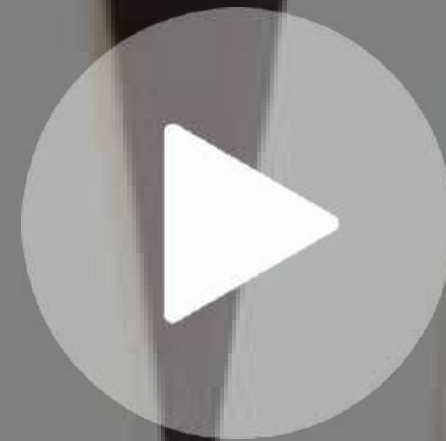


Milk AGENCY

PRODUCTION CAPABILITIES



CLICK TO VIEW

Milk

Milk is a 360 solution providing the expertise and collective resources of our companies.
From planning through post, we offer a full suite of production and creative services.

Milk AGENCY

Milk Agency is a strategic layer for creative and production services across every Milk division.

Milk Studios

Milk Studios is a premier, full service photography and film studio.



Milk Equipment Rental is a comprehensive source of photographic and film equipment in New York and Los Angeles.

Milk DIGITAL

Milk Digital offers creative digital services including capture, edit, archiving, exhibition printing and digital equipment rental.

Milk EVENTS

Milk Events offers event production services to create industry leading live experiences for brands, organizations and individual clients worldwide.

VELEM

Velem is a post-production studio specializing in fashion and beauty finishing for film and print.

A CONTENT ECOSYSTEM

Milk has decades of experience nurturing and empowering new generations of creators inside of our physical space. This gives us access to a dedicated community of creators with whom we have developed genuine, meaningful relationships.

A COMMITMENT TO DIVERSITY

From the established to the emerging, Milk Agency has built a deep network of talent, directors, photographers, editors, artists and creatives that we tap into - with a goal of achieving at minimum 50% BIPOC representation on all our production crews.

OUR CREATIVE PLATFORM

With a community of IMM+ followers on Instagram, Milk partners with the next generation to create and share content, driving engagement across their platforms and ours.

PARTNERS IN DISTRIBUTION

Beyond our organic channels and community, Milk Agency's network includes resources for paid media, social and content marketing, as well as PR-driven partnership and earned media solutions.

OUR SERVICES

With access to studio resources and an editorial team, we drive efficiencies in strategic, integrated production. We are constantly evaluating "how" from the inception of an idea through to all stages of its execution. And with content experience that spans VR films and social GIFs, we are able work in new ways that are a must in today's evolving world of content.

PRE - PRODUCTION

- Budget + Planning
- Director + Photographer Search
- Treatments + Storyboarding
- In-Person + Remote Castings
- Locations, Permitting + Insurance
- Production Management + Crew
- EQ Rentals



PRODUCTION

- Shoot Day Logistics
- Planning + Schedules
- On-Set Art Direction
- Propping + Styling
- Talent + Crew Management



POST - PRODUCTION

- Editing
- Photo Retouching
- Motion Graphics + 2D/3D Animation
- Stock Footage Search + Procurement
- Sound Design
- Finishing - Color, Sound Mix, Flame

CUSTOM SOLUTIONS

Leveraging over 20 years of experience, we are adaptable and flexible with a full-service suite of diverse solutions — supporting in studio, on location and virtual production needs.

LA, NYC, WORLDWIDE

With studios in LA, an EQ warehouse in Brooklyn and various partners in NYC and around the world, we are equipped to run productions both in the US and internationally.

DIGITAL + VIRTUAL WORKFLOW

From digital castings to virtual video village and self filming kits, digital workflow solutions are our speciality as we refine and evolve our best practices to support COVID-19 safety protocols.

THINKING OUTSIDE THE BOX

We're passionate about creating modular systems and finding new ways to collaborate outside of the traditional set, tapping into our community of makers for one-of-a-kind solutions and consulting on the creation of in-house studios.

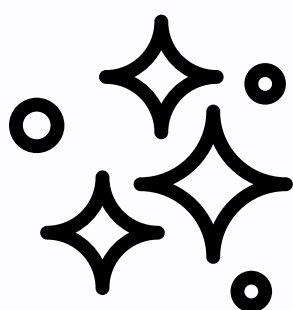
SAFETY FIRST

Our highest priority is to engage in the collective effort to protect everyone’s health and safety. In addition to safety guidelines outlined by the CDC, we are implementing new standards in our safety protocol and will continue to monitor developments to ensure we are operating in accordance with current recommendations from local and federal health and government officials.



