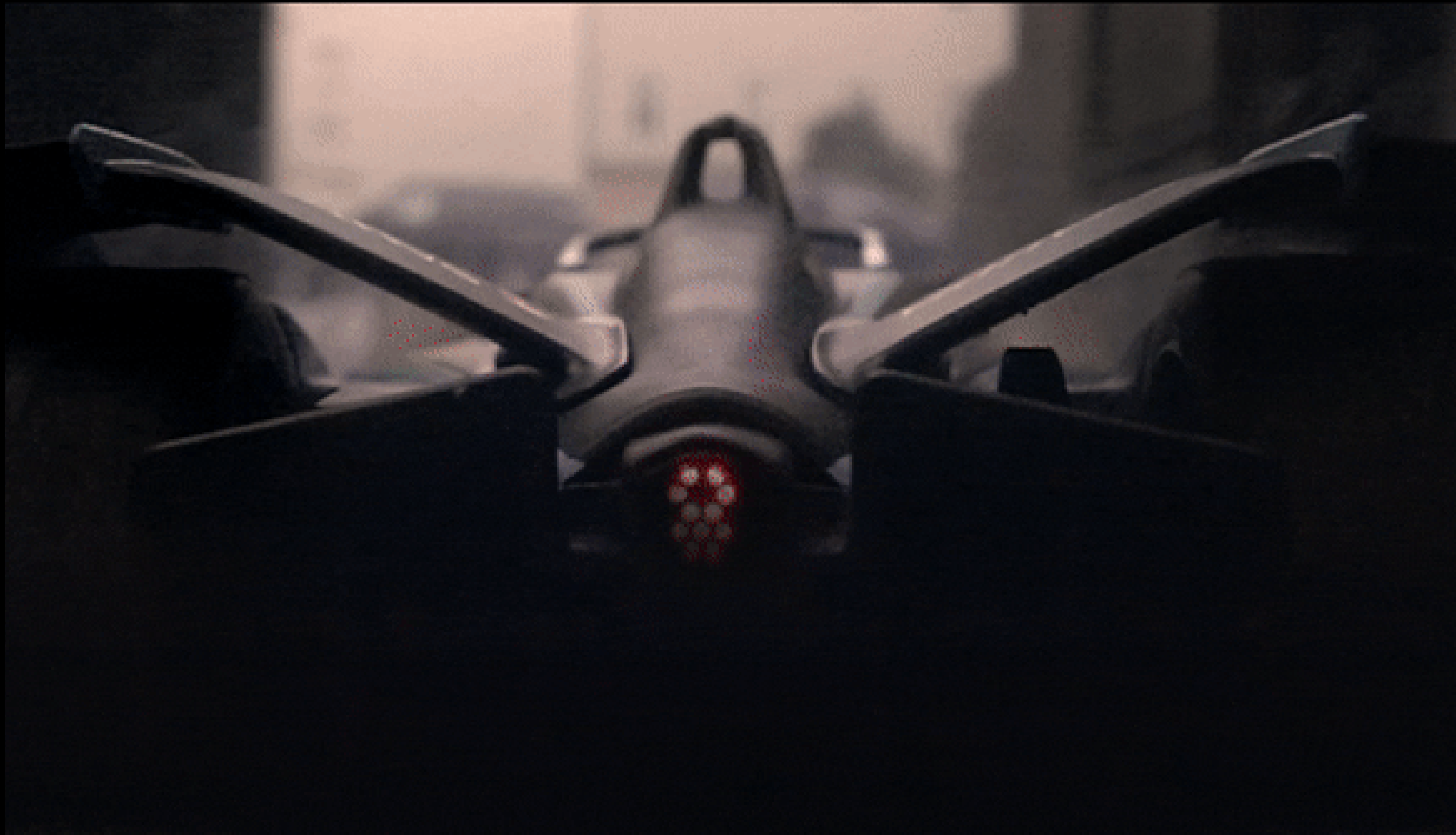
The Drum[™]
Awards

KINSALE

campaign
MEDIA



KOΞE



FORMULA E - STREET LEVEL

ED&I





VOLUNTARY SELF IDENTIFICATION SURVEY FOR ALL CAST & CREW

We collect data on the identification of all Cast and Crew on Kode productions to measure how we're doing and if we're fulfilling our commitment to DEI.

PUBLICLY PUBLISHED DEI POLICY

Located on our website, we measure, publish and improve upon our commitments every 6 months.

