



Prepared for





About us

Green Thumb Media is a purpose-driven content agency and commercial production company that specialises in helping world-bettering brands, agencies and not-for-profits tell the stories that matter.

GTM was founded in 2021 by former New York Times journalist and award-winning documentary filmmaker Matt Siegel with the goal of bringing ethical and sustainable practices to high-end production. Since then we've partnered with leading brands like Stone & Wood, Shutterstock Studios, Qcells, Lenovo, Quipp and more.

With decades of combined experience at the highest levels of broadcast TV, online branded content, interactive media and photography, we have the experience to tackle any production. From the simplest one-day shoot to productions spanning multiple continents, languages and weeks or even months, we have a proven track record of excellence.





Why us

We understand that if you're talking to us, you have a problem to solve. And the prettiest video that no one ever sees isn't going to solve it.

Video is now by far the most important medium for marketers to connect with consumers. Our approach rests on the belief that as production partners, we only succeed if you do too. That means everything we do is predicated on partnering with you to solve your strategic objectives and achieve your goals, not just making something that looks and sounds good.

So in addition to end-to-end film and video production of the highest quality, we offer a full suite of services including strategic content planning, digital marketing and PR, micro-site development, graphic design, 2D/3D animation, press and studio photography and much more.

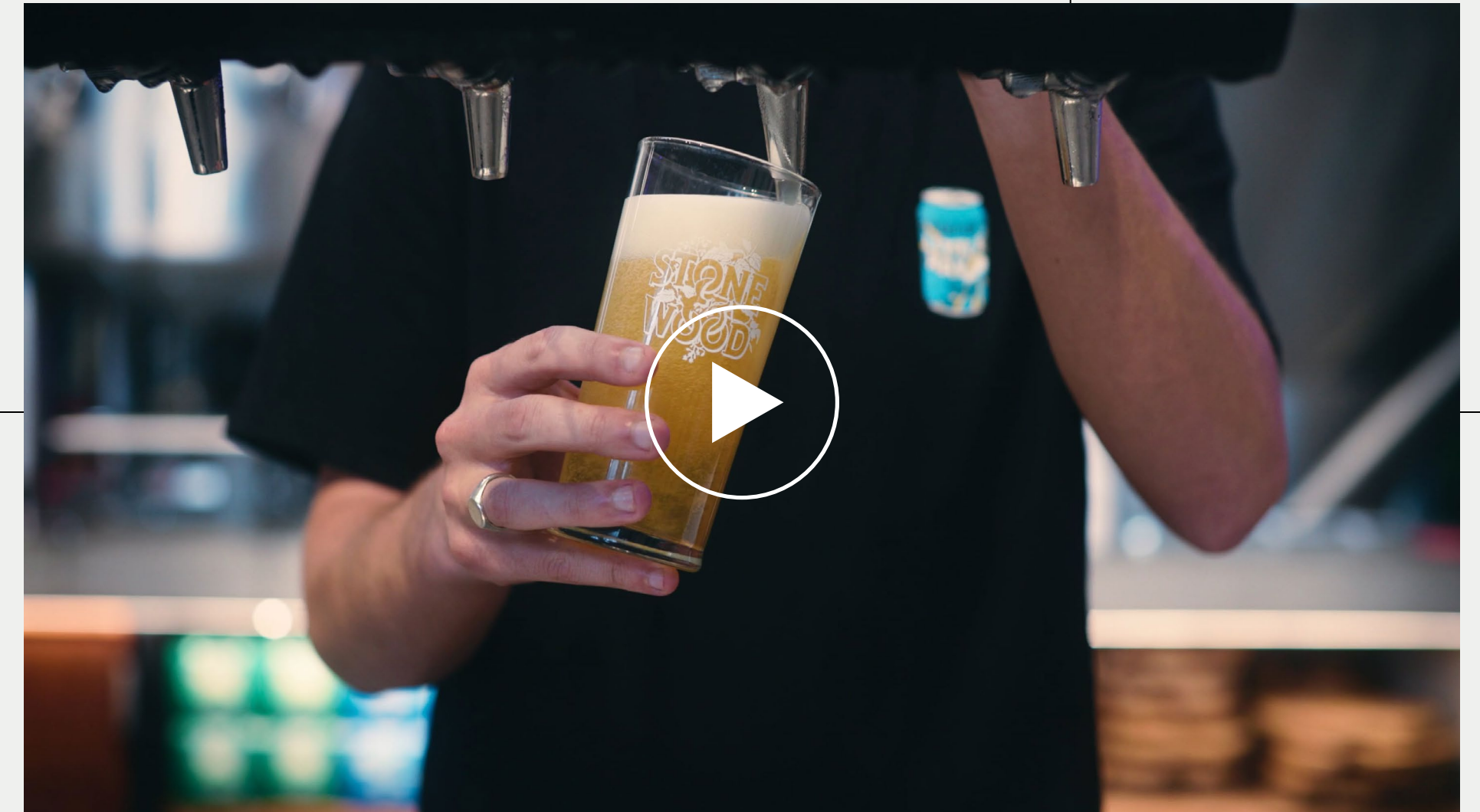
But striving to deliver the best product at the right budget doesn't mean we cut corners when it comes to environmental, social and governance practices. So you can watch your final product proudly, knowing that it represents the values your organisation stands for.