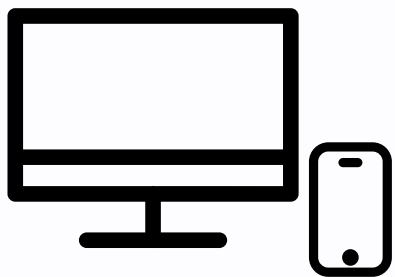
HEALTHY
TEAMS

Screenings for symptoms for staff and guests before entering facilities and shoot locations



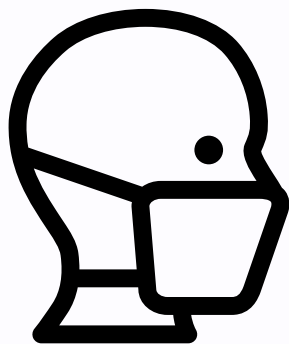
CLEAN
ENVIRONMENTS

Enhanced protocols using EPA registered disinfectants and EnviroShield® sanitizing system



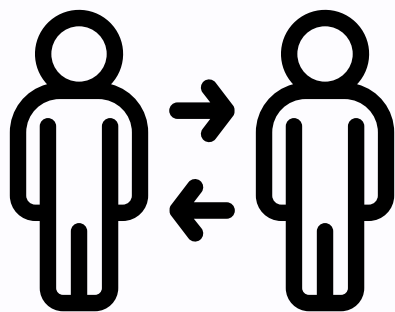
LIVE
REMOTE ACCESS

Virtual set-up and live stream for off-site collaboration



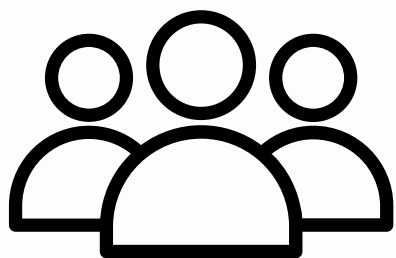
MASKS
REQUIRED

Face coverings and masks required at all times around others and in common areas



SOCIAL
DISTANCING

Private entry to studios controls traffic flow and allows teams to remain 6 ft apart

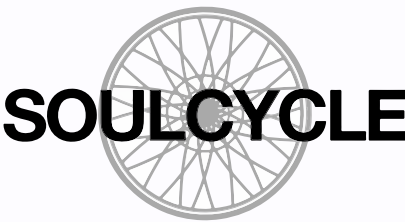
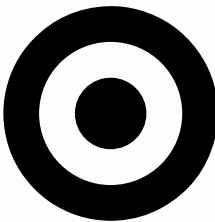
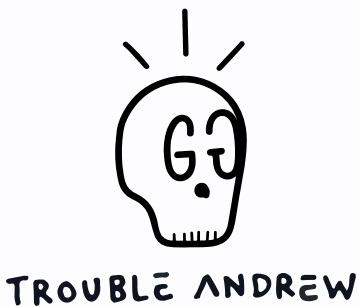
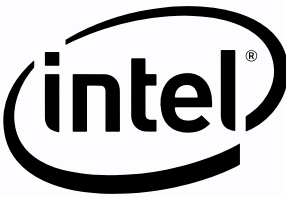


KNOWLEDGEABLE,
TRAINED STAFF

Trained in infection prevention protocols by OSHA certified materials

OUR CLIENTS

Our clients and collaborators represent a diverse group, ranging from independent artists to established agencies and startups to Fortune 100 companies.

