

WE ARE STORYTELLERS

*Delivering Brand Success Through
Strategic and Connected Stories*



BELLALUCA

We are a team of creatives and brand strategists that have worked in high-end boutiques, large enterprises, and creative agencies. We've been influencers in our respective fields for over 25 years.

But we're not just a creative arm, production studio, or animation agency.

*We are strategic and holistic —
Finding the 'why', flourishing in ideation,
and creating delight between brands and their
audience.*



OUR MISSION

Inspired by purpose, guided by design strategy, driven by results — Bellaluca was founded on the principle of integrity and commitment to community growth; which we achieve using our modern understanding of consumer behavior and decades of experience in building strategic campaigns and creative direction.

Bellaluca focuses on creating beautiful work and customer loyalty through business as a force for good. Our mission is to provide great companies with great brand experiences.



FOUNDERS



EMILY NARDONE
EXECUTIVE PRODUCER

Emily ensures project success from start to finish. With a foundation in brand and content strategy, she easily works between the production and creative teams, streamlining processes.



JUSTIN NARDONE
CREATIVE DIRECTOR

Justin is a **5x Emmy award-winning** Creative Director utilizing his 20+ years of experience in art direction, video production, and design to bring the stories of people and brands to life.



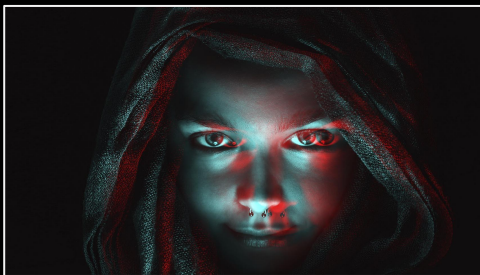
KONA NARDONE
COMPLIANCE DOGRECTOR

Kona brings her wealth of fun and ball-playing experience to the team. If things are going left, check in with Kona and she'll set them "right" with her famous floppy ear.

VIDEO CAPABILITIES

No two brands are the same, and neither are design challenges. Using a holistic approach along with our team's versatile skill set in strategy, storytelling, design, and execution, we create tailored solutions for every project:

- | | | |
|-----------------------|---|-------------------------------|
| 3D Animation | • | Network Identity |
| Branded Content | • | Promos |
| Branding & Rebranding | • | Remote Recording & Production |
| Commercial | • | Show Opens |
| Corporate | • | Social & Digital Marketing |
| Live Event Packages | • | Sports |
| Metaverse/Web 3 | • | Unreal Engine |



GENERAL REEL



EDITORIAL REEL



3D REEL



AD / SOCIAL REEL

PROMOS & SHOW OPENS

Marketing is no longer about the stuff you make, but the stories you tell.



HBO



FIRST TAKE



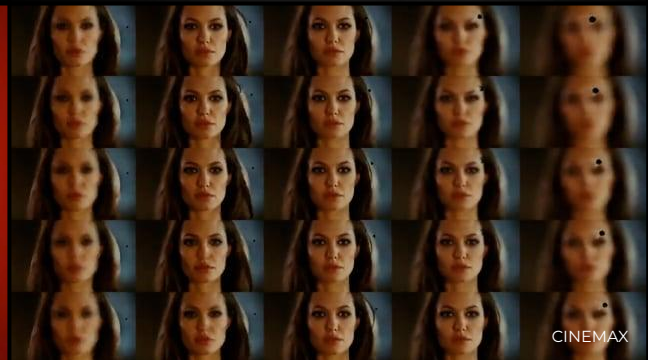
DISCOVERY CHANNEL



MIG CONFERENCE



TBS



CINEMAX



ARIZONA ICED TEA



EMERALD CUP



30 FOR 30

SPORTS & LIVE EVENTS

Create videos with a distinct purpose.

Anticipate your ideal viewers' needs and create content to address those needs.