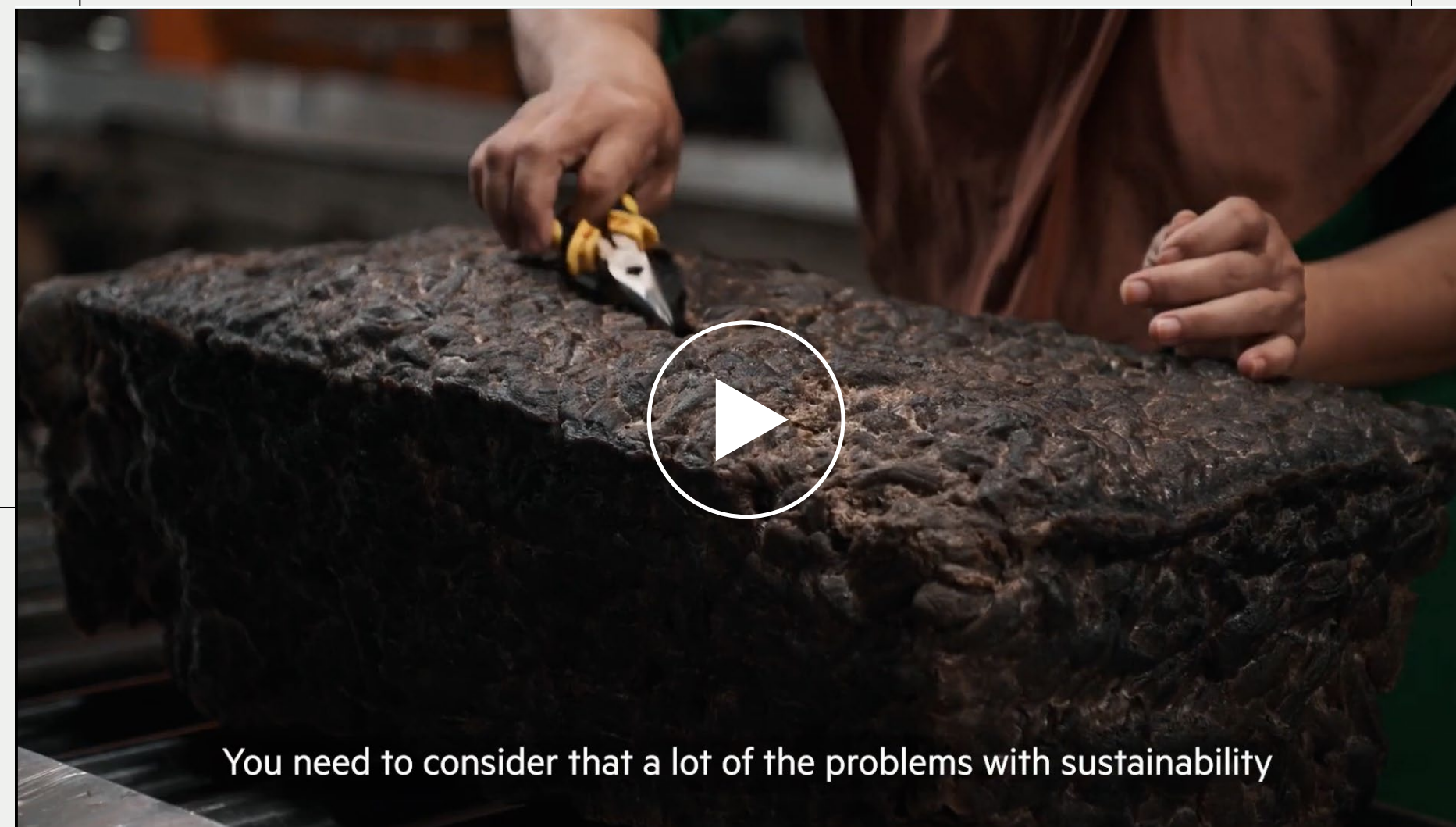
Live action

Short & branded documentaries

Some stories need more room to breathe, allowing contributors to fully express themselves and for the narrative to unfold organically.

