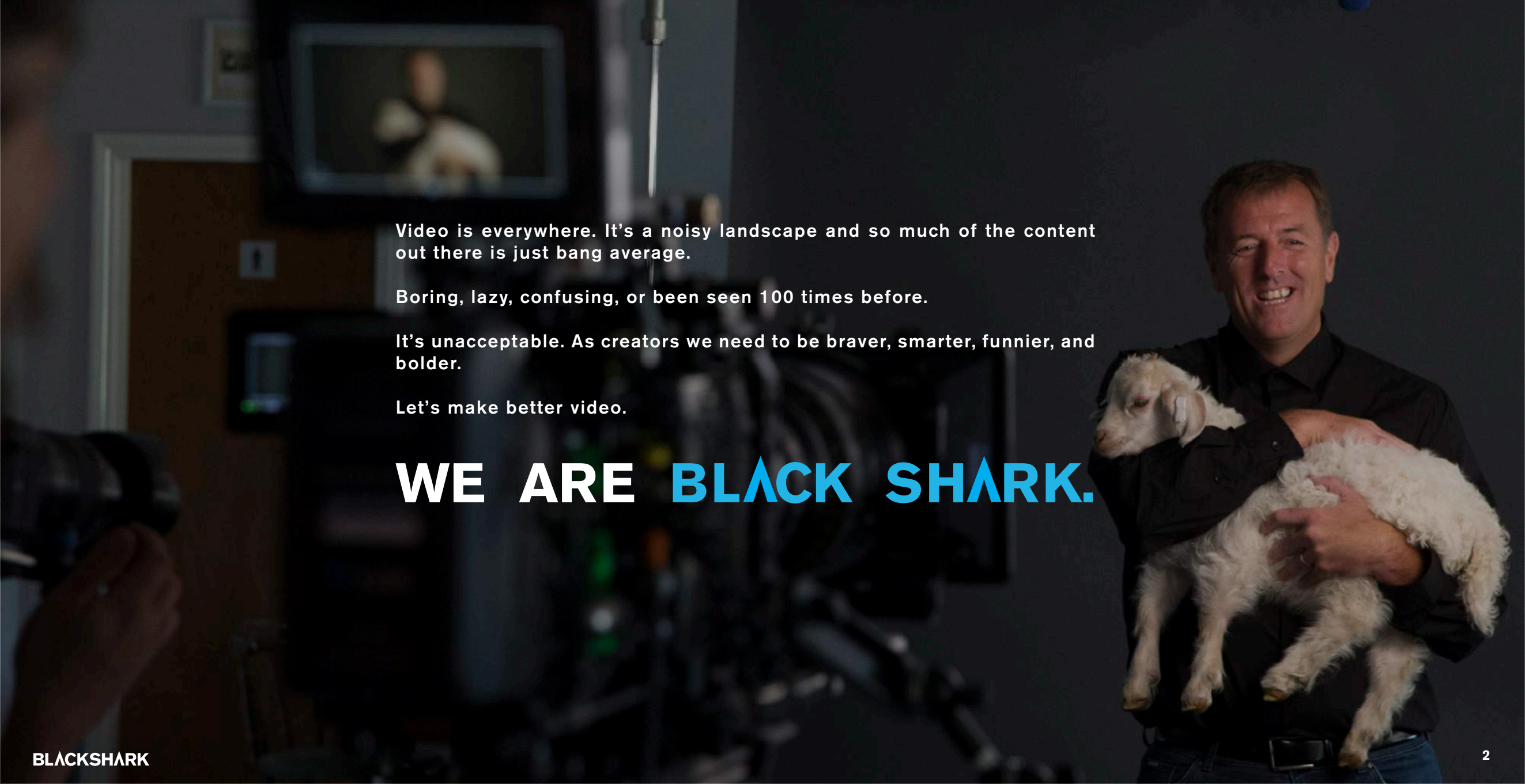




BLACKSHARK
SPORT & ENTERTAINMENT

WHY BLACK SHARK?

EVERYONE MAKES VIDEO THESE DAYS. HERE'S WHY YOU SHOULD CALL US.

A man in a black shirt is smiling and holding a small white dog. He is standing in a studio or office environment. In the foreground, a large professional video camera is visible, slightly out of focus. In the background, there is a television screen showing a person, and a door is partially visible. The overall lighting is dim, with the man and dog being the primary light source.