SIGNED UP TO COMMERCIAL DIVERSITY ACTION PLAN (BECTU X APA)

We're commitment and signed up to our industry's action plan to work towards a fairer and more diverse industry, not just in-front of the lens, but behind it too.

PART OF THE ARTS EMERGENCY PROGRAM

We bring two young adults for two weeks each yearly into Kode who want to learn more about the industry, offering advice and experience about the range of creative jobs in our sector.

PART OF KICKSTART PROGRAM

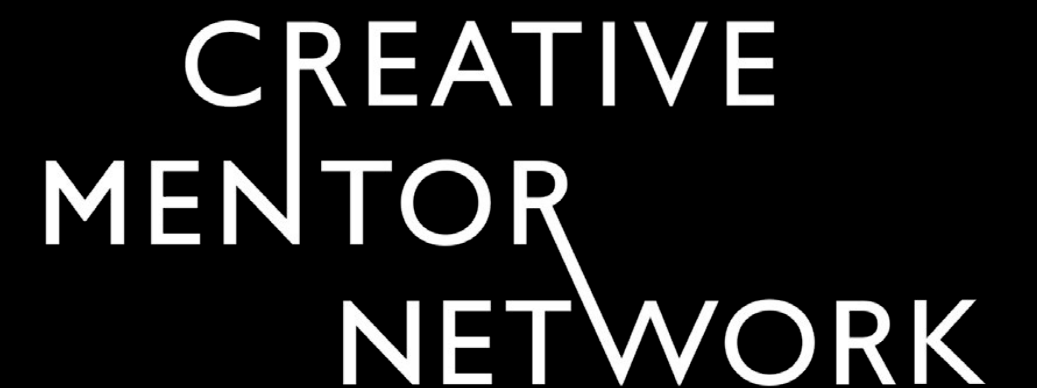
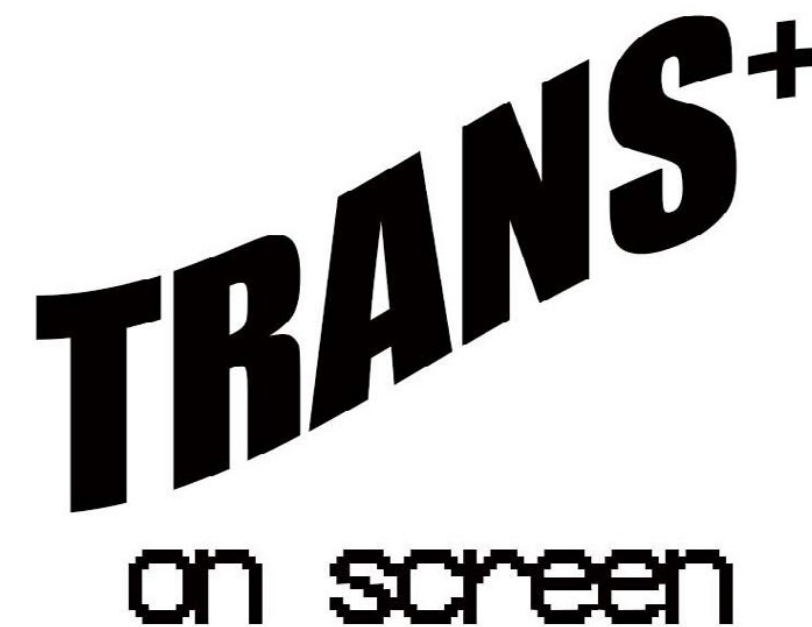
We're part of the Government Kickstart Scheme for create employment opportunities for 16-24 year olds currently on Universal Credit, hiring for our One Year Internship Program, which has a 100% promotion rate to a new role within Kode.

PLEGGED TO 'CHANGE THE LENS'

We've pledged to ensure the representation of Black filmmakers within the commercial and music video industry to greater reflect the population.

DOUBLE THE LINE

The idea here is to double a line item in the budget to give someone without much experience an opportunity to attend and be paid on our sets. This could potentially be filed with assistance from Just Runners.





THE CREATIVE MENTOR NETWORK

Two of the company directors are in training with the Creative Mentor Network, in order to offer mentoring to up and coming talent into the industry from under-represented backgrounds.

ROSTER

Take steps to ensure we make our Directors roster as diverse as possible. This is an ongoing work, and we hope that by being active in the programs above will increase the pool of diverse directing talent in the industry to join our team in the future. Not only are we looking to sign talented directors to join the roster immediately, we are also actively involved in searching out the next generation of talent and bringing them through to eventually end up on our roster when the time feels right. Development is important to the future of diverse rosters across the board.