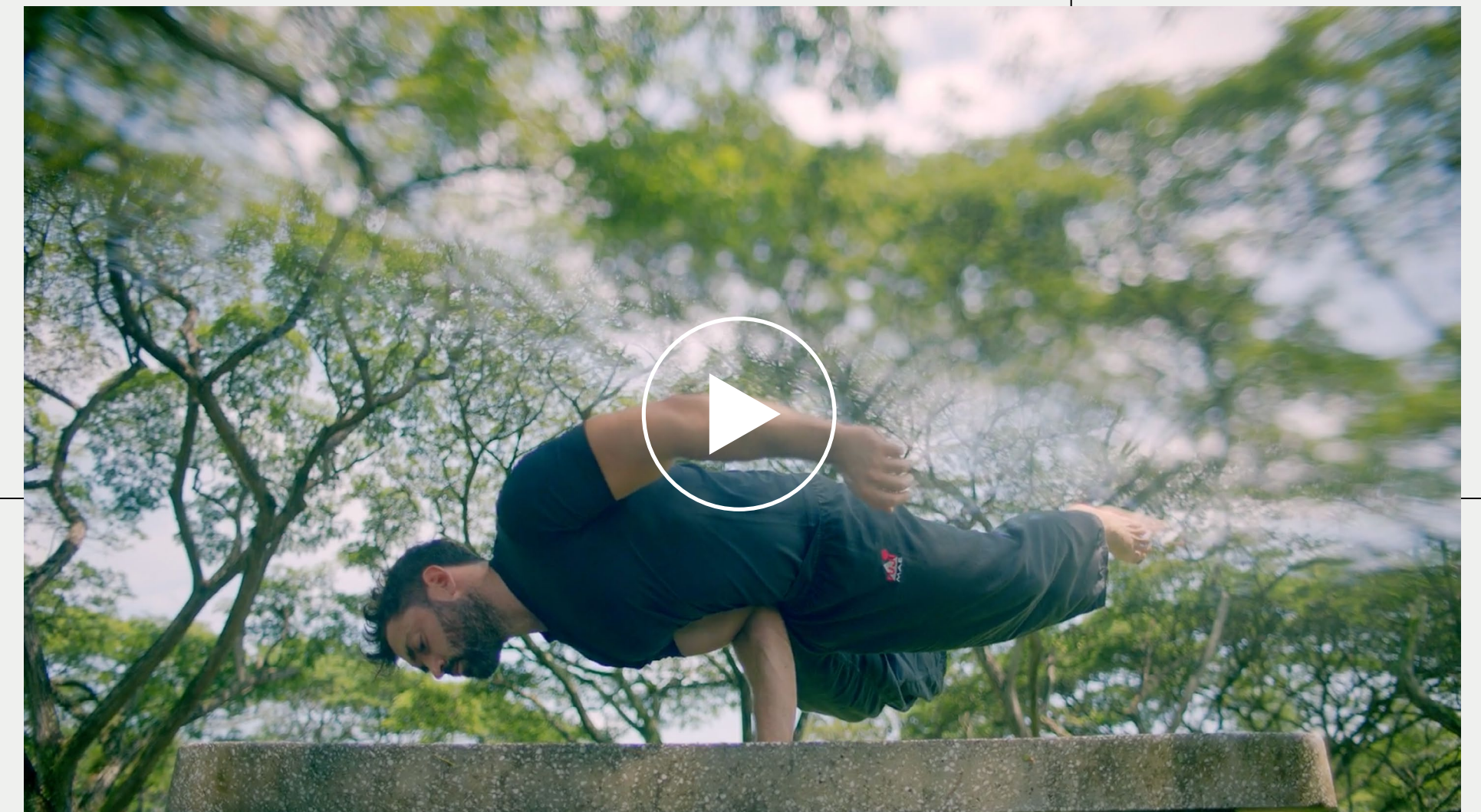


STONE & WOOD | Ingrained Foundation



You need to consider that a lot of the problems with sustainability