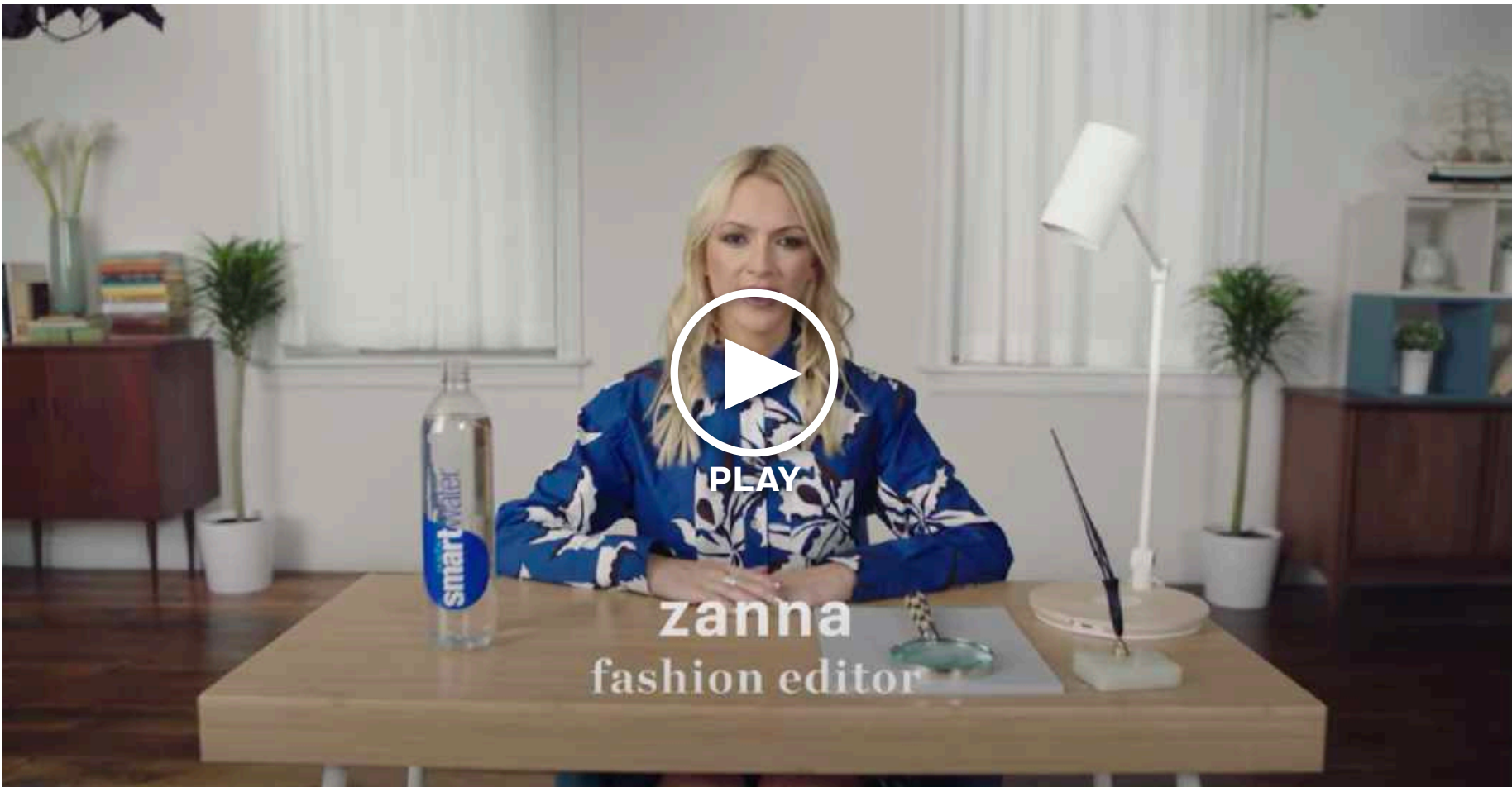




A scripted branded entertainment series

For New York Fashion Week, Smartwater partnered with Milk to create a series of films about “How Not To Be Basic” starring Zanna Roberts Rassi and up-and-coming comedy director/actor Amber Schaefer.

The films provide a playful and educational take on how to pack and dress for fashion week events, and how to stay hydrated. Milk supported Smartwater’s sponsorship of NYFW with this video series as a full service partner, from concept through execution and distribution across our digital channels.



INT. HOTEL ROOM. DAY

TITLE CARD: How to Not Be Basic... from 8 To Really Really Late

TITLE CARD: Presented by Milk + smartwater

Zanna is sitting at a desk with authority. There is a bottle of smartwater sitting on the desk.

ZANNA:
So--you're going to Fashion Week.
You can't risk looking Basic. Now
Amber --

Whip pan over to Amber in a basic outfit looking timid/confused.

ZANNA (V.O.):
It's your first time going to fashion week. Between runway shows, parties, events... your looks have to evolve throughout the day, and you want to be noticed...

Jump cut to Amber in her same basic outfit but with terrible accessories-- maybe a big dumb hat?

ZANNA (V.O.): (CONT'D) (CONT'D)
...but for the right reasons.