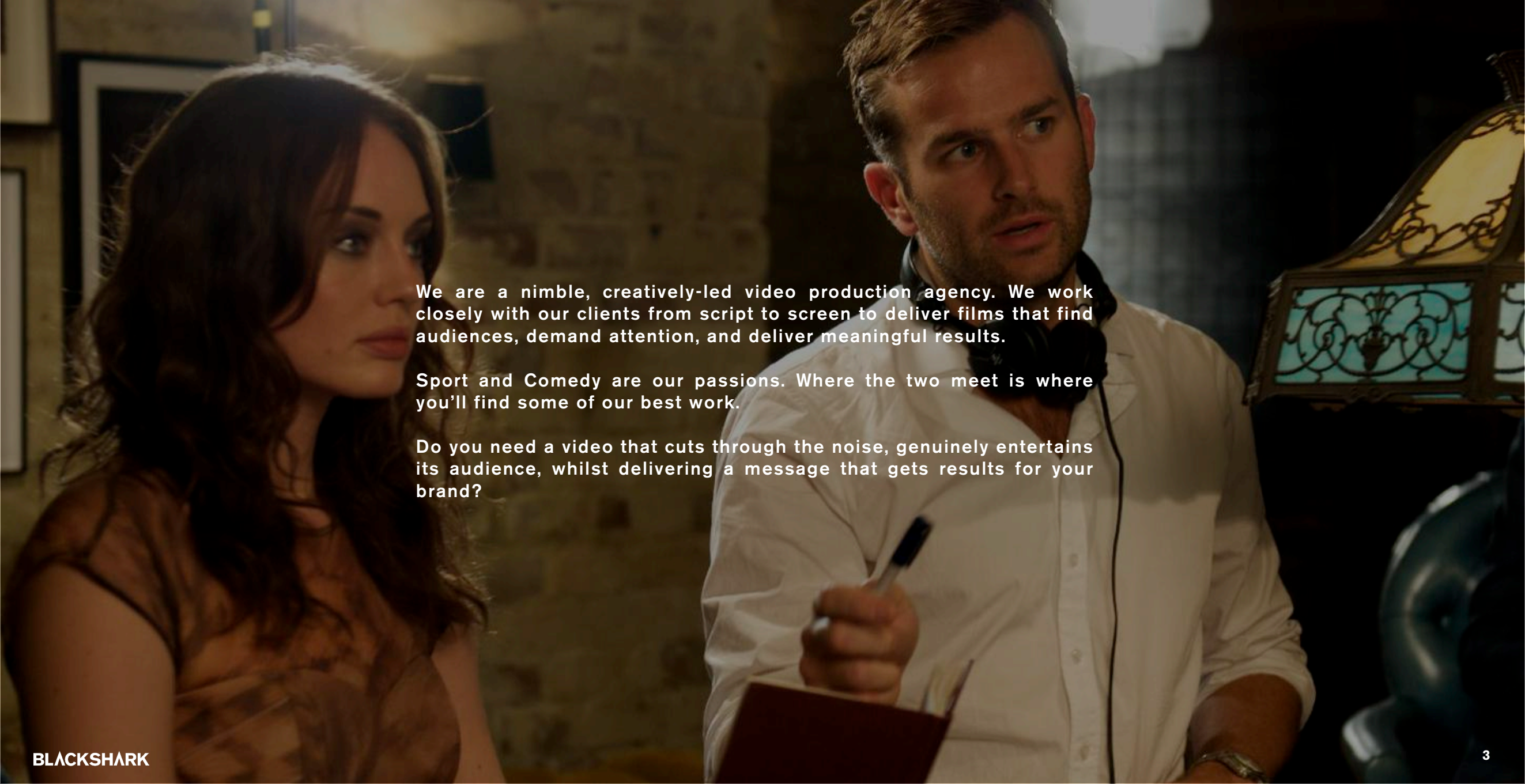
Video is everywhere. It's a noisy landscape and so much of the content out there is just bang average.

Boring, lazy, confusing, or been seen 100 times before.

It's unacceptable. As creators we need to be braver, smarter, funnier, and bolder.

Let's make better video.

WE ARE BLACK SHARK.



We are a nimble, creatively-led video production agency. We work closely with our clients from script to screen to deliver films that find audiences, demand attention, and deliver meaningful results.

Sport and Comedy are our passions. Where the two meet is where you'll find some of our best work.