Digitalisation of the rubber industry | DBS x FT



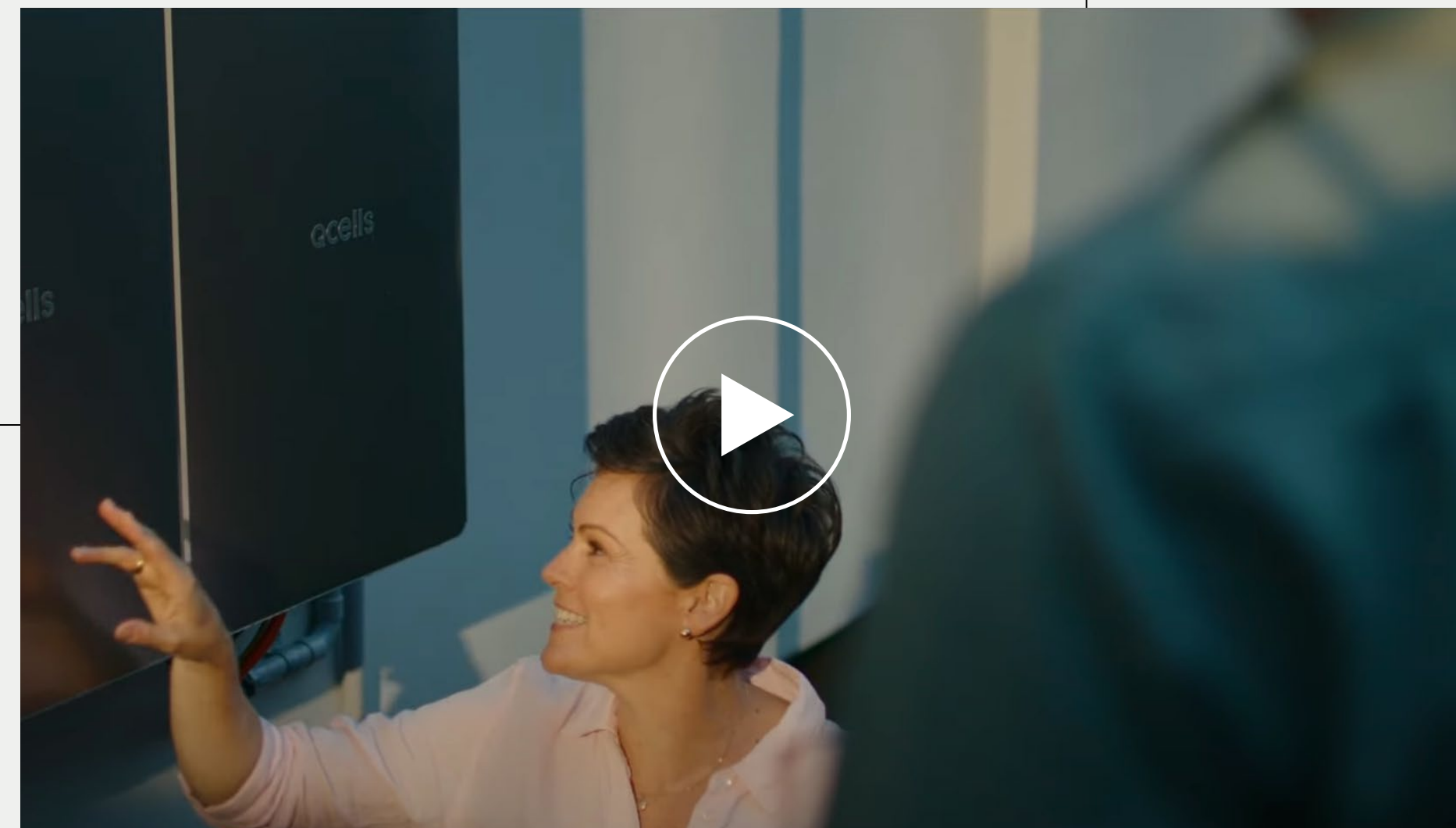
The Nature of Wellness | National Geographic