TITLE CARD:

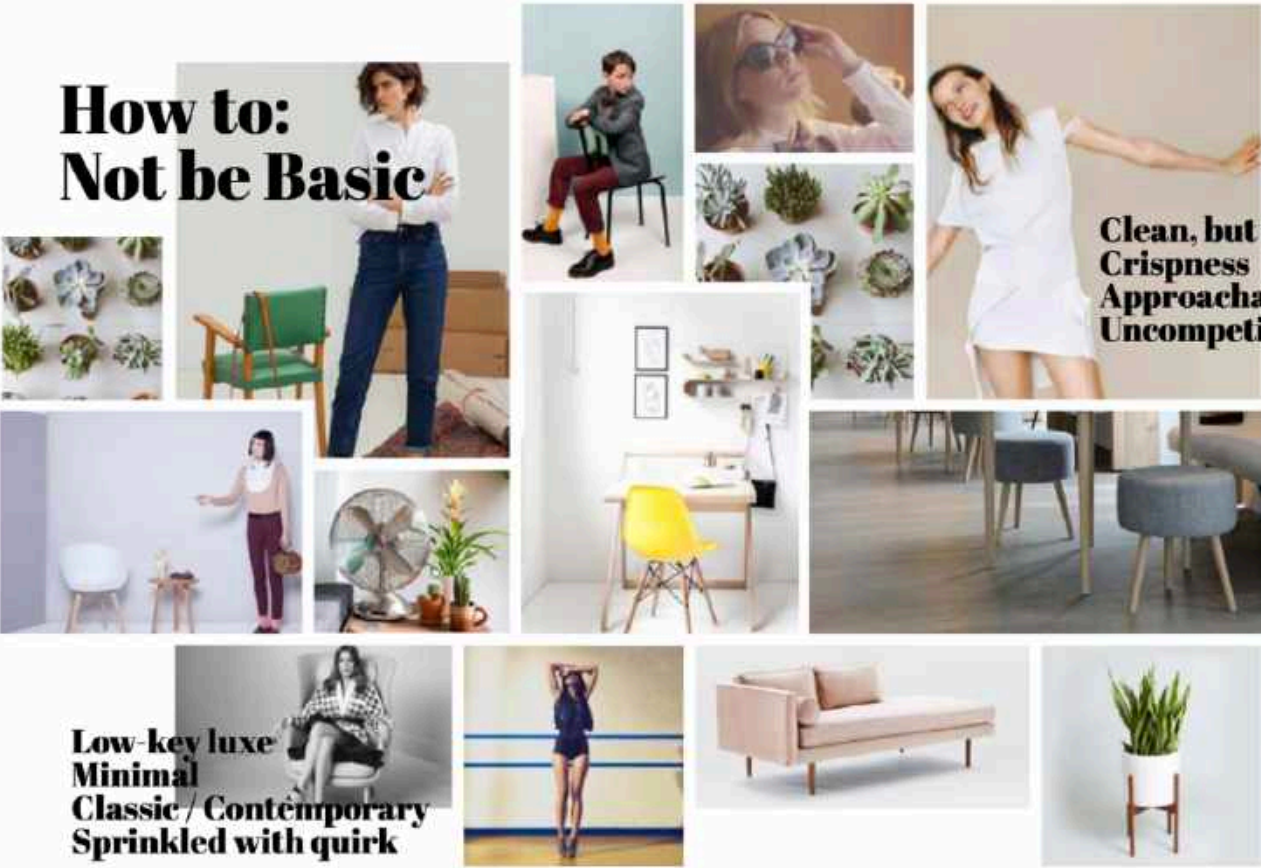
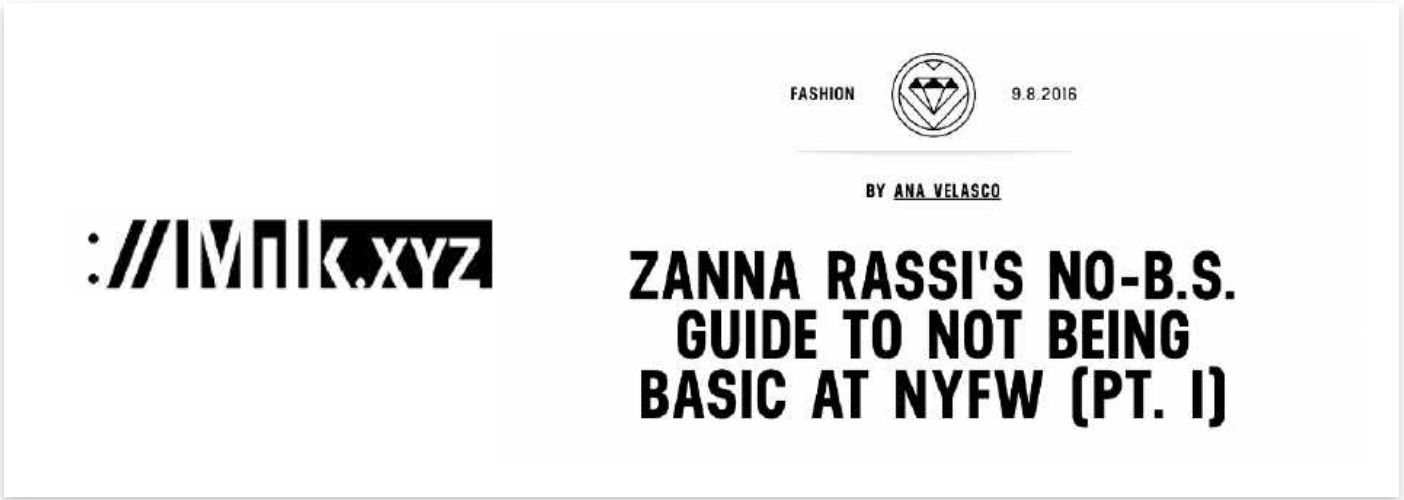
LOOK #1: STREET STYLE BAIT

