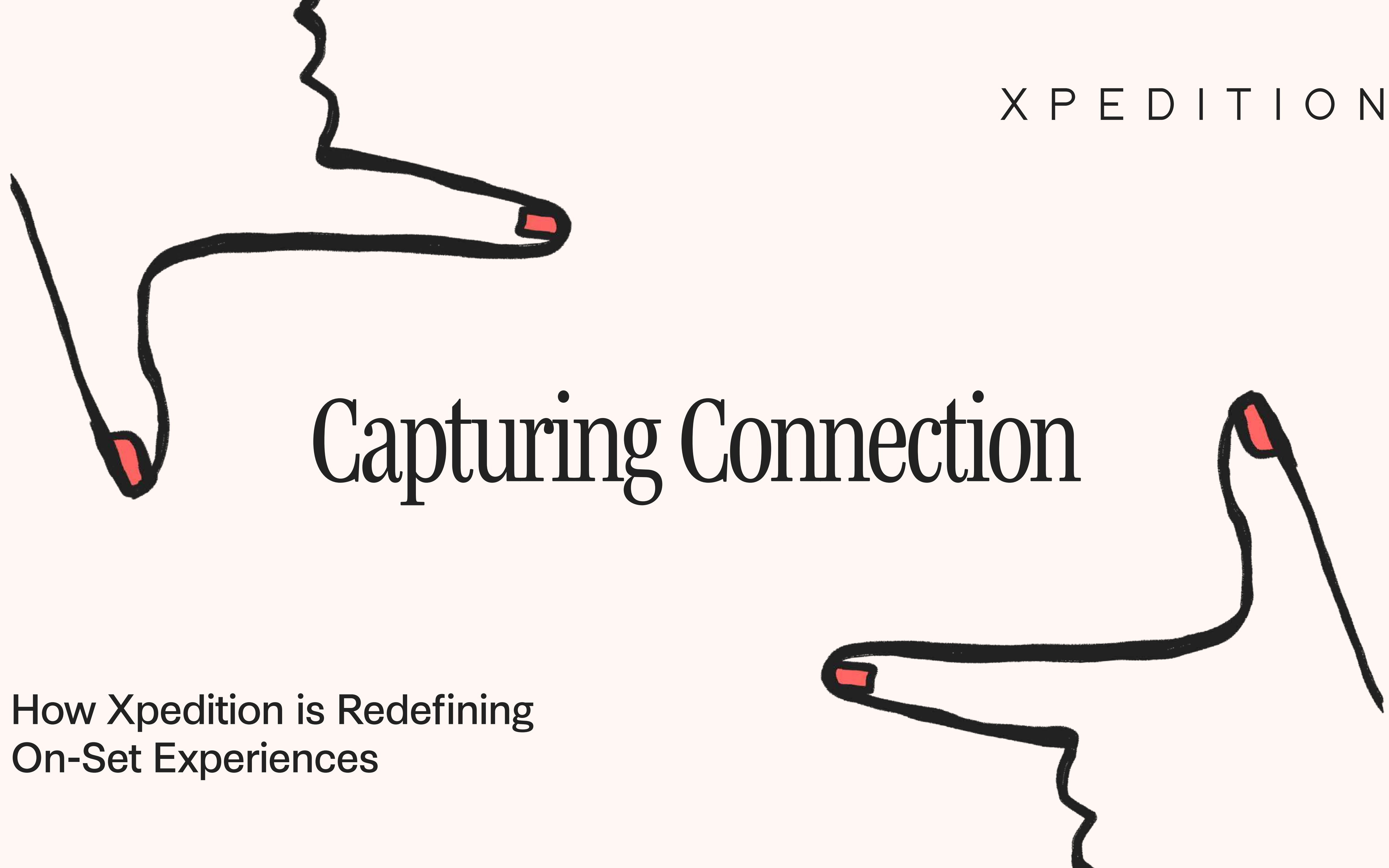


X P E D I T I O N

Capturing Connection

How Xpedition is Redefining
On-Set Experiences



Consumers crave genuinity in their ads.

In advertising and storytelling, they need to connect to stay engaged. However, outdated norms, a lack of diversity, and rigid adherence to scripted delivery can stifle authenticity.

Audiences notice this.

How do we avoid a disconnect between talent and the stories they tell?

The answer lies in the process. Authentic content begins with the right energy on set.



90% of consumers say authenticity is important when deciding which brands they like and support. (Source: Social Media Today, 2023)

Investing in creating authentic experiences and content is crucial for brand success in a rapidly evolving marketplace. (Source: McKinsey & Company, 2022)

61% of marketers believe authenticity is the most important component of impactful content. (Source: Social Media Today, 2023)

We can bridge the gap!

Our blended marketing agency and entertainment studio expertise helps us connect a client's message, their audience, and the energy of everyone on set.