CAST

We will continue to actively encouraged diversity of cast on our shoots. We're working with our clients collaboratively to cast for specific markets where needed, always ensuring that we promote diversity such as the inclusion of persons with disabilities, different racial backgrounds, LGBTQ+ and underrepresented talent. Additionally to this we will not cast in a method that will promote gender, ableist or racial stereotypes.

TRAINEES ON SET

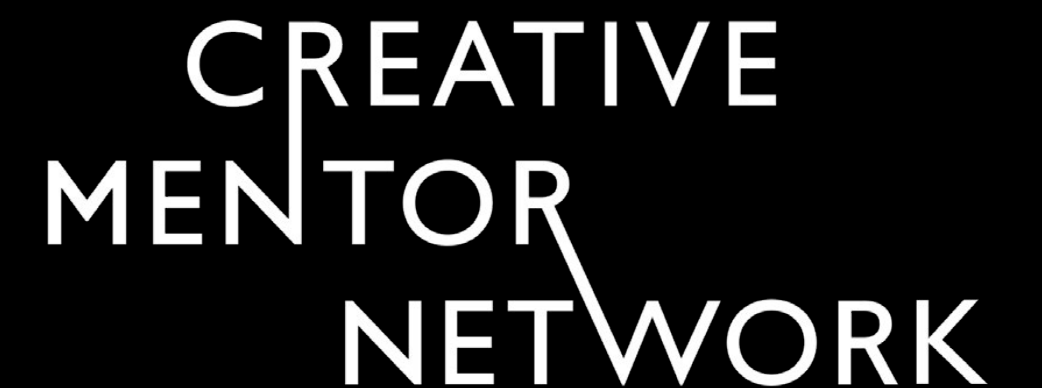
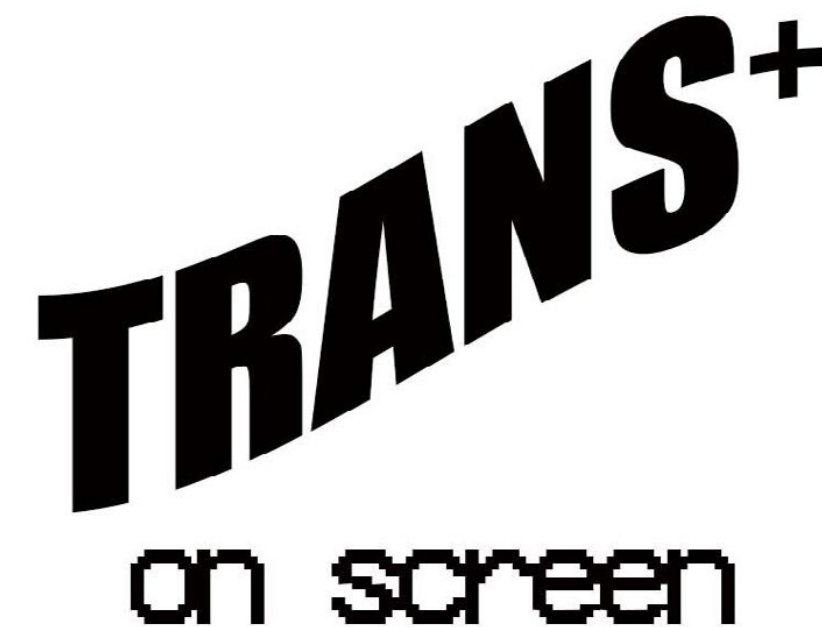
We will continue to bring trainees and those on work experience to set, with a focus on those from underrepresented backgrounds.

JUST RUNNERS

A pro-diversity directory for Runners who rep those who do not know someone in the industry. We'll look to form a partnership and tap up crew from the directory to support future productions.

TRANS+ ON SCREEN

A directory for trans+ and non-binary professionals in the commercial industry. We will be looking to form a partnership enabling us to use crew and talent on future productions.



A group of people at a social gathering, possibly a party or event. In the center, a man with short brown hair, wearing a red jacket over a dark shirt, is smiling and looking towards the camera. To his left, a woman with long brown hair, wearing a black turtleneck, has her mouth open as if speaking or singing. To his right, a woman with dark curly hair, wearing a black top and a gold necklace, is smiling. In the background, other people are visible, including a man in a light blue button-down shirt and a woman with long blonde hair. The lighting is dim, suggesting an indoor evening event.

KO>E

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