ZANNA (V.O.): (CONT'D)
Let's start with the least basic Basic-- a body suit.

Amber is a wearing a cute body suit.

ZANNA (V.O.)
Now pair that with some high waisted jeans, an XYZ blouse, and simple accessories.

Jump cuts of Amber one by one suddenly wearing high waisted jeans, a blouse, accessories.





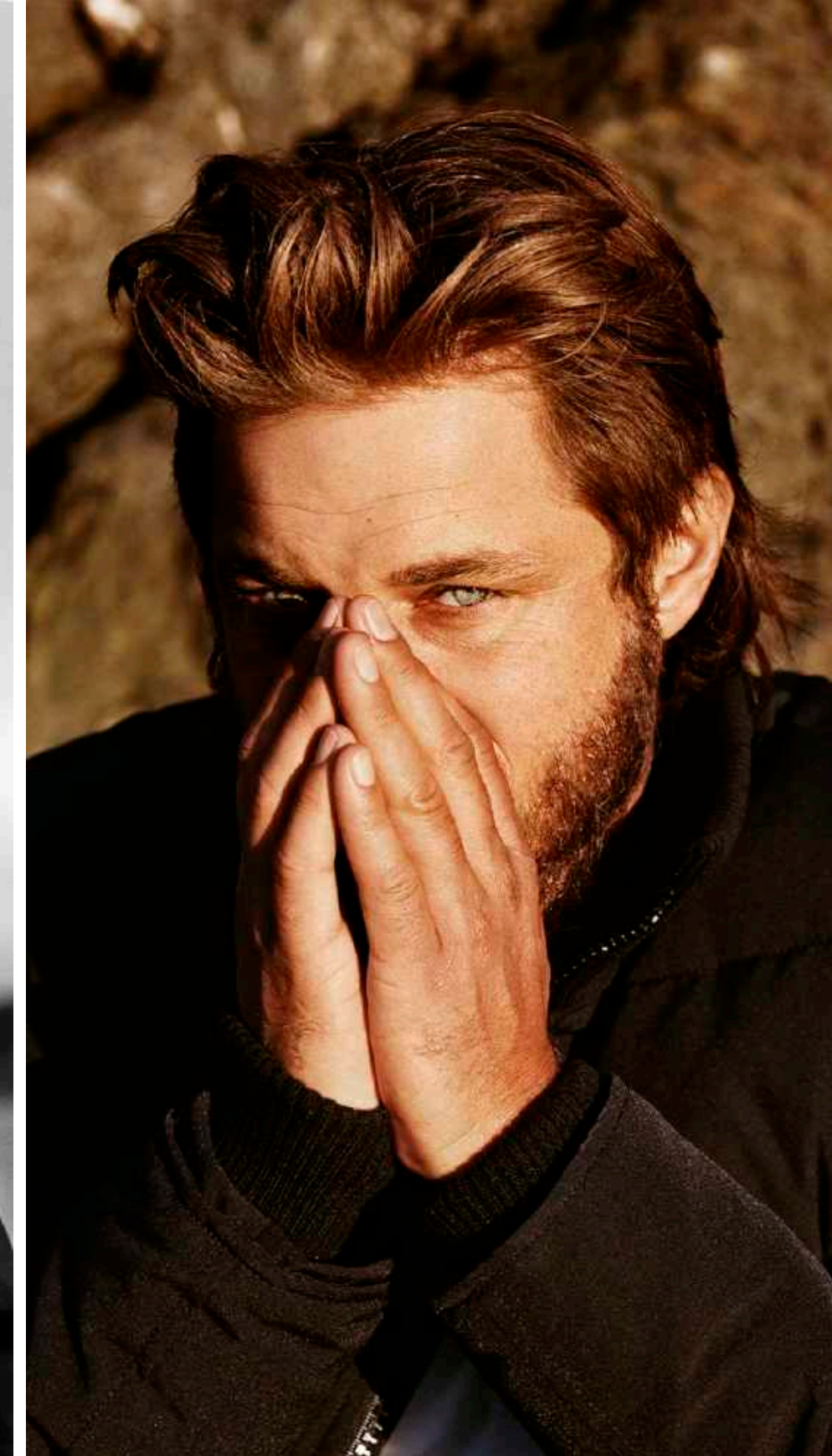
CANADA GOOSE®

A global campaign

Milk partnered with Canada Goose, renowned photographer Alasdair McClellan, actor Travis Fimmel and model Crista Cober to create a global launch campaign.

Working directly with Canada Goose's in-house creative director, Milk produced all elements of the campaign, including talent relations, location scouting, and photo & video assets.

Shot in Canada's Newfoundland province, and named by GQ as one of the best fashion campaigns of Fall 2016, the campaign appeared globally in out-of-home and digital advertising.