MLS-PORTLAND TIMBERS



ESPN-SNF



ESPN-COLLEGE FOOTBALL GAMEDAY



ESPN-CFP



NHL-CAPITALS



FIRST TAKE



NFL-DRAFT



ESPN-COLLEGE FOOTBALL GAMEDAY



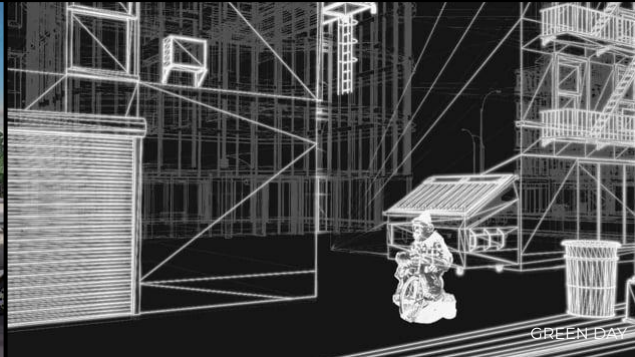
FIFA WORLD CUP

3D ANIMATION

Imagination is the beginning of creation.



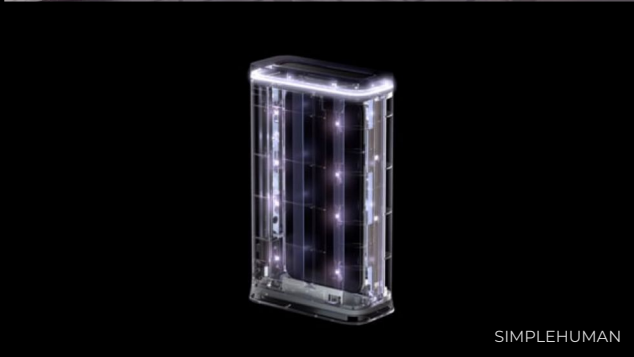
SKETCHUP



GREEN DAY



PORSCHE



SIMPLEHUMAN



GREEN DAY-HELLA MEGA TOUR



INTERIOR DESIGN



LOUIS VUITTON



SKETCHUP



GREEN DAY-HELLA MEGA TOUR

CORPORATE & BRANDED CONTENT

Great branding starts with great stories. Be unique, inspire, and connect.



APPLE / ITUNES



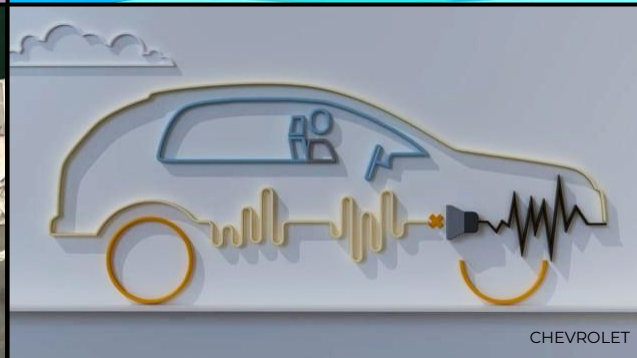
SHARK WEEK / REESE'S



MICROSOFT / TOSHIBA



CONVERSE



CHEVROLET



ARROW LIGHTING



TRIMBLE CONSTRUCTION



ARIZONA ICED TEA



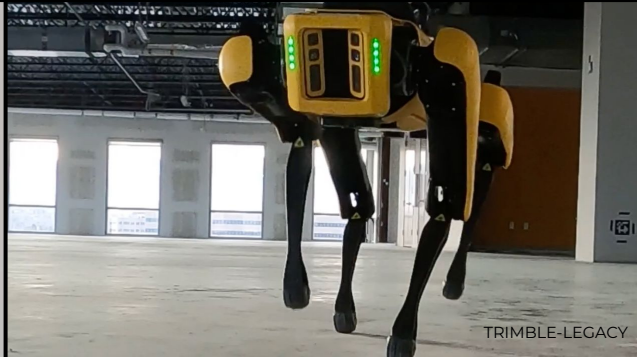
AQUAPHOR

DOCUMENTARIES

Video allows us to tell the great stories of our consumers, rather than our own.



E:60-CARMELO ANTHONY



TRIMBLE-LEGACY



ARIZONA ICED TEA-25 YEAR ANNIVERSARY



SPORTSCENTER-DEMARCO MURRAY



E:60-PUMA/USAIN BOLT



E:60-CLEMENTS BAT



ESPN-THE UNDEFEATED



SPORTSCENTER-CAT ZINGANO



ESPN-BODY ISSUE

MARKETING CAPABILITIES

Bellaluca partners with companies and people looking to accelerate growth and “make their mark”

Brand Strategy

- Brand Identity
- Branding/Rebranding
- Positioning
- Communications & PR
- Partnerships
- Organizational Structure
- Thought Leadership
- Corporate Responsibility