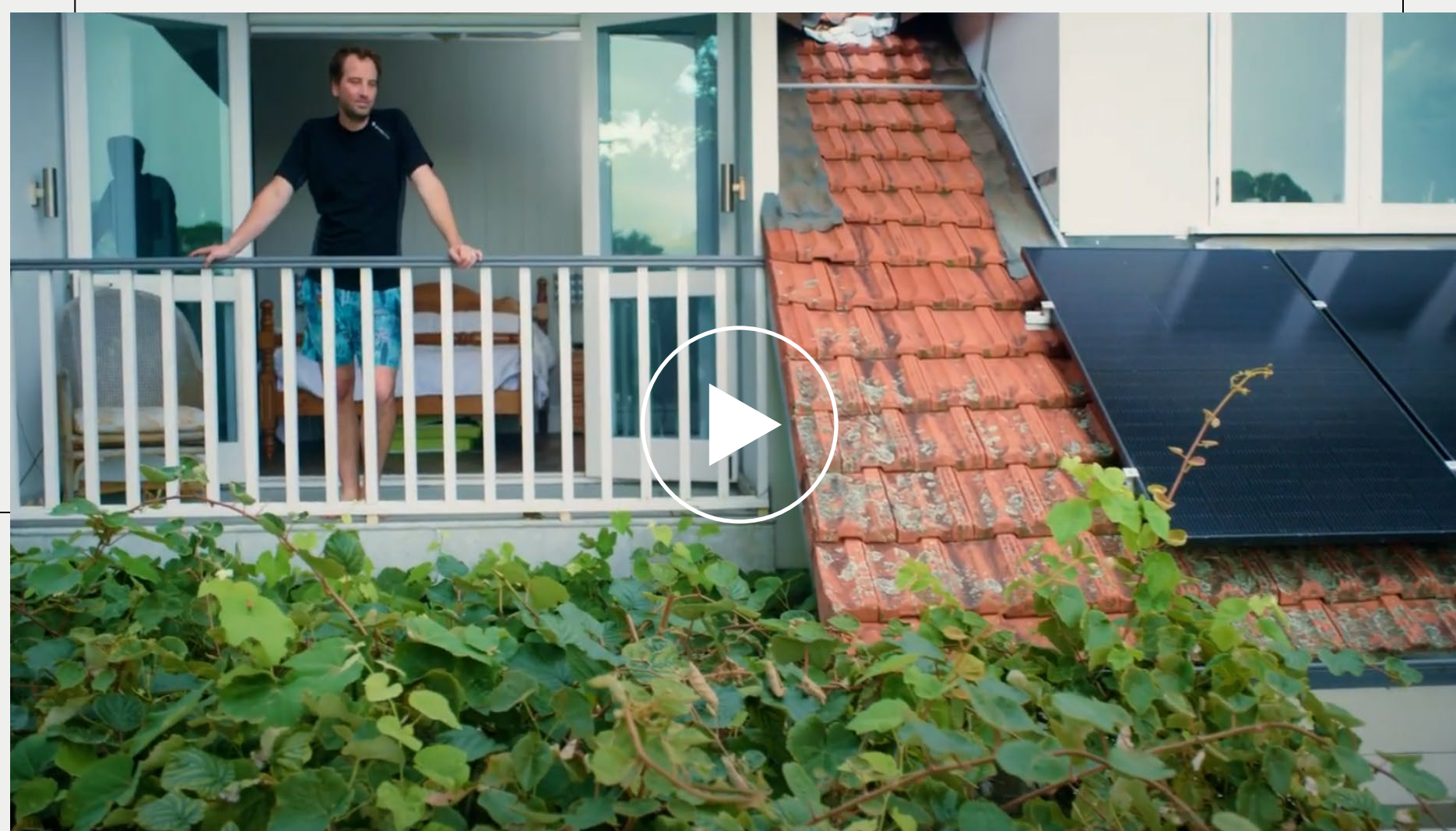
Live action

Case studies

When you tell the inspirational stories of the companies and people you champion, you both shine the light on their success and demonstrate your own mission and values.



QCELLS | Q.home core case study (Holgate, NSW)



QCELLS | Q.home core case study (Lane Cove, NSW)



LENOVO | BRIDGE ACADEMY HONG KONG



Live action

Commercials & brand videos

Brand films provide a unique way to visually and emotionally connect with your target audience, getting them involved based on how we make them feel.