INTERSECT

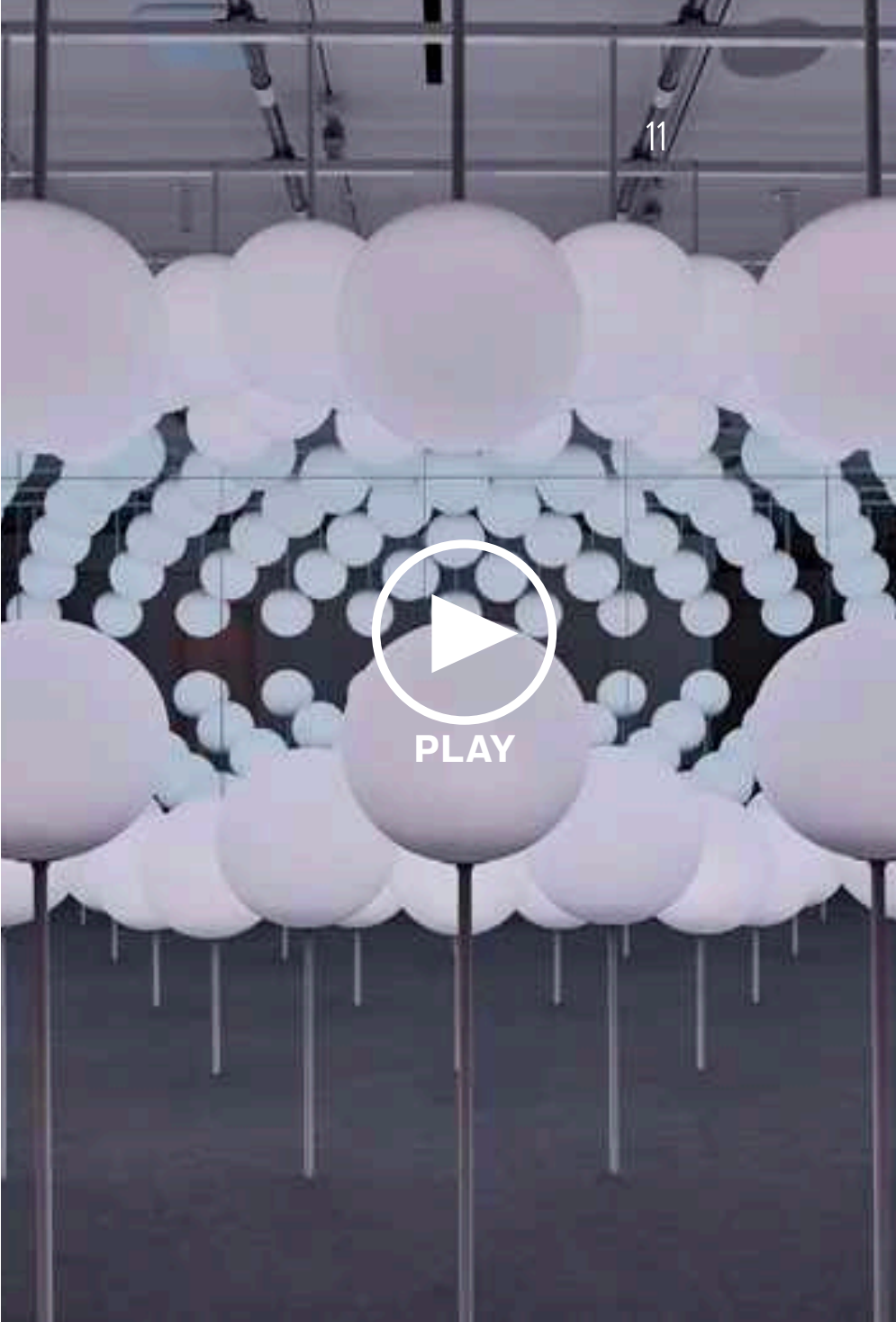