Do you need a video that cuts through the noise, genuinely entertains its audience, whilst delivering a message that gets results for your brand?



We have been trusted by some of the biggest brands in the world including **ADIDAS, UNDER ARMOUR, THE FA, BRITISH & IRISH LIONS, CRICKET WORLD CUP, MASTERCARD, CHELSEA FC, SOUTHAMPTON FC** and **THE AELTC**.

Our work has won numerous awards in recent years and we have been nominated at the Sport Industry Awards in 2016, 2018 and 2019.

Here are a few examples of what we do best...

SHOW YOUR STRIPES

THE BRIEF: Create a piece of humorous content to announce the return of stripes and promote sales of the new Southampton FC kit.

WHAT WE DID: Created a mockumentary series based around Dr. Barry Gale, a self-styled stripes and patterns expert. Using our relationships with Independent Talent and Beach Casting we cast Tom Davis (Murder In Successville, Plebs) as the deluded buffoon Barry and wrote a script that saw him play opposite Southampton players as he tried to get his methods implemented.

RESULTS

20% increase in shirt sales year-on-year.
Southampton FC's most successful kit launch ever
Featured on Soccer AM, Sky Sports News and BT Sport

Awards

WINNER – Best Viral Campaign – Social Media Communication Awards
WINNER – Best Sports Social Media Strategy – The Drum Social Media Buzz Awards
WINNER – Best Club Marketing Initiative – Football Business Awards
NOMNINATED - Best Use Of Social Media - Sport Industry Awards

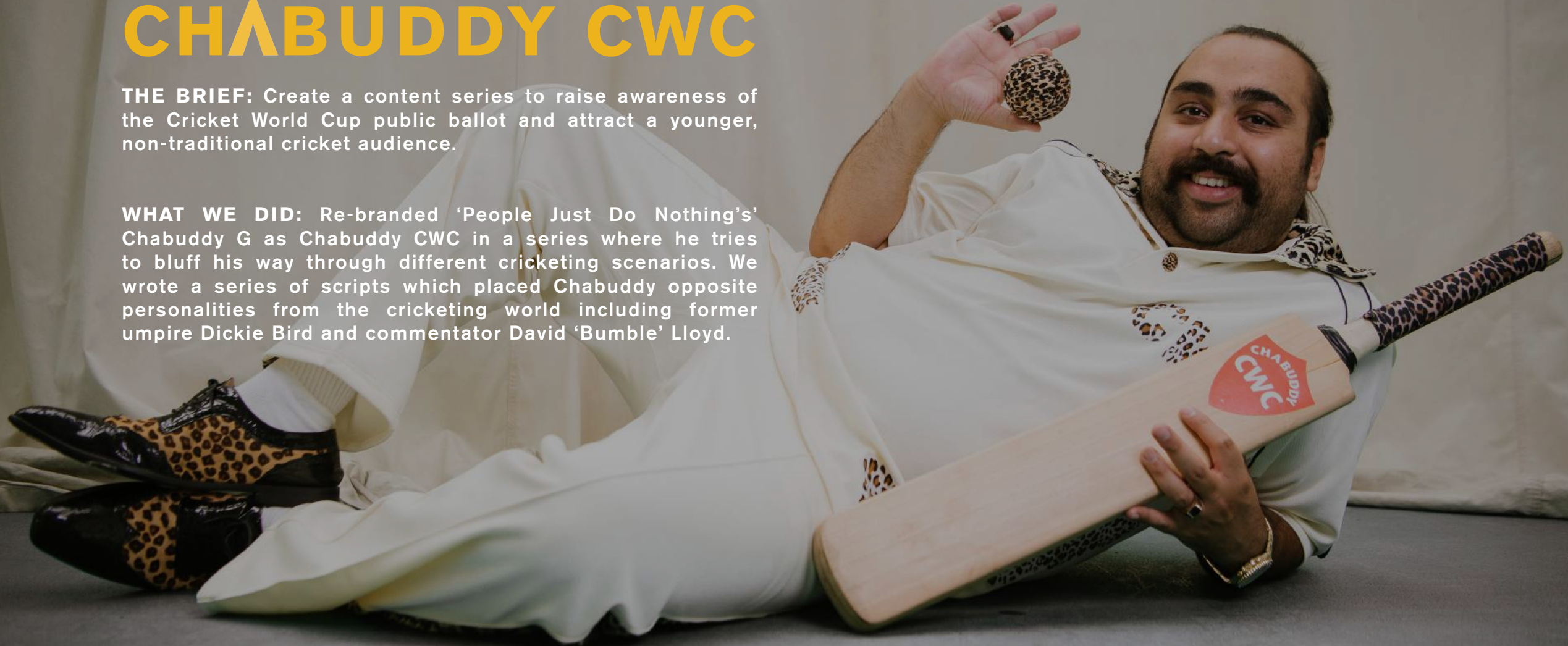
“Black Shark Media were instrumental in our Show Your Stripes campaign, creating the now legendary character of Barry Gale and helping to re-define the way club kit launches should be done.” - James Kennedy, Head Of Marketing, Southampton FC



