

MARKETING, ENGINEERED.

YOUR MARKETING DEPARTMENT.
YOUR CREATIVE PRODUCTION TEAM.
ONE COMPANY.

2026 / CORPORATE CAPABILITIES

ONE TEAM. FROM STRATEGY TO EXECUTION.

DOC N.I.L. integrates marketing strategy, creative production and ongoing brand management into one coordinated service. We help companies plan campaigns, produce commercial creative assets and manage marketing initiatives through project-based or ongoing engagements.

BUSINESS NEEDS

Coordinate marketing functions. Create consistent brand communications. Produce professional campaign assets. Supplement internal marketing capacity.

ENGAGEMENT OBJECTIVES

Support product launches and improve campaign planning and execution through defined briefs, responsibilities and deliverables.

STRATEGY. PRODUCTION. MANAGEMENT.

Engage one pillar or an integrated combination based on your business requirements.

01 / STRATEGY

Define the audience, positioning and campaign direction. Establish the brief that guides creative work.

02 / PRODUCTION

Translate the agreed brief into photography, film and campaign content. Plan the assets and their intended uses.

03 / MANAGEMENT

Coordinate ongoing marketing, brand communications and campaign activity under an agreed scope.

A plan the business can act on.

Strategic work establishes direction before creative investment.

BRAND + MARKET

- Brand strategy and positioning
- Market and audience analysis
- Marketing strategy
- Marketing and media audits

CAMPAIGN + CONTENT

- Campaign development
- Go-to-market planning
- Content and advertising strategy
- Creative direction

TANGIBLE DELIVERABLES

- Strategy documents
- Campaign briefs
- Content plans
- Creative direction and agreed priorities

CAMPAIGN CREATIVE, PRODUCED WITH PURPOSE.

Scope the assets around the campaign, channels and production requirements.

PHOTOGRAPHY

Commercial, product, brand and corporate photography. Fitness and athletic photography for campaign and content needs.

FILM + CONTENT

Commercial filmmaking, corporate video, social video campaigns, product demonstrations, UGC and brand storytelling.

POST-PRODUCTION

Short-form and long-form content, editing and post-production. Immersive content concepts and production where specifically scoped.

Equipment, locations, crews, technical delivery specifications and usage are confirmed in the production scope.

One production plan. Multiple approved assets.

Coordinate the creative requirements across channels instead of treating every asset as an unrelated assignment.

CAMPAIGN CHANNELS

- Digital advertising creative
- Social and promotional campaigns
- Product launches
- Paid social creative
- Branded content

BUSINESS CONTENT

- E-commerce assets
- Website content
- Corporate communications
- Internal training and onboarding media
- Campaign content systems

DELIVERY PLAN

Agree formats, cutdowns, stills, revisions and handoff specifications before production. Multi-asset delivery follows the approved brief.

Ongoing capacity for ongoing marketing.

Management engagements support continued activity beyond a single production project.

MARKETING OPERATIONS

Outsourced marketing department
Marketing coordination
Campaign execution
Advertising coordination

BRAND + COMMUNICATIONS

Brand management and messaging
Social media management
Public relations support
Content planning and scheduling

REPORTING + WORKING RHYTHM

Ongoing reporting and analytics, agreed priorities and defined review points. The scope distinguishes recurring support from individual production projects.

The right relationship for your team.

Service levels, responsibilities and engagement scope are tailored to actual requirements.

A / OUTSOURCED MARKETING DEPARTMENT

Ongoing marketing support through an external team for businesses seeking a coordinated service.

B / MARKETING + CREATIVE PARTNER

Additional strategy, creative, production or execution capacity for an existing internal marketing department.

C / CAMPAIGN + PRODUCTION PARTNER

A defined engagement for a launch, advertising campaign, photography project, film or other scoped deliverable.

Organized delivery. Clear responsibilities.

Working methods available for inclusion in an agreed project scope.

CREATIVE + PRODUCTION

- Multi-asset campaign production
- Consistent creative direction
- Brand-guideline adherence
- Planned production schedules

REVIEW + DELIVERY

- Structured approvals
- Organized content delivery
- Defined deliverable ownership
- Stakeholder coordination

PROJECT COMMUNICATION

- Agreed reporting and communication.
- Identify the people responsible for approvals, delivery decisions and changes to scope.

Vendor documentation, insurance requirements and procurement conditions are discussed during evaluation. No certification or registration is implied.

A practical view of an engagement.

Illustrative scopes provided in place of unverified case studies. These are not claims of completed client work.

PRODUCT LAUNCH

Campaign brief, creative direction, product photography and video variations for agreed digital channels.

CORPORATE CONTENT PROGRAM

Content planning, brand photography, corporate video and a delivery schedule aligned with stakeholder approvals.

ONGOING MARKETING SUPPORT

Agreed marketing priorities, content planning, campaign coordination and reporting across a defined service period.

Client names, logos, testimonials and outcomes appear only after work and display permissions are verified.

THE CREATIVE TEAM. WITH SPECIALIZED TALENT ACCESS.

A coordinated option for selected campaigns requiring both creative services and fitness talent.

DOC N.I.L.

Marketing strategy, creative production and ongoing brand management.

DNWIDE

Specialized female fitness talent, athletic creators, UGC services and commercial casting.

COMBINED PROJECTS

Align talent selection with the creative brief and production schedule. Proposals identify each company’s scope, fees and contracting responsibilities.

Talent, production and marketing services are not automatically bundled or included.

LET'S DISCUSS YOUR MARKETING OBJECTIVES.

Marketing support. Campaign strategy. Creative production. Content creation. Brand management. Talent + production collaborations.

YOUR BUSINESS BRIEF

Share objectives, required services, deliverables, timeline, market and budget parameters. Identify stakeholders and approval requirements.

NEXT STEP

Request a tailored proposal or begin vendor evaluation. Include any NDA or documentation requirements so the team can assess them with the scope.