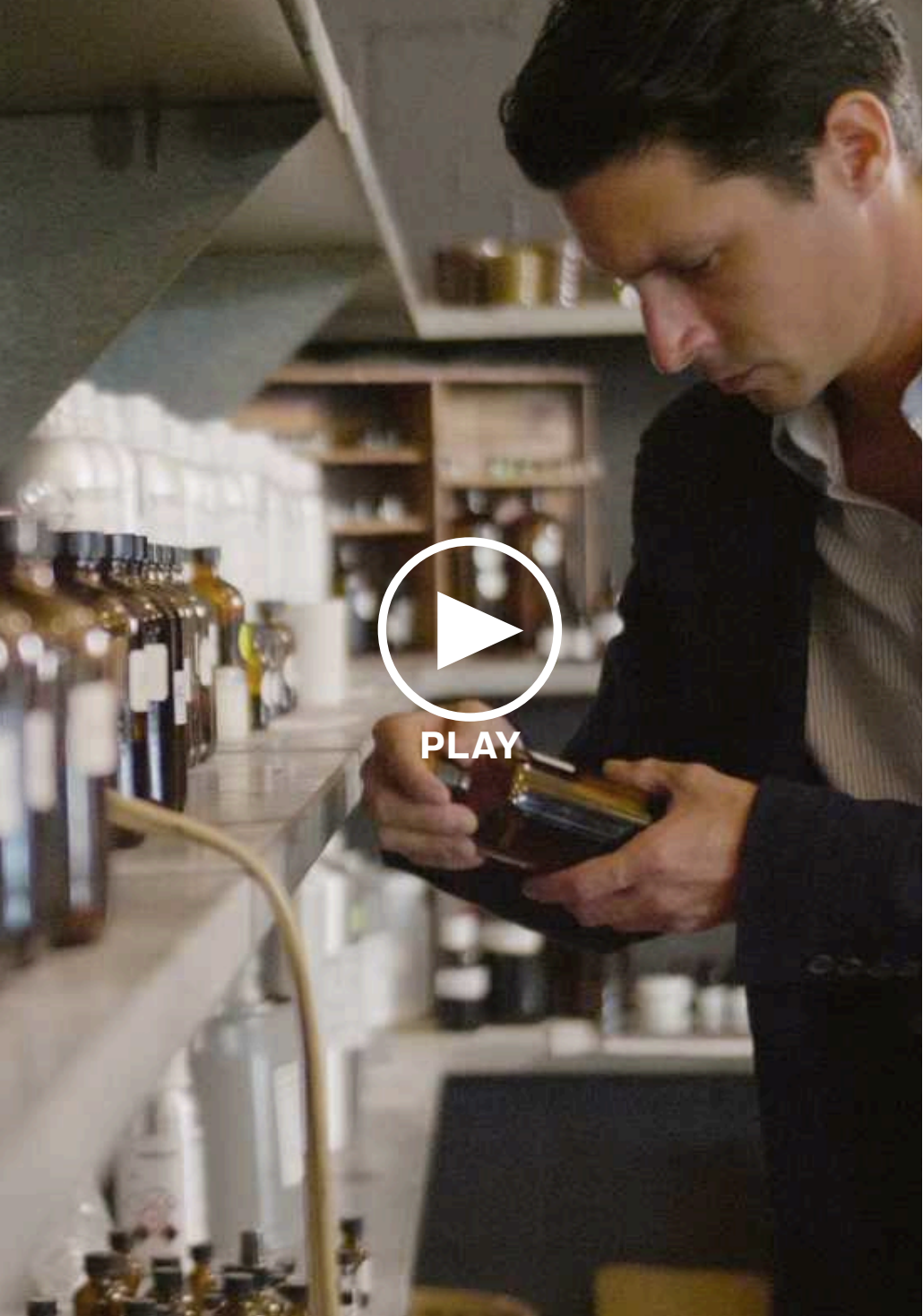
BY LEXUS