QUIIP | Brand Video



What is Sustainable Tourism | atingi



Organic Collagen Australia | Birchal Pitch



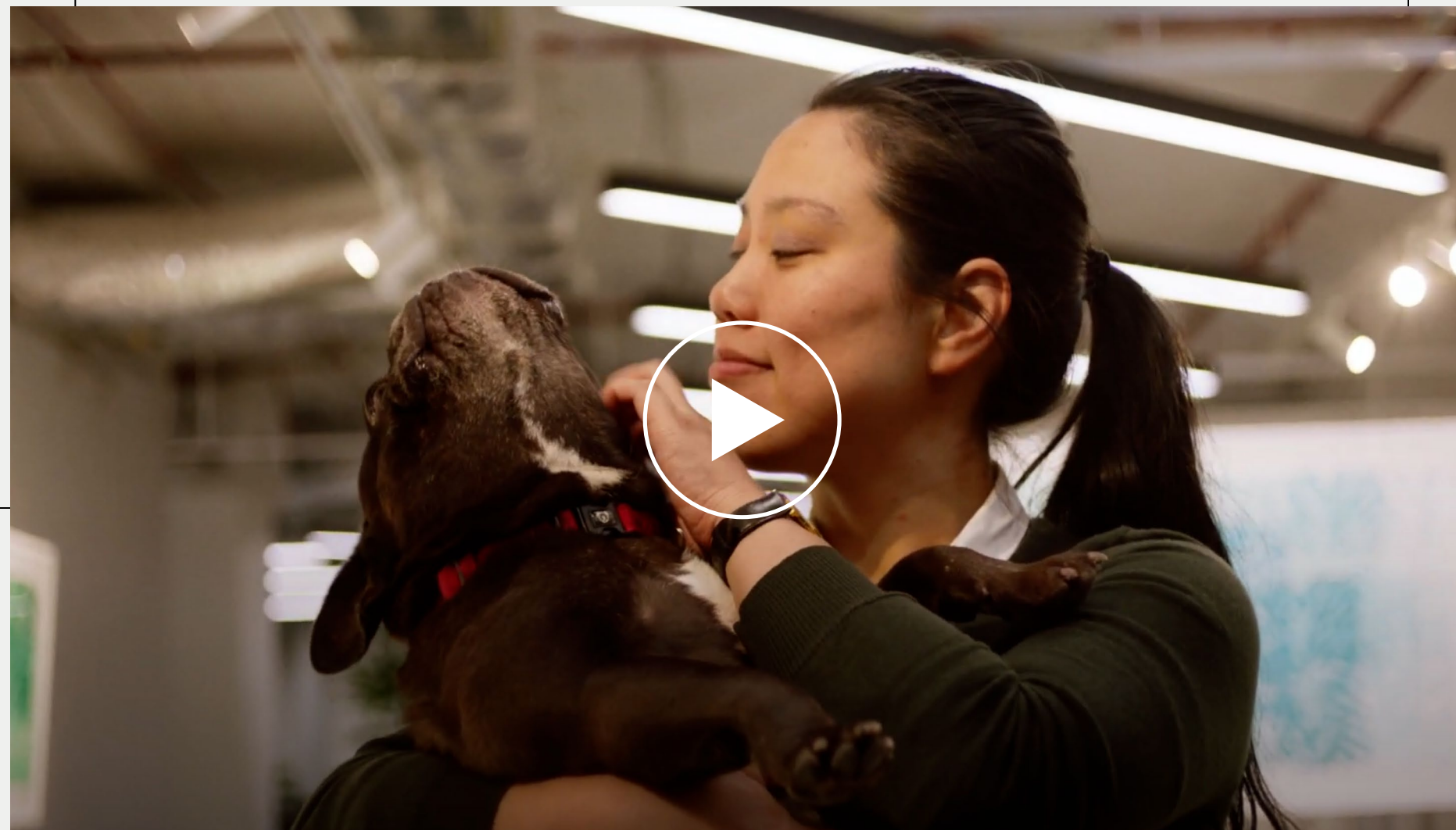
Live action

Profile pieces

Profile videos are perfect for expressing your brand values by focusing on the people at the heart of your business – and answering that all important “why?” question.



