

Capabilities

Crafting Your Story. Building Your Brand.

The Straw to Gold Approach

August 2025



Manifesto

At Straw to Gold, we believe curiosity is the engine of meaningful work. Every engagement begins with listening – not just to what’s said, but to what’s needed. Every brand, every team, every challenge is unique, and our role is to understand that uniqueness before offering solutions. We ask better questions, uncover deeper truths, and shape our work around what matters most to you.

We are a team built to absorb complexity and return clarity. We think strategically, work efficiently, and execute at a high level. Our aim is to bring global expertise to the table while staying deeply aligned with your values, voice, and goals. Whether supporting a short sprint or a long-term initiative, we operate as an embedded partner – dependable, focused, and outcome-driven.

We believe in the power of humanity in creative work. Technology may accelerate possibilities, but it’s human insight, talent, and trust that move ideas forward. We center relationships, honor people, and bring our whole selves to every challenge – because progress, at its best, is personal.

Our Story

Founded in 2009 in LA, Straw to Gold was established with the mission of scaling and supporting entrepreneurial ventures worldwide through creativity and innovation. Based in Los Angeles and Portland, we've grown into a full-service agency that blends diverse mediums and cutting-edge technology to deliver stunning brand solutions and immersive experiences. Over the years, we've had the privilege of partnering with global companies of all sizes to develop creative campaigns, digital products, and engaging content that inspires audiences.

Operating from our West Coast hubs, we take pride in our ability to weave together different disciplines—branding, digital technology, film production, and design—to create holistic, impactful solutions that elevate our clients' brands. We are driven by a passion for creativity, strategic thinking, and the power of storytelling.

curators of cultural experience

Our Capabilities

Story Studio

Film, animation, motion

Digital Studio

Web, immersive, UX

Brand Expression

Identity, campaigns

Special Projects

AR/VR/MR, Unity, TouchDesigner, Projection Mapping

Highlights

DoorDash: 3 cities, 3 weeks, national broadcast spot

Beijing Olympics: Dream Team, fencing, diving, Coca-Cola, and more

LAX: Creating Content at a massive scale to welcome 15 million people/yr to LA

Kingston Technology: Advisor to founder John Tu and partner on multiple ventures

Vimeo: Developed 1st-ever iOS Vimeo integration... collaborating with Vimeo engineers

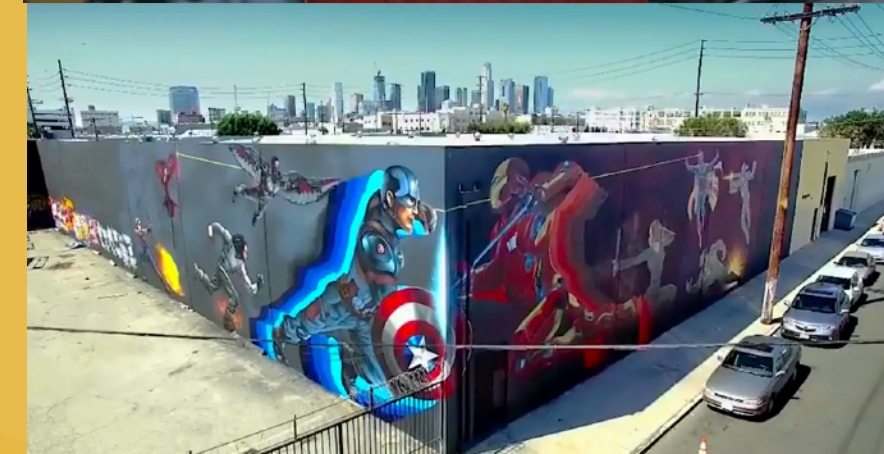
Academy of Country Music Award: Producer; Forever Country; 2017 Video of the year

Streamland Media: Branded and Launched the worlds largest post-production house

Marvel's Captain America, Graffiti Wars: Social Activation of epic proportions with Meta

Apple Vision Pro + Immersive Camera: Working with the absolute best in technology

Websites + Apps: Design, Developed and Launched Hundreds of projects



Superpowered Production

- Global Crew Infrastructure
- Aerial, VFX, Unity, Unreal, Touchdesigner
- Elite DPs, Directors, Colorists, Composers
- Webflow & Salesforce Expert Certified

Film Reel



Animation Reel



Company Reel



Creative Reel



Projection Mapping



Legends of the Summer Stadium Tour; Jay-Z + Justin Timberlake

Services

Immersive

We craft immersive brand experiences that blur the line between physical and digital, transforming audiences from passive observers into active participants. Leveraging tools like projection mapping, LED display systems, sculptural fabrication, and mixed reality content, we create moments that connect, move, and inspire.

The Value We Bring: Straw to Gold creates immersive brand experiences that resonate deeply with audiences and drive cultural relevance. Our work extends the brand beyond traditional touch-points, embedding it within meaningful environments that evoke emotion, connection, and community.

