

CAPABILITY STATEMENT

Video storytelling that public audiences actually watch.

A Connecticut studio making documentary, PSA and social video for the State of Connecticut, nonprofits and foundations: scripting, filming, editing and delivery.

Core competencies

- Documentary and PSA production, drone and photography
- Public-awareness campaign content: short-form, captioned, accessible
- Social media strategy, content libraries, channel setup
- Interview-led storytelling with residents, workers and businesses
- Event and forum films; editing at scale (US and Kosovo team)

Past performance

State of Connecticut: Commission on Racial Equity in Public Health (CT General Assembly)

"Coverage at Risk", a documentary on Medicaid changes for the Commission's Sept 2025 Forum on Health Coverage Policy. Delivered under an Office of Legislative Management purchase order.

Lions Clubs International (2024–present)

Global member-story campaign, filmed in Paris and Skopje, with a 1M-views-per-year guarantee.

Navy SEAL Foundation

"I Am That Warrior" social campaign; the most-viewed video in the Foundation's history within 30 days.

Also

CMN Hospitals · Heifer · Best Buddies · Junior Achievement · Georgetown · Watsi

Company data

Legal name	Happy Productions L.L.C.
Founded	2021 (CT Business ID 2358909)
HQ	260 Main St, Ansonia, CT 06401
Primary NAICS	512110 Motion Picture & Video Production
Other NAICS	541810 · 541430 · 541613 · 541820 · 512191
Size	Small business (SBA)
Social audience	5M+ followers · ~200M annual viewers
Insurance	GL, cyber, equipment, workers' comp

Differentiators

- **Audience-tested storytelling.** Our own social media channels have 5M+ followers and about 200M viewers a year, so we know what people finish watching.
- **Real voices.** Interview-led films that legislators and residents actually finish watching.
- **You own everything.** Raw footage and all files transfer to the client.
- **Connecticut-based.** Fast on-site turnaround across CT and the Northeast; productions worldwide.

Happy Productions L.L.C.

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Scan for our
case studies