FLOW POWER | People and Culture



FLOW POWER | Tricia's Career Story



SPOT4YOU | Shelly's Career Story

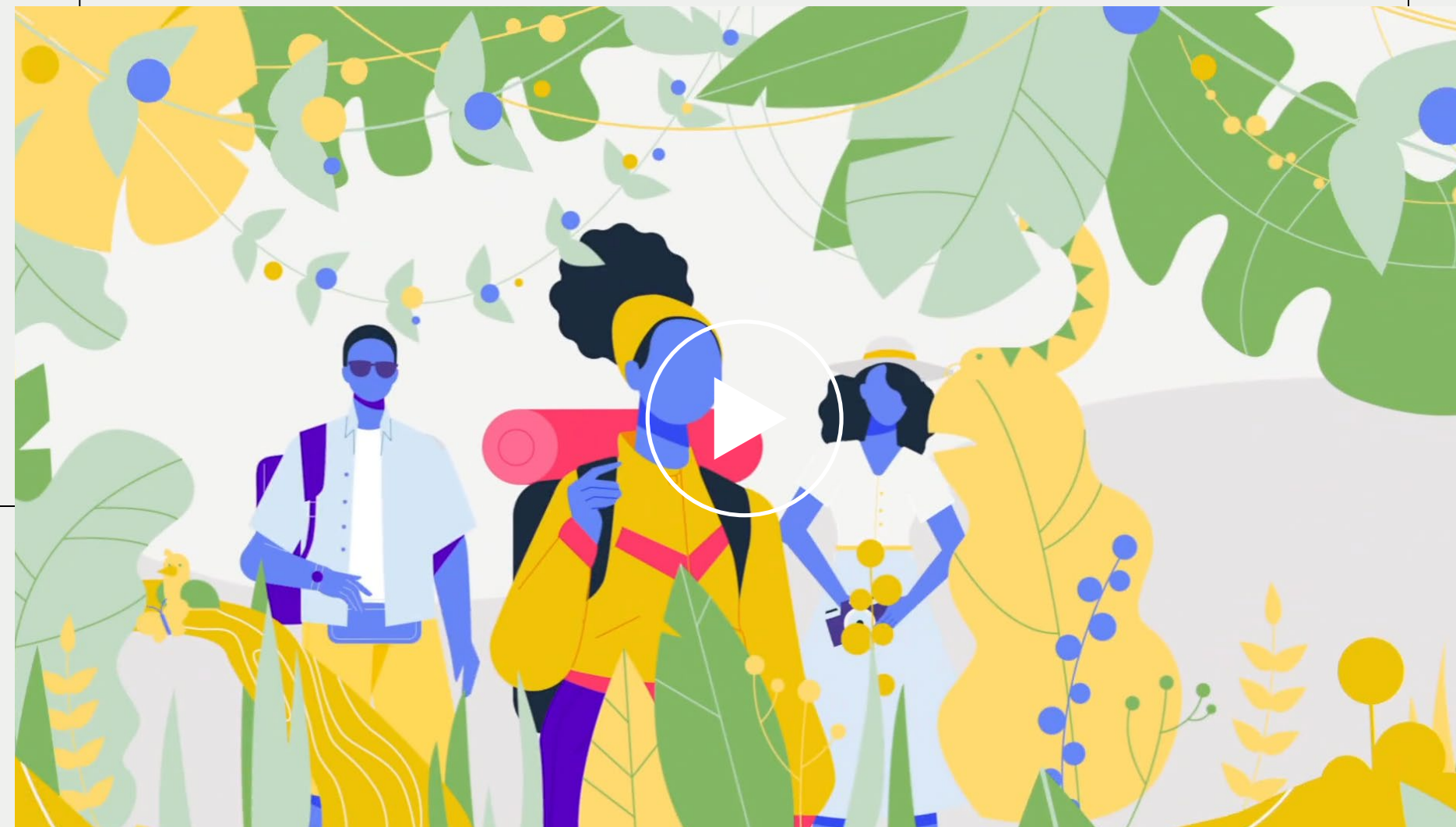


Animations

Animation has the power to transform a complex idea into an entertaining and immersive experience.



COMPASS STUDIO | Who is Compass Studio?