Marketing

- Content
- Graphic Design
- Website Design/Dev
- User Experience
- Digital Marketing
- Presentations
- Market Research
- Communications

Digital Transformation

- Website & Platform Development
- Platform & System Integrations
- Legacy Systems
- User Interface
- Digital Experience
- CRM
- Defined Organization Processes
- Optimized User Experiences

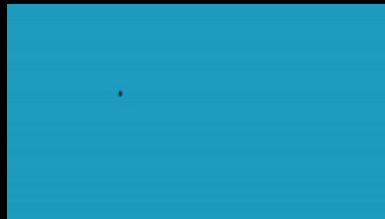
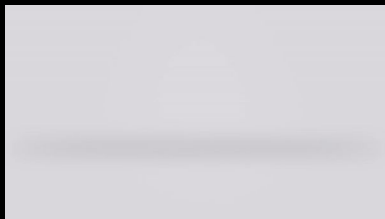
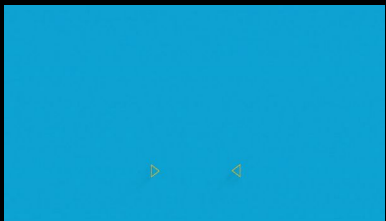
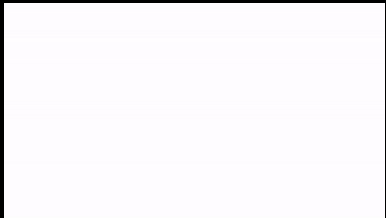
LOGOS

*“A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well.” — Jeff Bezos*



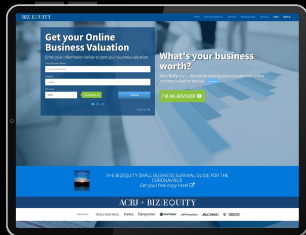
ANIMATED LOGOS

“Animation is not the art of drawings that move but the art of movements that are drawn.”
— Norman McLaren

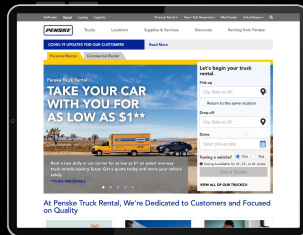


WEBSITE CONTENT / DESIGN / DEV

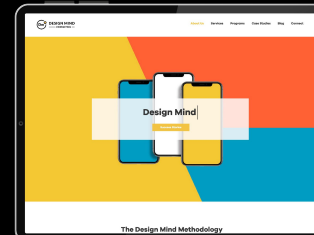
*“Any sufficiently advanced technology is indistinguishable from magic.”
— Arthur C. Clarke*



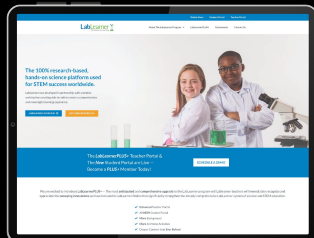
[VISIT SITE](#)



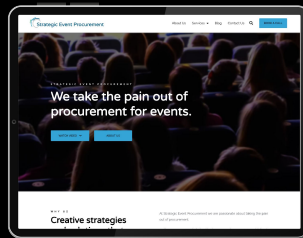
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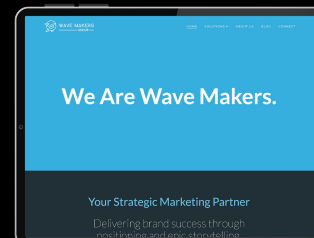
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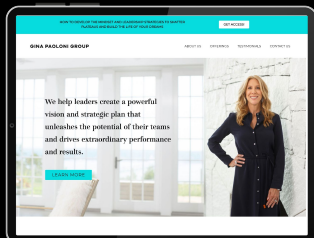
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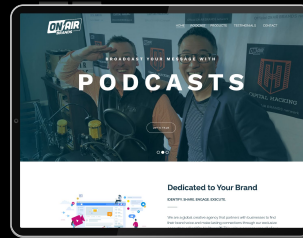
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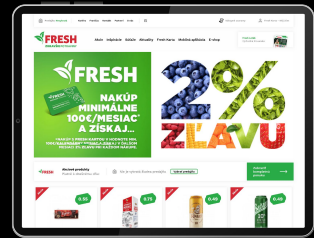
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PRESENTATIONS

“If you're presenting yourself with confidence, you can pull off pretty much anything.”