How do we do it?

Our commitment to honoring the human experience helps us redefine production dynamics. We prioritize immersive, enjoyable, authentic shoots. Diverse teams and talent unlock a feeling of belonging.

Read on for our best practices that guide us throughout this process. We hope these insights can inspire positive change in the industry.

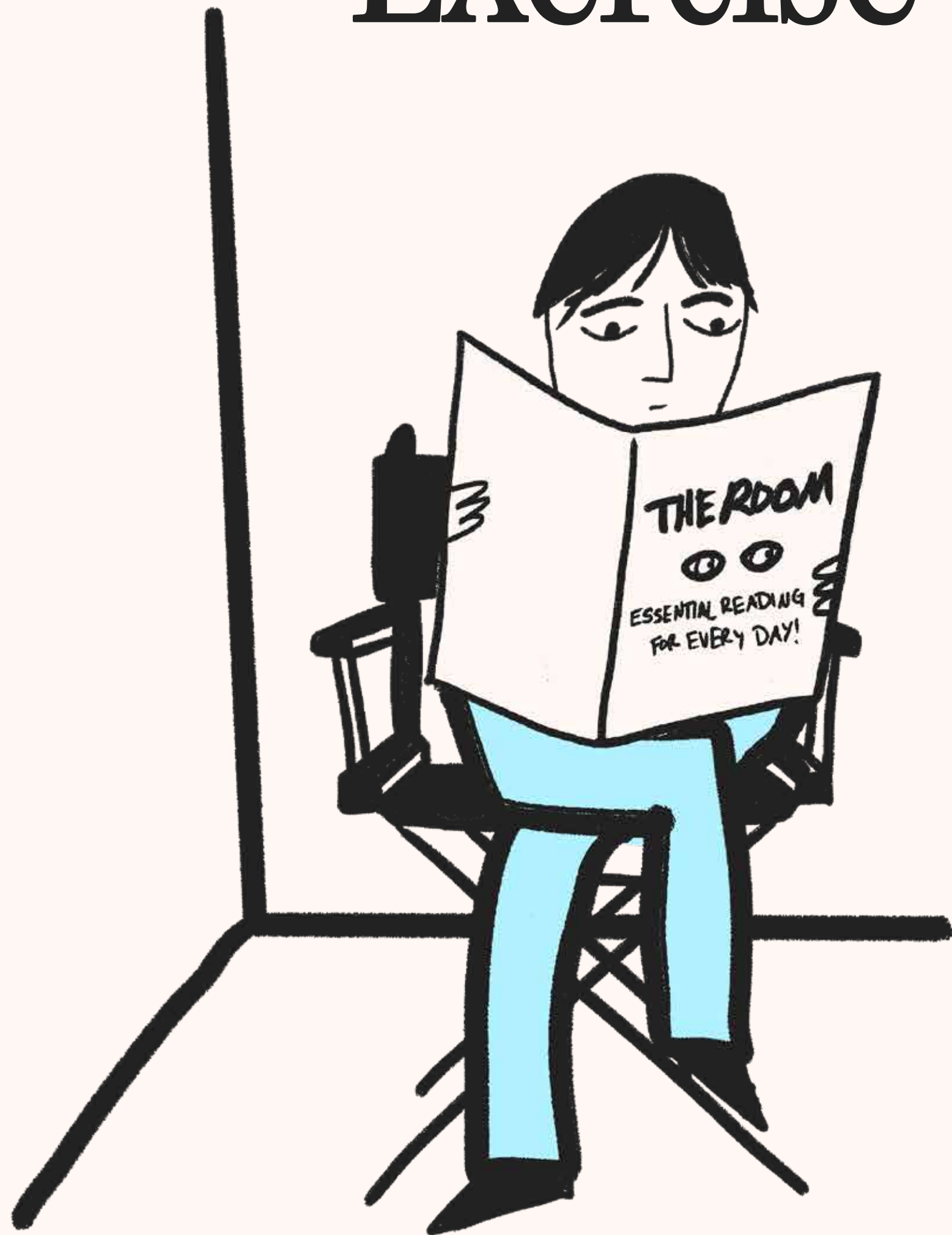
Make Introductions

From influencers to grips, on all sides of the camera, everyone wants to feel comfortable and respected in their work. With the right vibe, even shyer crew members can open up and fully share their talents.

Ditch the awkward silence and make those introductions. Small connections add up to wonderful transformations in your work conditions and productions.



Exercise Emotional Intelligence



True collaboration requires empathy, self-awareness, and readiness to embrace the unexpected.

We check our egos at the door, and seek ideas from everywhere. We push back on rigid hierarchies that create tension and division. We avoid insensitive communication styles rooted in oppressive perspectives.

