

WHERE IT'S STILL GREATER



hello@whereitsgreater.com
@whereitsgreater

Los Angeles,
California

Capabilities
2022

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Who We Are

What Inspires Us



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Where It's Greater™ (WIG) is a 5,000 square-foot integrated production studio based in Los Angeles. Employing bold creative vision and industry-leading technology, WIG produces premium commercial campaigns, from concept to camera, for the world's most respected brands, including Nike, Beats by Dre, Klarna, and Amazon Music.

01 Who We Are

We're Greater Together.



01 Who We Are

We believe bold ideas can come from anyone, from anywhere. The act of being inclusive is not a specialty program for us, it's part of our standard operation. We employ a wide array of partners and talent regardless of age, race, sex, or religion.





Decatur Dan

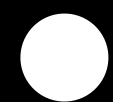
Founder, Director, Photographer

Known as Decatur Dan, Dan Hall brings his hometown spirit of community, culture, and finesse into everything he creates, while constantly pushing to see what he's capable of next.

He began his creative career in streetwear before becoming the choice music video director for Atlanta icons 2 Chainz, Future, Jeezy, and more.

In 2010, Dan founded Where It's Greater™ to further expand his visual storytelling into premium commercial campaigns for Nike, Beats by Dre, and Amazon Music.

His nimble approach behind the camera is a hybrid of technical expertise and street smarts, resulting in a clean, bold delivery that evokes his commitment to what's bigger, better, greater.



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What Inspires Us

What
We Believe



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02 What Inspires Us



02 What Inspires Us



02 What Inspires Us



What
Inspires Us

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What
We Believe

What
We Do

03 What We Believe

We believe we're all connected through story, so we hold them at the highest regard and take great consideration in telling them.



03 What We Believe

Story—

It's the core concept that resonates. Originating strong, viable ideas are first priority



03 What We Believe

Consider everything—

There's always more than meets the eye. We contemplate the nuances at every step.



03 What We Believe

It's all in the prep—

Serendipity favors the prepared.
So we give ourselves every
chance to win.



03 What We Believe

Share the vision—

We see subjects we're passionate about as larger than life. We specialize in helping the world see this too.



03 What We Believe

Greatest, greater—

We've been fortunate enough to work with clients who are the best in their fields. This inspires us to constantly improve.



What
We Believe

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What
We Do

How We
Do It



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04 What We Do

We use visual arts to shape narratives that evoke an emotional and psychological response in our audience.



04 Film Reel

Play



04 Photo Showcase



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04 Photo Showcase



04 Photo Showcase



04 Capabilities

Creative

ART DIRECTION
CONCEPT DEVELOPMENT
COPYWRITING
CREATIVE DIRECTION
SCRIPT WRITING
STORYBOARDING

Production

CASTING
CINEMATOGRAPHY
DIRECTING
LOCATIONS
PHOTOGRAPHY
PRODUCTION DESIGN

Post

COLOR GRADING
FILM EDITING
MOTION GRAPHICS
MUSIC COMPOSING
RETOUCHING
SOUND DESIGN & MIXING
VISUAL EFFECTS



What
We Do

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How We Do It

Project
Showcase

05 How We Do It

Patience, enthusiasm,
and determination.

We are overly
dedicated to the
projects we commit to.



05 How We Do It



05 How We Do It

We operate from our own 5000 sqft. creative compound, complete with industry leading equipment that allows for our hands-on ideation process.



05 How We Do It



05 How We Do It



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How we
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Project Showcase



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Thank You.

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