— Katy Perry



chrome customization user research

Chrome Desktop NTP Customizing Research

[VIEW PRESENTATION](#)



Retreat Experiences Proposal

Event Booths & Immersive Experiences



Facilities Services & Planning (FS&P)

January 2023

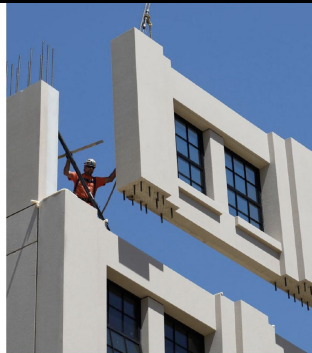
[VIEW PRESENTATION](#)

An Introduction:

NetZERO

Building Platform

PRESENTED BY:



[VIEW PRESENTATION](#)



Customer Experience and Engagement Team (CEE): *Model Proposal*

February 4, 2022

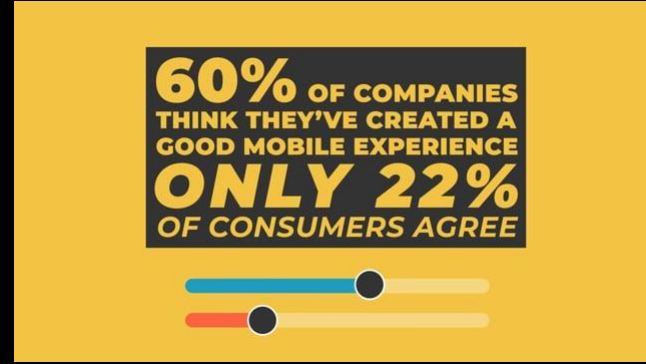
[VIEW PRESENTATION](#)

EXPLAINER VIDEOS

“Everything should be as simple as possible, but not simpler.”
— Albert Einstein



[WATCH VIDEO](#)



[WATCH VIDEO](#)



Video Brochure Examples

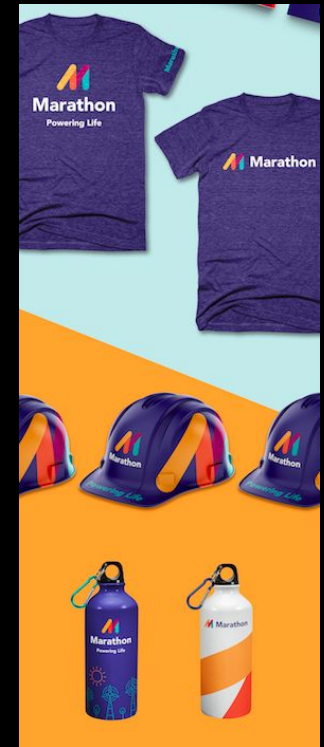
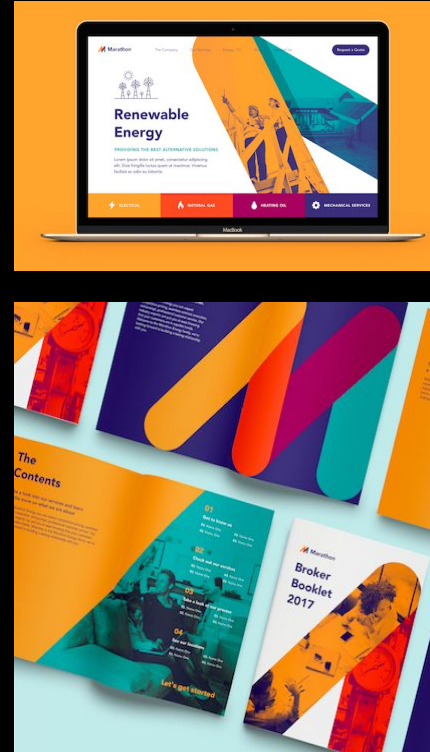
BELLALUCA CASE STUDIES

“To acquire knowledge, one must study; but to acquire wisdom, one must observe.”
— Marilyn vos Savant

Industry: Energy
Project: Rebrand

Assets:

- Logo
- Color Study
- Typography
- Website Design
- Website Development
- Collateral
- Swag
- System Integration (CRM)
- Platform Development (Energy Platform)



