VIDEO & CONTENT PRODUCTION

Video & Content Production in Minneapolis-St. Paul, MN

Commercials, corporate video, event coverage, interviews, and social content. Broadcast quality, delivered on your timeline.

OVERVIEW

Video & Content Production in Minneapolis-St. Paul, MN is built for a city where the cameras are always on. The Twin Cities are a corporate interview town: Target, Best Buy, General Mills, 3M, and UnitedHealth Group run global operations from here, and every one of them needs video that performs, from brand films to executive interviews to social content.

It is also a healthcare video market. Medtronic, the world's largest medical device company, keeps its operational headquarters in the Minneapolis suburbs, and the region's med-tech cluster fills our calendar with clinician stories, product launches, and medical conference coverage.

We are a full video and content production team producing nationally. Concept, scripting, directing, shooting, editing, and delivery. Commercials and brand films. Corporate video and explainers. Customer testimonials and executive interviews. Event coverage with same-day edits. Photography, social content, and podcast production.

Because we also produce live events, our video team thinks like producers. We plan for the edit before we roll, we staff for the schedule you actually have, and we deliver cuts built for where they will live: the keynote screen, the website, the feed.

LOCAL INSIGHTS

The Twin Cities are an HQ campus town. Much of our work here is executives and subject-matter experts on camera, filmed in offices across downtown Minneapolis, Bloomington, and the west-metro campuses with mobile interview kits that make any conference room look intentional.

For medical and healthcare shoots, we work with the planning those environments demand. We coordinate with communications and compliance teams, schedule around clinical activity, and film in and around medical facilities without disrupting the work happening there. For event coverage, we are built for the Minneapolis Convention Center: the downtown campus, the skyway-connected logistics, the healthcare and association conferences that fill it year round.

TOP VENUES

- Where we shoot: Minneapolis Convention Center
- corporate offices and HQ campuses across downtown Minneapolis, Bloomington, and the west metro
- medical facilities (coordinated)
- the Stone Arch Bridge and riverfront for B-roll

20+
Years in media, events, and production

3
Integrated services: events, video, marketing

25
Cities served nationwide

PEERSPACE LOCATIONS TO SHOOT

- Studio Q (1,200 sq ft natural light studio with full kitchen, NE Minneapolis creative district)
- Upload Studios (Industrial natural light photo studio, polished cement, North Loop)
- MAVEN (2,000 sq ft industrial studio, historic Fisk building, Northeast Minneapolis)
- Studio 333 (1,600 sq ft flexible studio, historic Northrup King Building, NE Minneapolis)



BROWSE PEERSPACE

ICONIC LOCATIONS TO FILM

- Stone Arch Bridge (1883 stone-arch rail bridge over the Mississippi at St. Anthony Falls, shoots require Minneapolis Park and Recreation Board permit)
- Paisley Park (Prince's 65,000 sq ft estate and studio compound, Chanhassen, shoots coordinated through Paisley Park events team)
- First Avenue & 7th St Entry (Legendary downtown rock club, the Purple Rain stage, shoots require venue coordination)
- Guthrie Theater (Jean Nouvel riverfront theater with the Endless Bridge overlook, shoots require venue permission)



Film permits →

WHY SIMPLE

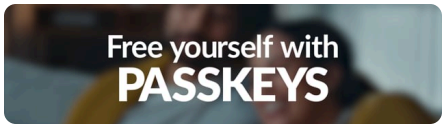
One team from lens to final file. The people who shoot your story edit your story, which means nothing gets lost between production and post.

Simple is headquartered in Washington, DC, with crews traveling to 25 cities nationwide. Our world-class producers fly in, so you get our standards, our accountability, and people who know your shoot. We hire local crews and stagehands, so you get people who know the locations, and local labor is covered without shipping gear cross-country. Travel is part of how we quote, never a surprise line item.

We turn fast when the moment demands it: same-day sizzle reels during conferences and events, rapid-response edits when news breaks in your sector. And because the video team sits alongside our event and marketing teams, your footage can become a campaign, not just a file on a drive.

We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care.

FEATURED WORK



Amazon and Fido Alliance

Simple managed the end-to-end production of an Amazon & Passkeys television commercial, collaborating closely with the client's marketing agency to deliver a high-quality spot on a tight deadline.



Femme It Forward - Give Her Flowers

Simple managed multi-camera production for this prestigious event, delivering real-time photography for social media and same-day recap videos.



The AI CEO Podcast

Simple serves as executive producer of The AI CEO Podcast with Seema Alexander, overseeing podcast filming and production of her AI Business Conference.

CAPABILITIES

- Concept
- Scripting
- Directing
- Shooting
- Editing
- Delivery

Let's Work Together

Filming in Minneapolis-St. Paul? Let's talk.

LET'S TALK

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