

RAKISH x SUNNY  
SIXTEEN

A NEW ERA COLLABORATION

**As content needs explode exponentially, social media deliverables are no longer add-ons. Our modern world consists of a myriad of engagement points where ALL deliverables represent a meaningful touchpoint with audiences. Whether a :60, a :06, a cinemograph, or a still with the perfect caption, compelling content is what matters more than its shape or platform.**

We're not going to pretend we're experts on this; no traditional commercial production company really is. So, we forged a compelling partnership bringing the content collective Sunny Sixteen into Rakish's boutique. Sunny Sixteen lives and breathes online content - they know how to strategize approaches, how to create the work, and how modern techniques can be effective while making entertaining and beautiful films.

Before you read on, the partnership between Rakish and Sunny Sixteen has been months in the making. The nature of this partnership (more traditional branded content production company + new era social content collective, under the same roof) is more or less a first.



# WHAT DOES SUNNY SIXTEEN DO?

## **SUNNY SIXTEEN SPECIALIZES IN MAKING AN IMPACT.**

They have a knack for humanizing products and brands with a bespoke approach that's all about who the audience is and what resonates with them.

- DIRECTING / CONTENT PRODUCTION
- PRODUCTION SUPPORT FOR INFLUENCERS / CREATORS
- STILL & PRINT PHOTOGRAPHY
- SOCIAL STRATEGY & CREATIVE DIRECTION
- DISTRIBUTION & PROMOTION



case study



## **MOMENT X SUNNY SIXTEEN**

Case study of how Sunny Sixteen built the Moment brand into a social media powerhouse that converts hundreds of thousands of highly engaged followers into millions in sales.

Check out the work:

### **ADIDAS AND MAJOR LEAGUE SOCCER**

Streetwear style intro that was used as a stand-alone :60 teaser, AND kicks off a longform YouTube piece highlighting Adidas' branded event.

### **MOMENT X FORD FILM FEST TEASER**

One example of dozens of videos Sunny Sixteen had made in running the YouTube channel for the Moment brand - combining DIY filmmaking tips with gear reviews, branded promos, and contests.

### **WALMART HOLIDAY HOUSE**

Teaser for Walmart's entire holiday social media campaign: dozens of deliverables filmed with ten different creators / influencers.



### **MARKETPLACE FOR CREATIVES**

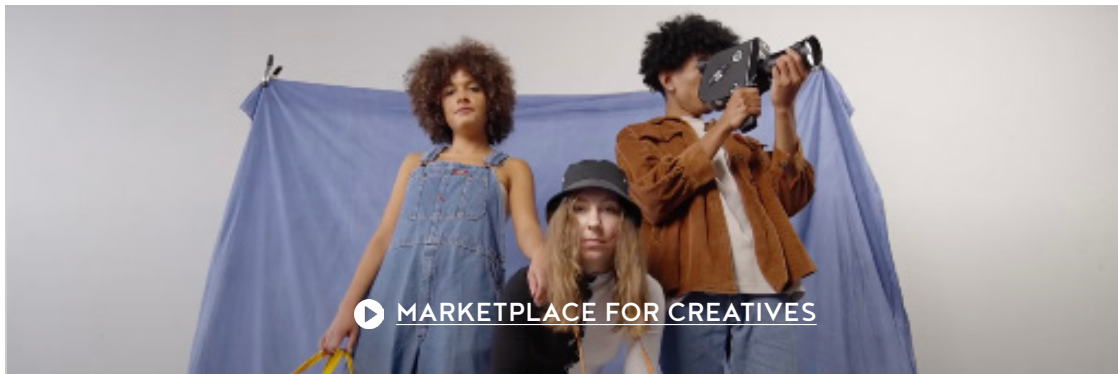
A branded social promo featuring multiple creators.

### **A MOUNTAIN PHOTOGRAPHY ADVENTURE**

An irreverent and gorgeously shot branded video highlighting mobile photography, narrated with a witty VO written by Sunny Sixteen.

### **WHY I SHOOT FILM**

A lyrical branded short documentary featuring a young photographer bucking the digital trends.