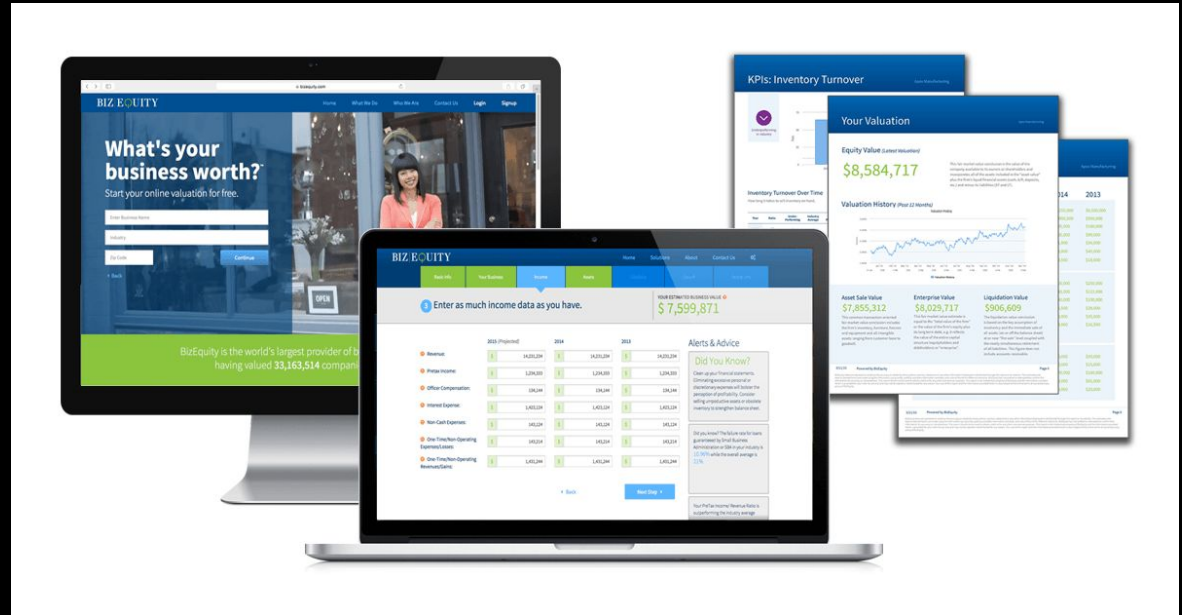
Industry: Finance
Project: New Business/
Product Launch

Brand Assets:

- Valuation Algorithm
- Logo
- Website Design/Dev
- Report Design/Dev
- Swag

Public Relations:

- Summit Presentations
- Deskside Chats
- Media Pitches
- Events
- Partnerships (i.e. LegalZoom)



BIZ|EQUITY

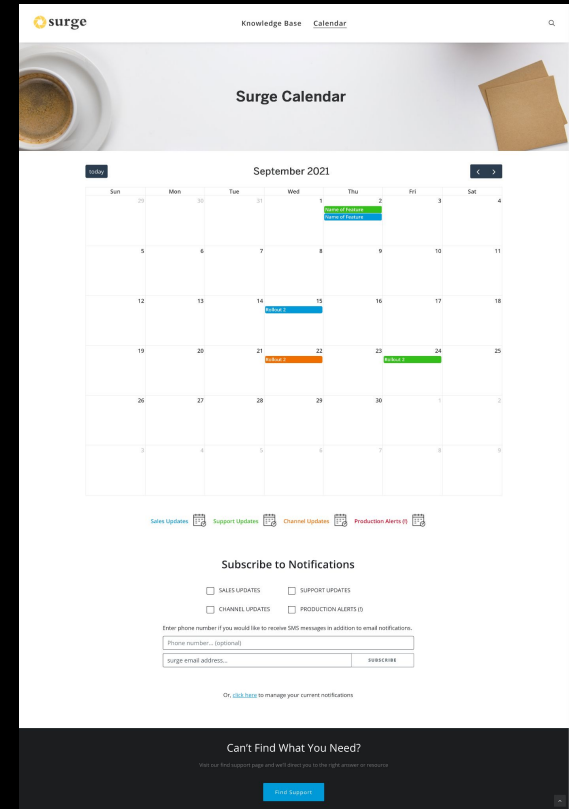
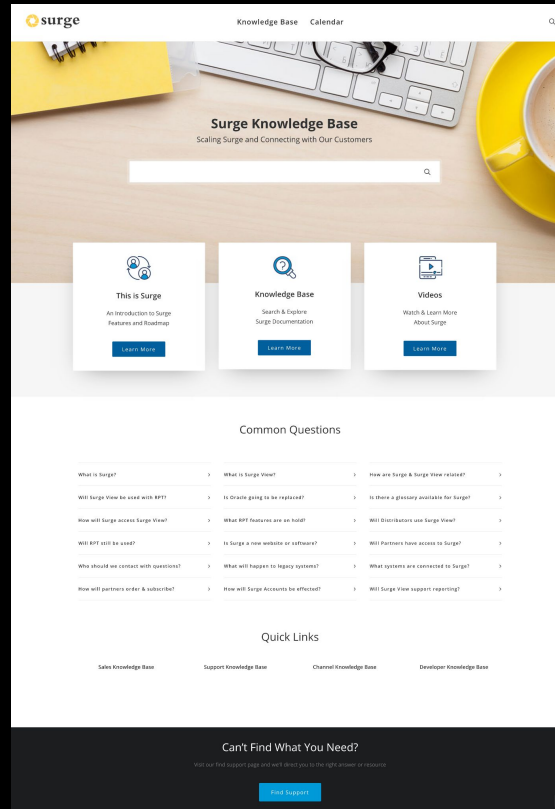
Industry: Technology
Project: Knowledge Base