CHABUDDY CWC

THE BRIEF: Create a content series to raise awareness of the Cricket World Cup public ballot and attract a younger, non-traditional cricket audience.

WHAT WE DID: Re-branded 'People Just Do Nothing's' Chabuddy G as Chabuddy CWC in a series where he tries to bluff his way through different cricketing scenarios. We wrote a series of scripts which placed Chabuddy opposite personalities from the cricketing world including former umpire Dickie Bird and commentator David 'Bumble' Lloyd.



RESULTS

"These videos did exactly what they were commissioned to do; get young fans excited about cricket."

Steve Elworthy, Managing Director, Cricket World Cup 2019

View Stats: 2.2 Million Views. Reach of 50 Million.

Press: 71 Pieces Of Press Coverage

Pick of The Week: Campaign Magazine.





ROW TO RIO

THE BRIEF: Create a documentary series following the British Rowing squad as they fight for places and train towards the pinnacle of their careers - the Olympic Games.

WHAT WE DID: Create an 11 film series with each episode focussing on a particular aspect of what it takes to compete at the highest level of the sport. Whilst pushing production values all the time with drone filming and tracking shots on the water, we also had to be mindful of the sensitivities around preparation for an Olympic Games and keep our crew footprint small. Using a 2 man crew we built trust with the athletes, enabling us to capture engaging, emotional footage without hindering the athletes' preparation for the biggest event of their lives.

RESULTS

The film series was instrumental in attracting 3 new sponsors to the British Rowing team in Hertz, Oakley and Concept 2.
The British Rowing team was the most successful team at the 2016 Olympics.

"Black Shark have produced a great series of films for the GB Rowing Team in the build up to the Olympic Games. James and his team have been really good to work with - creative, innovative and highly professional in their approach."

Sir David Tanner, Performance Director, British Rowing

View Stats Over 500,000 views on YouTube



An illustration of four Southampton FC players reimagined as superheroes. They are wearing dark blue training kits with orange accents and the club crest. The player on the far left has a goatee and a serious expression. The second player has a mohawk and a slight smile. The third player is a Black man with a goatee, making a 'rock on' hand gesture, with Roman numerals and stars tattooed on his right forearm. The player on the far right has a goatee and is holding a red and yellow electronic device. The background is dark with some architectural lines.

MADE FOR HEROES

THE BRIEF: Use an animated approach to launch Southampton FC's new home and away shirts in a way that appealed to a younger audience as well as the core fan.

WHAT WE DID: Cast 4 players as animated superheroes, and created a series where they had to recover secret codes to the new kit from an evil villain.

RESULTS

"The greatest kit launch of all time." Eurosport UK

"Southampton FC's gift to humankind." Joe.co.uk

"There are kit launches, then there are Southampton FC's kit launches." BBC 606

Over 10 Million Views worldwide

24% increase in shirt sales year-on-year

The club's most successful kit launch of all-time

AWARDS

WINNER - Best Marketing Campaign - Fanalyse Awards

WINNER - Best Sport Film - Brand Film Festival

NOMINATED - Film Content Of The Year - Sport Industry Awards



HOW CAN WE HELP YOU?

EMAIL JAMES: JK@BLACKSHARKMEDIA.COM

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WWW.BLACKSHARKMEDIA.COM

CONNECT



A film crew is working on a soccer field. In the foreground, a woman in a grey hoodie and a man in a red shirt with a Black Shark camera rig on his back are looking at a red tractor. A young man in a grey polo shirt is standing behind the tractor. A boom microphone is suspended over the scene. The background shows a large stadium with red seats and a green field.

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