Emotional intelligence doesn't just bring out the best in our crews. It also helps our diverse talent feel supported and empowered on set. This means that everyone feels safe bringing their unique perspectives to our collaborations.

Foster Connections That Empower

Genuine connection inspires our crew members to take ownership of their work. It helps everyone feel empowered to make authentic contributions to our productions.

Before cameras roll, we gather our team for introductions and a shared values meeting. This simple act sets a tone and reinforces that we're working towards a shared goal. We also end each shoot with a crew photo and deliberate gratitude for everyone's contributions.



Invest in Humanity

Of course, dismantling outdated norms for on-set behavior requires the right group of folks. We build teams that believe the best work comes from inclusion, collaboration, and trust. In all of our hiring, we don't just check boxes. We don't even require college degrees.

We seek individuals who respect, relate to, and represent the stories we tell. Their lived experiences bring more than just the industry standard – they bring authenticity and depth. Call it a humanity-first approach. Our core company values highlight this mindset, and we believe a great environment on set stems from this great workplace culture.



Our people are our greatest asset – and our inspiration for redefining what's possible on set.

Bring Your Unique Spirit!

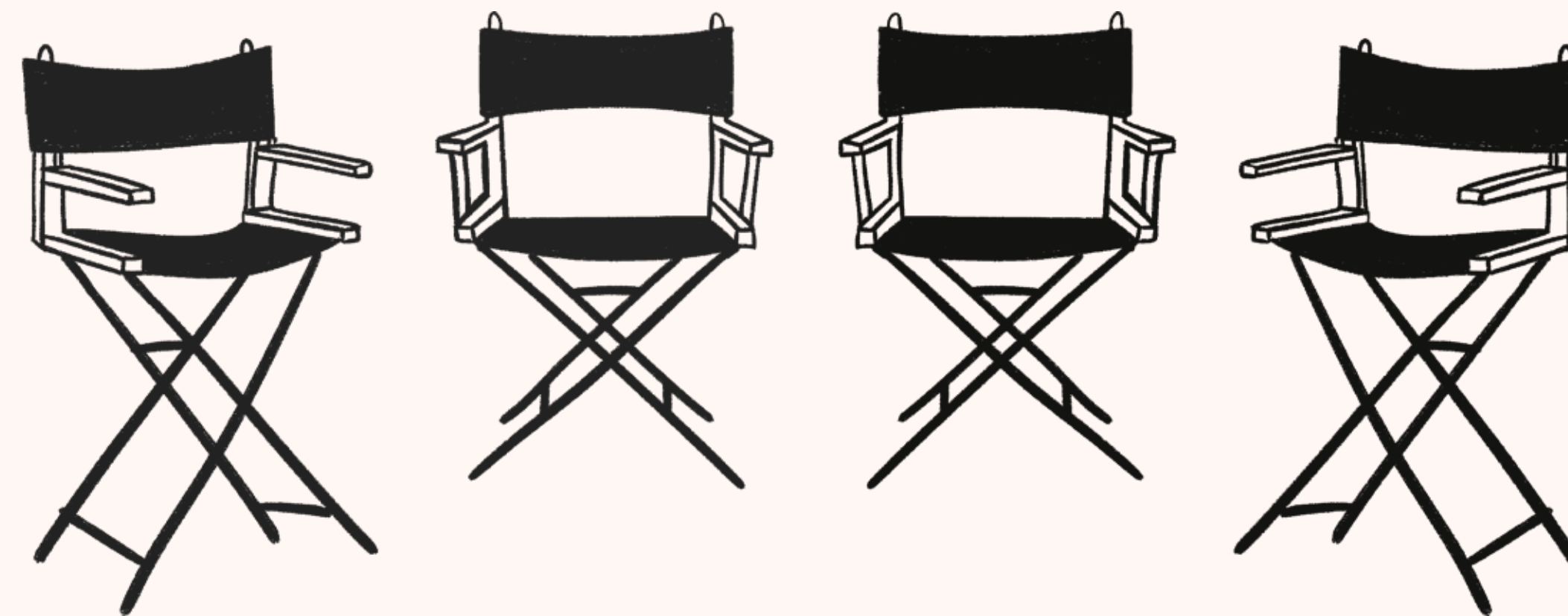
So, the next time you walk onto a set, ditch the awkward silence, make those introductions, and bring your unique spirit! We're all here to collaborate, create, and maybe even have a little fun along the way.

And for our awesome clients: you're not just observers on set!

You're active participants in the storytelling journey. Be the voice of your brand, share your passion for the project, and embrace the collaborative spirit. You might just spark the next big idea or inspire an even more authentic performance.

Let's overcome outdated norms and embrace the power of connection and creativity. Together we can redefine what it means to tell impactful stories.

We'd be honored to have you join us on an Xpedition shoot in the future!



Xplore With Us!