Brand Assets:

- Logo
- Intranet Website
- Custom Knowledge Base
- Explainer Videos
- Custom SSO Calendar
- Custom SSO Calendar Notifications

Communications:

- Internal Communications Strategy
- Internal Communications Videos



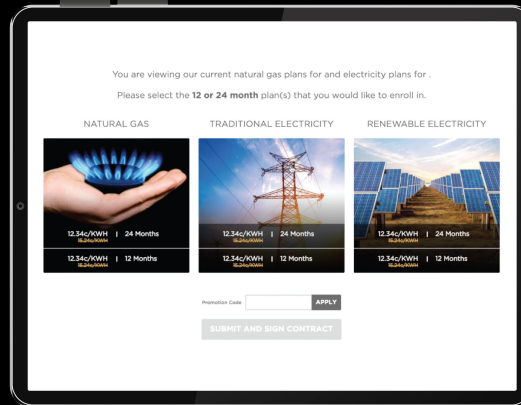
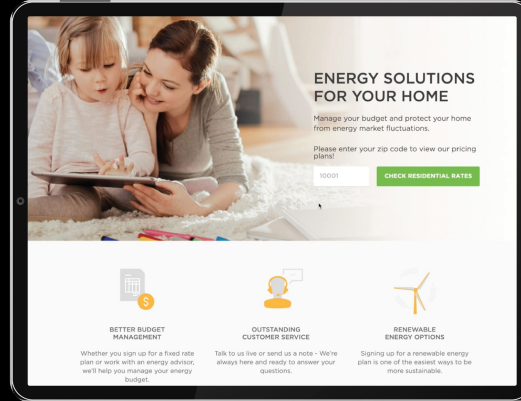
Industry: Energy
Project: Rebrand/
 Website/Online
 Enrollment/Energy
 Management Platform

Brand Assets:

- Logo
- Website Rebrand
- Online Enrollment for Business and Residential
- Energy Management Platform

Communications:

- Marketing Videos
- Explainer Videos
- Digital Marketing
- Advertising
- Partnerships
- Sales Training



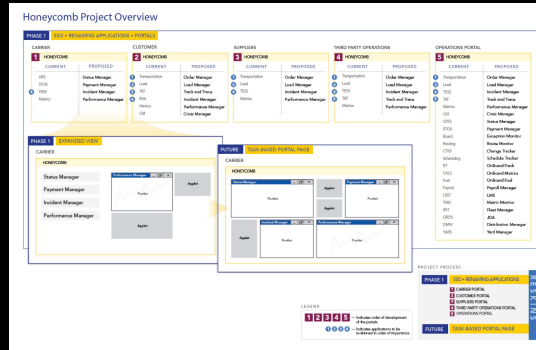
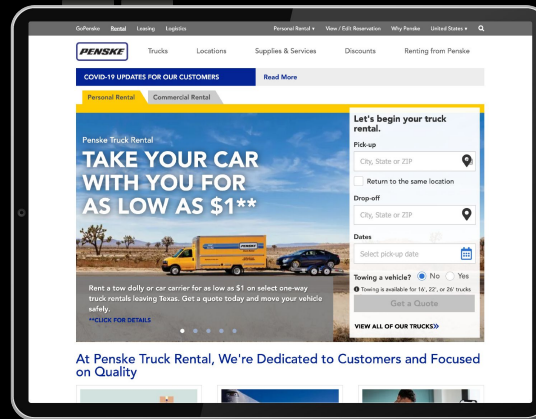
Industry: Transportation
Project: Website
 Redesign/SSO Logistics
 Portal

