



We craft emotionally resonant stories through video, authentically connecting brands with audiences in ways that feel human, creative, and meaningful.

Capabilities Pack

[Story-led Video Production](#)

[Cinematic Aerial Imagery](#)

[Ideas Explained in Animation](#)

De·fine
{Creative;}

Our Services

We combine creative pre-production, expert production management, and measured post-production to create authentic and grounded videos.

[Creative Development](#)

[Pre-production](#)

[Shoot planning](#)

[Video Production](#)

[Casting & Talent](#)

[Production Planning](#)

[Video Production](#)

[Post-Production](#)

[Content Deliverables](#)



Who we've worked with

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GRIFOLS



HAGS



Centrus

UP
THE
GAME



WILLOW PUMPS

Agreena



mgn events



JAYNIC

BURO HAPPOLD

THE ORACLE
GROUP



CN-BIO
INNOVATIONS



Dotmatics

SLEEK



CITY & COUNTRY

Jordan and Matthew have known each other since they were six.

Ever since then they have been consuming stories through film, TV, video games and music. Unknown to them this would all converge into a fulfilling creative venture for them both.

Since starting Define Creative, the pair have been refining where their creative passion lies. Which turns out to be facilitating brands to capture their own authentic, emotive, human story giving meaning to everything they produce.

Jordan

Co-founder & Visual Director

A fond fan of Japanese culture, photography and scoring blinders on a Saturday.



Matthew

Co-founder & Design Director

Keen on wildlife photography, arts & crafts and occasionally getting lost in the woods.

Why Choose Us



Story-First Approach

We start every project with the story, ensuring your film connects emotionally and leaves a lasting impression.



Collaborative and Personal

We work closely with you at every stage, making the process clear, enjoyable, and tailored to your goals.



Flexible Team Model

Our core team leads the creative vision while we draw on trusted specialists for animation, post, and VFX when needed.



Aerial and Video Specialists

We combine aerial and ground production seamlessly, giving you cinematic storytelling without the need for multiple suppliers.

Edelweiss Pianos

Cinematic & Emotional Rich Narrative

Edelweiss Pianos approached Define Creative to produce a John Lewis-inspired campaign film that would capture the heart, warmth, and legacy of their brand. The goal was to tell a story that resonated emotionally, showcasing the piano as a meaningful gift without feeling like a traditional product advert.

[Click here to see the full project](#)



Curwen Print Study Centre

Culture & Emotional Storytelling

Curwen Print Study Centre is a calm, welcoming place where people come to reconnect with creativity, from seasoned artists to complete beginners. In collaboration with the Curwen team, we created a series of videos that capture the atmosphere, craft, and community that define the space. Led by real voices and grounded in natural, immersive visuals, the series invites new audiences to discover printmaking for themselves.

[Click here to see the full project](#)



Hill Campaign

High End Corporate Storytelling

Promoting a new housing development can put you in a tricky position of showing off the physical space which is being bought. As this is what you're buying right?

Well, although it can't go unseen, something we're keen on showing is the lifestyle, the experience and memories people can make as part of their next chapter in their journey.

Following that philosophy we created a series of lifestyle videos following different couples and families creating memories in their new lifestyle in and around their new homes.





"The moment I met the team at Define, I felt reassured that they knew what they were doing."

Simon Wheeler

Managing Director, Granite5

Digital Marketing Agency



"Our products and services are quite niche, to find a media team who can understand and run with that – I think is very impressive."

Ayisha Malik

Marketing Content Manager, CN BIO

Biotechnology



" I would absolutely recommend Define to work with. Define have completely surpassed expectations"

Iso Neville

MarComms Manager, Agreena

Agriculture Technology



" ...they get the business, and I really appreciate that, and that helps build that long-term relationship."

George Roffey

Chief Sustainability and People Officer,

Centrus Financial Advisors

Financial Services

Projects we want to work on



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We work across all types of projects,
but we especially love to work on...



- 1) Projects where the story comes first, the emotional journey defines the production.
- 2) Where there is a complex concept to articulate into a coherent narrative to help people understand and connect with it.



Could we be a good fit?

Could we
be a good fit?

If you are looking to authentically connect,
tell grounded stories and resonate with
your audience, we're the right fit for you.



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Thanks for viewing, let's chat!

Explore our website

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Email us

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Find us on

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[Definecreative_Studio](https://www.linkedin.com/company/definecreative_studio)

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