A SHORT GUIDE

How to make the case for Casual.

You think we are the right partner. Your boss, your finance team and procurement will want to know why. Here is everything you need: the case in one paragraph, the proof, answers to the questions you will be asked, and how to start.

19,785
films since 2006, and counting

5.0
on Clutch, from 62 verified reviews

8
offices in seven countries

396
cities filmed in, across 67 countries and territories

250+
awards for creative quality and effectiveness

76%
of our 2025 films were for clients who had worked with us before

COPY THIS INTO YOUR EMAIL

The case in one paragraph.

"I'd like us to work with Casual Films on this. They have made 19,785 films since 2006 for organisations like ours, have eight offices in seven countries so one team can cover all our markets, and are rated 5.0 on Clutch from 62 verified reviews. They start with strategy and measure results against our KPIs: their films for HSBC helped deliver a 59% increase in job applications. Films start from US$15,000, they reply within two working hours, and we can start with a single film before committing to more."

FIVE REASONS, WITH THE PROOF

One partner, every market

Eight offices in seven countries and films made in 396 cities. Your brand looks the same in every market, and you manage one supplier, not a dozen.

Strategy before the camera rolls

Storypulse, our audience-led method, shapes every brief, so the film is about the right thing before anyone spends on a shoot.

Results you can show

We track each film against your KPIs. For HSBC, our films helped deliver a 59% increase in job applications and 16.9 million impressions.

Proven at enterprise scale

19,785 films since 2006, with 700 to 1,000 projects a year. No. 1 in the UK Top 50 brand and corporate film ranking in 2023, 2024 and 2025.

Clients come back

5.0 on Clutch from 62 verified reviews, and 76% of our 2025 films were for clients who had worked with us before.

BE READY FOR THESE

The questions you will be asked, and the answers.

"Can't a local studio do it for less?"

Sometimes, for one film in one city. Across several markets, one partner saves the time and cost of briefing, managing and aligning many suppliers. Films start from US$15,000, and you can agree a yearly budget and draw it down film by film.

"We've never worked with them."

Start with one film. Ask us for two references from organisations your size. Most of our work is repeat business: 76% of our 2025 films were for returning clients.

"Will they get through procurement?"

Send us your supplier and security questionnaires and we will answer them in writing.

"How will we know it worked?"

We agree the KPIs in the brief and report against them after release. Our results for HSBC are published on the Lens Awards showcase, where the work won two Golds.

"How quickly can they move?"

We reply to every brief within two working hours. Timelines depend on the film, and we put ours in writing before you commit.

RESULTS

+59%

job applications for HSBC, with 16.9 million impressions. Source: Lens Awards showcase, Communicate magazine.

WHAT CLIENTS SAY

"Casual are the best people I've worked with in the industry. They are super dedicated... they just deliver energy and enthusiasm from the first day to the last."

David Lennon, Executive Creative Director, FORTUNE Brand Studio

"Whenever we work together, Casual Films feels like an extension of our business."

Nicole Dorskind, Managing Director, ThirtyThree

FOR YOUR SCORING GRID

Casual against the eight criteria.

Proof of similar work	19,785 films since 2006; 700 to 1,000 projects a year
Independent reviews	5.0 on Clutch from 62 verified reviews; No. 1 UK Top 50 in 2023, 2024 and 2025; 10 Lens Awards in 2026
Strategy before production	Storypulse audience-led method; free Content Ecosystem Report
Measurement after release	Every film tracked against your KPIs; HSBC +59% job applications
Reach	Eight offices in seven countries; 396 cities in 67 countries and territories
Enterprise readiness	Supplier and security questionnaires answered in writing
Process and pace	Reply to every brief within two working hours
Commercials	From US$15,000 a film; yearly budgets drawn down film by film

NEXT STEPS

1. Send us the brief

info@casualfilms.com. A producer replies within two working hours.

2. Meet the team

Meet the people who would work on your film.

3. Start with one film

See how we work before you commit to more.

TALK TO A MANAGING DIRECTOR

Lydia Chan
Global Managing Director
Americas

Oliver Atkinson
Managing Director, EMEA
UK and Europe

Lexi Hayes
Managing Director, APAC
Asia-Pacific

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