Welcome to the eAcademy in Tourism & Hospitality

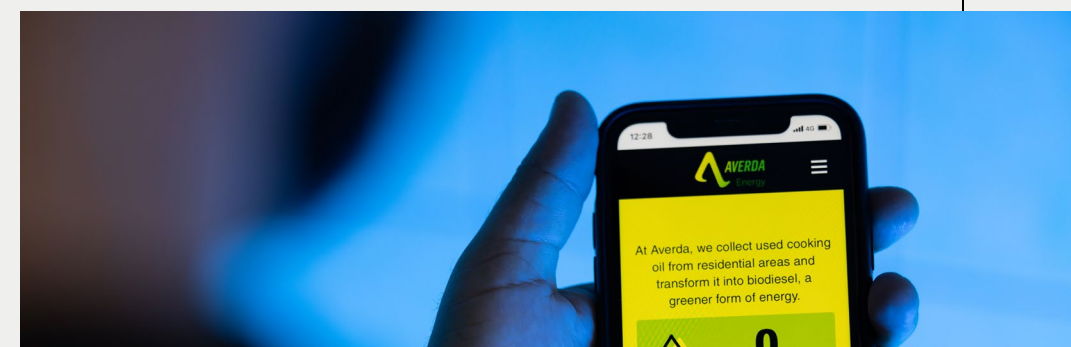
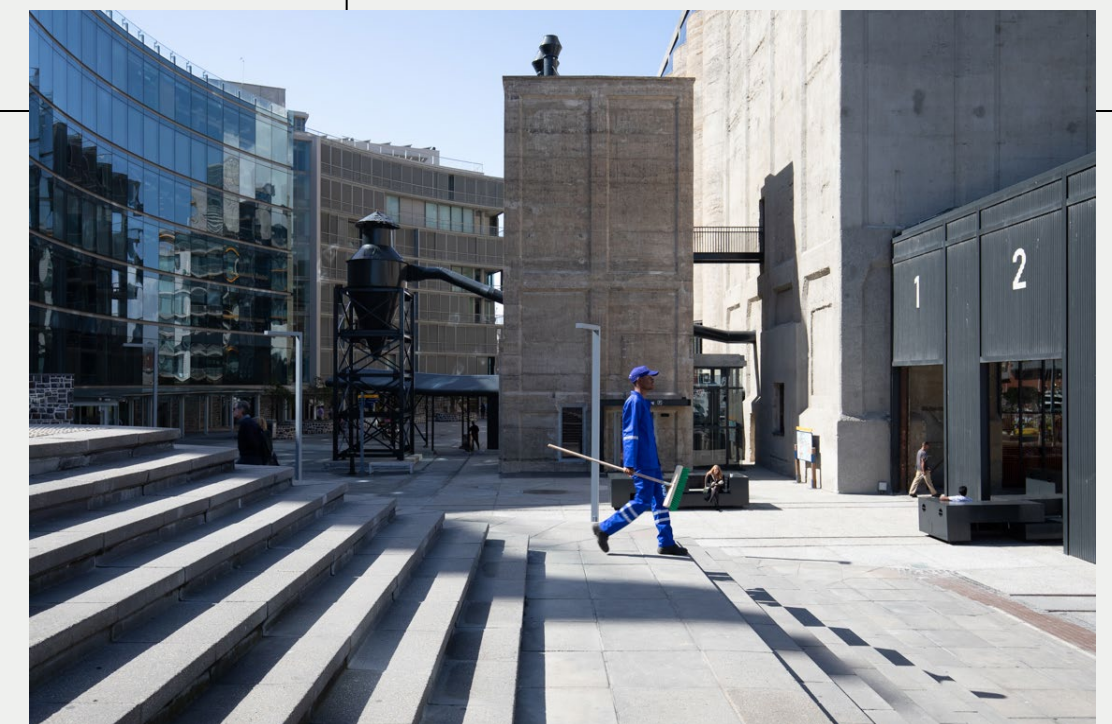
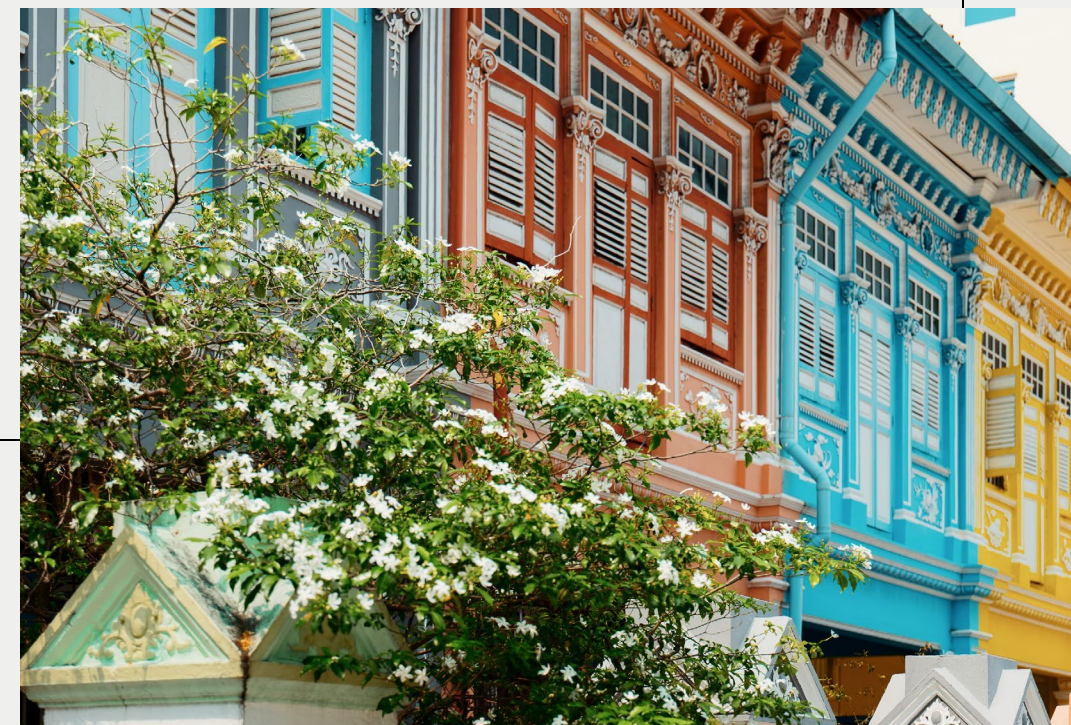


Gender inequality & stigmata | GIZ SV Rural Development



Photography

Images from NatGeo: Unseen Singapore and Averda: World without Waste.



How can Green Thumb Media help you? Let's talk.

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