

**VERTICAL RIVER IS  
AN AUTHENTIC  
BRANDED CONTENT  
STUDIO HELPING  
FUTURE-THINKING  
BRANDS MAKE A  
BIGGER IMPACT  
WITH STRATEGIC  
AND SUSTAINABLE  
STORYTELLING.**



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**#SUSTAINABLESTORYTELLING**  
**#GETYOURSHOOTTOGETHER**

# SUSTAINABLE STORYTELLING

## ABOUT US

### WHO WE ARE

Our mission is to help forward-thinking organizations make a meaningful impact with authentic brand communication and content strategies. We have decades of experience telling insightful stories through strategic content.

### WHY WE DO IT

We'd like our work to be a net positive addition to the world, which means working with brands that are trying to save the world. We'd prefer our professional skills be used to amplify the good progress other brands and organizations are making.

### HOW WE DO IT

We bring innovative strategies and valuable insights to the table that are backed by data. We work collaboratively as an extension of your team. We weave stories that stir emotions and influence decisions. Then we amplify that content with consumer-engaging marketing strategies.

## WHAT WE DO

### YOUTUBE

Analytics-based Content Planning  
YouTube Search Optimization  
Strategy Consulting  
Content Development  
Media Buying on YouTube



### CREATIVE

Custom Concepts  
Copywriting  
Graphic Design  
Scripting  
Cinematography  
Photography  
Episodic Content

### PRODUCTION

Video and Photography  
Audio and Voiceover  
On-location & In-studio  
Motion Graphics  
Post Production  
Live Streaming  
Podcasts  
Aerial & Marine

## WHO WE'VE WORKED WITH