# HOW WE DO IT

Sunny Sixteen is a dedicated Rakish collaborator, creating an 'in-house' solution for integrated campaigns and social-first projects. Think of them as a director like any other, that optimize to your project:

- **AS A DIRECTING COLLECTIVE LEADING SOCIAL-FIRST PROJECTS.**
- **AS COLLABORATORS WITH OTHER RAKISH DIRECTORS ON INTEGRATED CAMPAIGNS TO OPTIMIZE FOR SOCIAL AND/OR DIRECT SOCIAL DELIVERABLES.**
- **AS A SOCIAL 2<sup>ND</sup> UNIT FILMING ALONGSIDE TRADITIONAL TVCS.**
- **AS STILL PHOTOGRAPHERS, OPTIMIZED FOR INSTAGRAM / SOCIAL PLATFORMS.**
- **AS SOCIAL STRATEGY CONSULTANTS.**

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Four filmmakers who have been working together honing their skills and building digital expertise with influencers and brands for many moons.

# WHO THEY ARE



## **NILES | DIRECTOR | FILMMAKER**

Niles is a director who seeks to blur the lines between commercial and documentary filmmaking. His passion for storytelling and people has led him to work with brands such as GoPro, Moment, Real Madrid and the NHL. Born in the Midwest, but never truly acquiring a sense of home, Niles has spent the majority of his life on the road. This constant movement plus his desire to learn more about the human experience is what compels him to make films.

## **CALEB | SOCIAL MEDIA STRATEGIST**

Caleb is an all-around fun seeker and has always been 'the guy with a camera'. Now a bonafide YouTuber, he's the face of much of Sunny Sixteen's content, equally comfortable in front of and behind the camera. Caleb is a big fan of watching and creating YouTube videos because of the raw, unfiltered look into people's lives and the creative process. It is that DIY approachability that gets him excited about connecting with audiences. This is where his experience shines - in a market flooded with pretty images, to him, it's all about community.

## **JOSHUA | CINEMATOGRAPHER | FILMMAKER**

Joshua loves the marriage between technical skills and problem solving on set. From DP to 1st AC, his goal is to streamline the process while executing the shot. Coming from a documentary background and experimental films, trial and error were his best friends, which built the experience he holds today.

## **TAYLOR | STILL & PRINT PHOTOGRAPHER**

Taylor discovered photography as a way to highlight the beauty of the desolate and minimal landscapes that surrounded her. She is most at home with her favorite camera - a tool that can capture in perfect alignment how she sees the world.

# WHO IS RAKISH

**If you're not already familiar with Rakish, allow us to give you a brief history...**

Many moons ago, around the time of the housing market bubble burst, Rakish co-founder and managing director Preston Garrett kept a diary whilst working as the assistant to the managing director of a commercial production company. In this diary he made an outline with a title that was essentially "*When I Have My Own Production Company Some Day...*" The essence of this outline was:

- Work with people who aren't assholes.
- Work with people who enjoy making films. As opposed to people who like the optics of working in the entertainment industry (*there are many in Rakish's home of Hollywood*).
- Self-actualize thru integrity. Via business practices and creative vision.
- Make enough money but don't do it ***for the money***.

Cut to the year before Covid. Preston, at this point a former treatment writer, producer, head of production, and executive producer, has now had the pleasure of becoming friends and

colleagues with feature film director Marc Forster. "*Shall we create our own production company with the values adorning the well-worn pages of Preston's diary?*" they asked each other... Yes.

Cut to present day. Preston and Marc's partnership began with two directors and has grown steadily, organically, in intentionally measured fashion since inception.

Rakish is a boutique by choice. We thrive on intimacy with our directors as much as we do with our clients and agency partners. **We create because we have to -- that's why Rakish exists.**

**Abridged Client List:** Nissan, Samsung, Toyota, Disney, Lucasfilm, Publix, GMC, Chevrolet, Food Lion, Cox Communications, Illinois Lottery, American Family Insurance, Vrbo.

**Abridged Agency List:** Wieden+Kennedy, GSD&M, BBDO, Deutsch, Goodby Silverstein & Partners, Barkley, OKRP, Townhouse, Crispin Porter + Bogusky, Leo Burnett. Dentsu.

**YOU MADE IT TO THE END OF THE DECK,  
CONGRATULATIONS. THE FLOOR IS YOURS.**

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