We help brands:

- Build memorable physical and digital moments that leave lasting impressions
- Create culturally aligned activations that feel timely and authentic
- Extend engagement before, during, and after the event through immersive content
- Increase audience participation and emotional investment
- Drive ROI through integrated storytelling, marketing support, and experiential design

We don't just stage experiences—we create cultural moments that people want to be a part of, share, and remember.

Why It Works: Because we build more than events—we build memory, momentum, and meaning. Our work doesn't just look good. It moves people, creates shareable moments, and drives measurable results for brands that want to live in culture, not just advertise in it.



Services

Branding

Our branding services focus on creating cohesive and resonant brand identities that align with your long-term goals. We handle all aspects of strategic positioning, visual identity, and brand expression, ensuring that every touchpoint delivers a consistent, powerful message.

Strategic Positioning We help brands define their unique value propositions and articulate their purpose to resonate with target audiences.

Identity Design & Visual Systems From logos to color palettes, we develop visual systems that make brands instantly recognizable.

Naming Creating distinctive and memorable brand names that stand the test of time.

Social Media Crafting social media strategies that amplify brand visibility and foster deeper engagement with the audience.

Wayfinding Design & Architectural Branding Designing intuitive signage and branding systems that enhance user experience and elevate spaces.

Creative

Our creative services bring ideas to life, from campaign concepts to print production and digital content. We collaborate closely with clients to develop engaging and visually compelling materials that captivate audiences and elevate brand perception.

Campaign Platform Concepts We develop multi-channel campaign concepts that align with your brand's strategic goals.

Print Design & Production Designing and producing high-quality print materials that make a lasting impact.

Product Design & Prototyping Bringing your product visions to life through innovative design and precise prototyping.

Content Strategy & Development Creating content strategies that align with your brand's voice and engage your target market.

Activations Planning and executing brand activations that create immersive, memorable experiences.

Motion Design & Animation Crafting visually stunning motion graphics and animations that engage and inform.

Photography & Illustration Capturing powerful visuals that tell your brand's story through professional photography and bespoke illustrations.

Copywriting Developing compelling, clear, and concise messaging that drives engagement.

Services

Digital & Technology

Our digital and technology services focus on creating seamless online experiences and leveraging the latest tools to maximize engagement. Whether you need a responsive website, mobile app, or augmented reality experience, we ensure your brand is positioned for success in the digital landscape.

Web Design & Development Creating responsive, user-friendly websites that reflect your brand's identity while offering seamless navigation.

Responsive UI/UX Design Designing intuitive user interfaces that enhance user experience and engagement.

SEO & Analytics Optimizing your digital presence with data-driven insights that improve visibility and performance.

Mobile & Web Applications Developing apps that provide value to users and extend your brand's reach.

Digital Destinations & Services Management Building digital environments that serve as hubs for brand interaction and engagement.

Augmented Reality (AR), Virtual Reality (VR), & Mixed Reality (MR) Creating immersive experiences that engage users in exciting and innovative ways.

Film Production

Our in-house film production team adds a cinematic dimension to your brand's storytelling. We offer end-to-end film production services that bring your brand's narrative to life, from pre-production to post-production.

Copywriting Developing compelling, clear, and concise messaging that drives engagement.

Pre & Post Production Comprehensive production services from initial concept development to final editing.

Drone/Aerial & Underwater Filming Capturing breathtaking footage from unique perspectives.

Color Grading & VFX Enhancing visual storytelling with color correction and cutting-edge visual effects.

Music Scoring & Licensing Developing custom scores and sourcing licensed music to enhance your film's emotional impact.

Voiceover Providing professional voiceover talent to narrate your brand's story.

Scripting & Storyboards Crafting compelling scripts and storyboards to guide the creative vision.

Why Choose Straw to Gold?

Why Choose Straw to Gold: We are not a traditional agency—we're a future-facing creative partner that specializes in immersive innovation. At Straw to Gold, we bring:

- **Multidisciplinary Expertise:** A global team of creatives, technologists, storytellers, and fabricators with deep experience in digital content, physical installations, and emerging platforms.
- **Creative Courage:** We push boundaries and explore bold ideas while staying grounded in strategic thinking and audience insights.
- **End-to-End Execution:** From early ideation to live activation, we deliver seamless, turnkey solutions—across platforms, disciplines, and formats. Every solution is crafted not only to meet the moment, but to scale and endure—built with longevity, adaptability, and your evolving goals in mind.
- **Cultural Fluency:** We don't just observe trends—we help create them. Our work meets the moment with relevance, edge, and emotional clarity.
- **Partnership Mentality:** We're collaborative by nature. We thrive on co-creation, and we're here to make our clients' ambitions real, powerful, and unforgettable.

When you choose Straw to Gold, you're choosing a partner that builds more than experiences—we build worlds worth stepping into.

Why It Works: Because we build more than events—we build memory, momentum, and meaning. Our work doesn't just look good. It moves people, creates shareable moments, and drives measurable results for brands that want to live in culture, not just advertise in it.

Contact Us

Ready to take your brand to the next level?

Contact us at hello@straw-gold.com or visit straw-gold.com to learn more about how we can collaborate on your next project.



Thank You

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BUILDING YOUR BRAND.



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