Website:

- Rebrand
- Redesign
- Development
- Front and Backend
 Rental Update

Logistics Portal:

- Integrated multiple applications into one portal
- SSO based on level of management and need for applications
- Naming of product
- Education of product



Industry: Grocery Store;
Slovakia-Based Chain
Project: Rebrand/
Application/Digital User
Experience

Brand Assets:

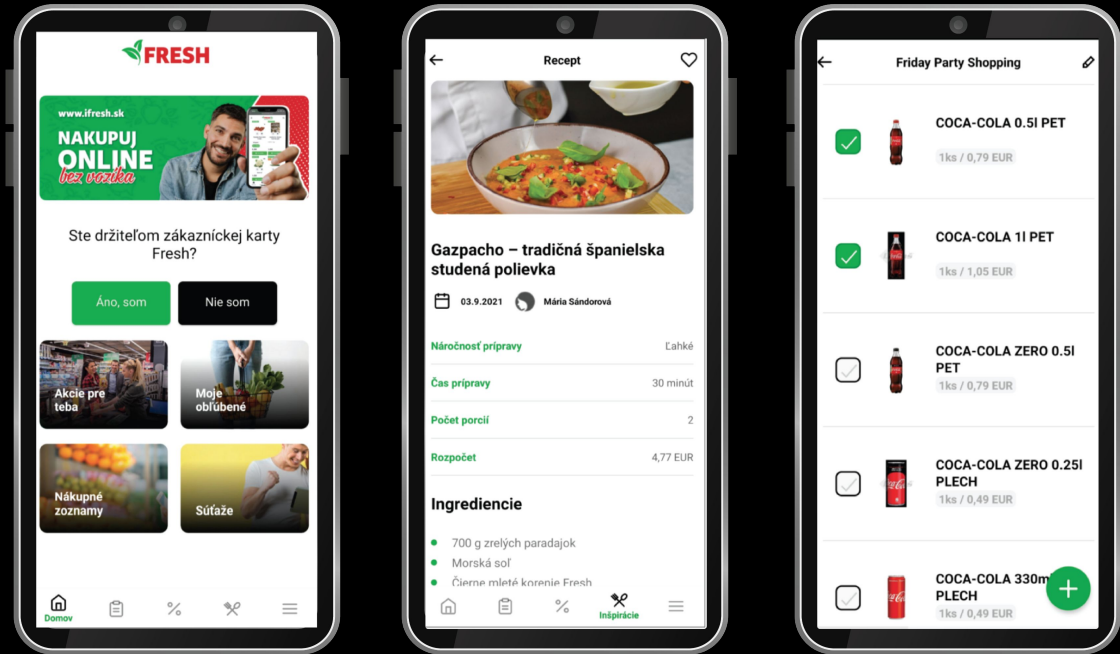
- Rebrand
- Digital App
- Buyer Profiles
- Virtual Fridge

Communications:

- Weekly newsletters with tailored content based on buyer profiles
- Personalized recipes

International:

- Slovakia-based chain, multiple languages allowed within app

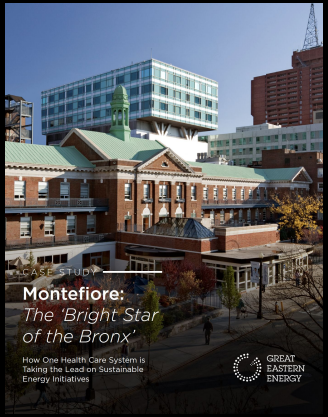


Industry: Healthcare
Project: Highlight
Sustainable Hospital
Initiatives

- Brand Assets:
- Interview
 - Case Study
 - Landing Page/Gated
 - Digital Ads/SEM

- Communications:
- Social Media Campaign
 - Email Blast
 - Shared with Partner
 - Email Lists
 - 10 Min Video Overview

(click to view full case study)



THANK YOU

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BELLALUCA