NEW YORK

A flagship brand experience in New York

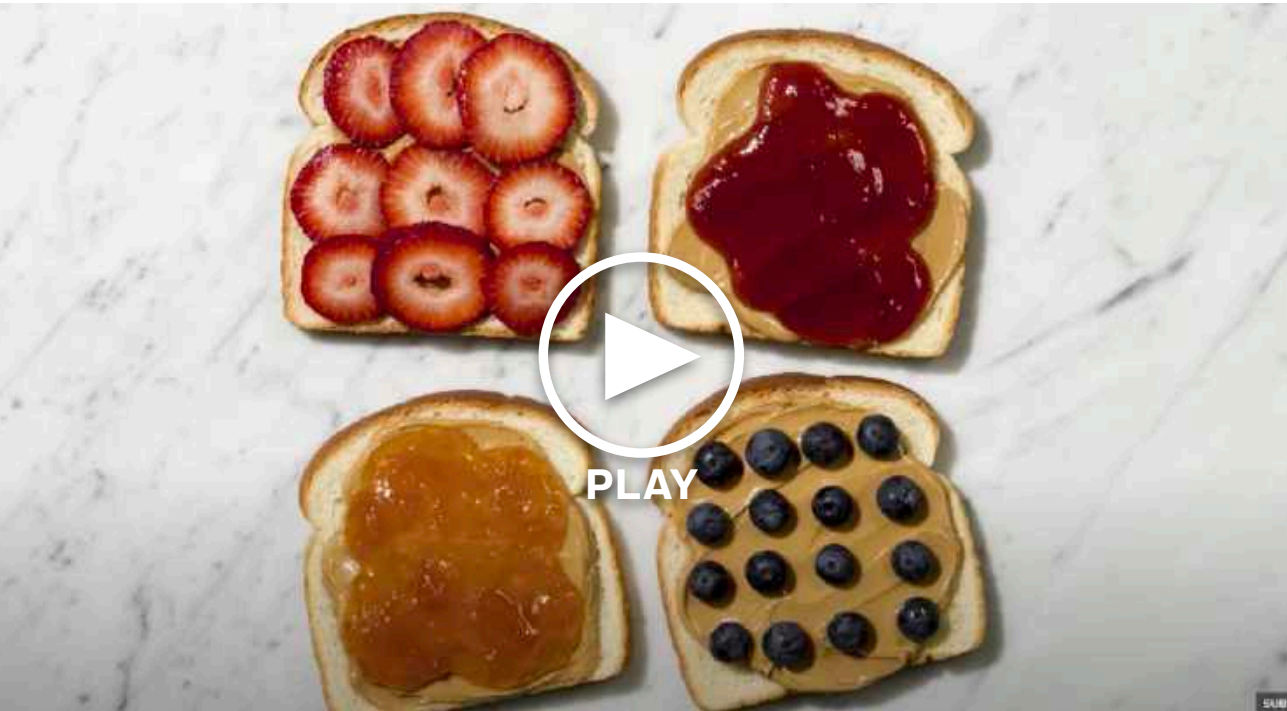
Intersect by Lexus is a three floor cultural hub located in the meatpacking district with a cafe, bar, lounge, restaurant and private gallery space.

Milk partnered with Danny Meyer’s USHG and Lexus as a full-service creative and production partner responsible for all programming, content, social and advertising.



ADDITIONAL WORK

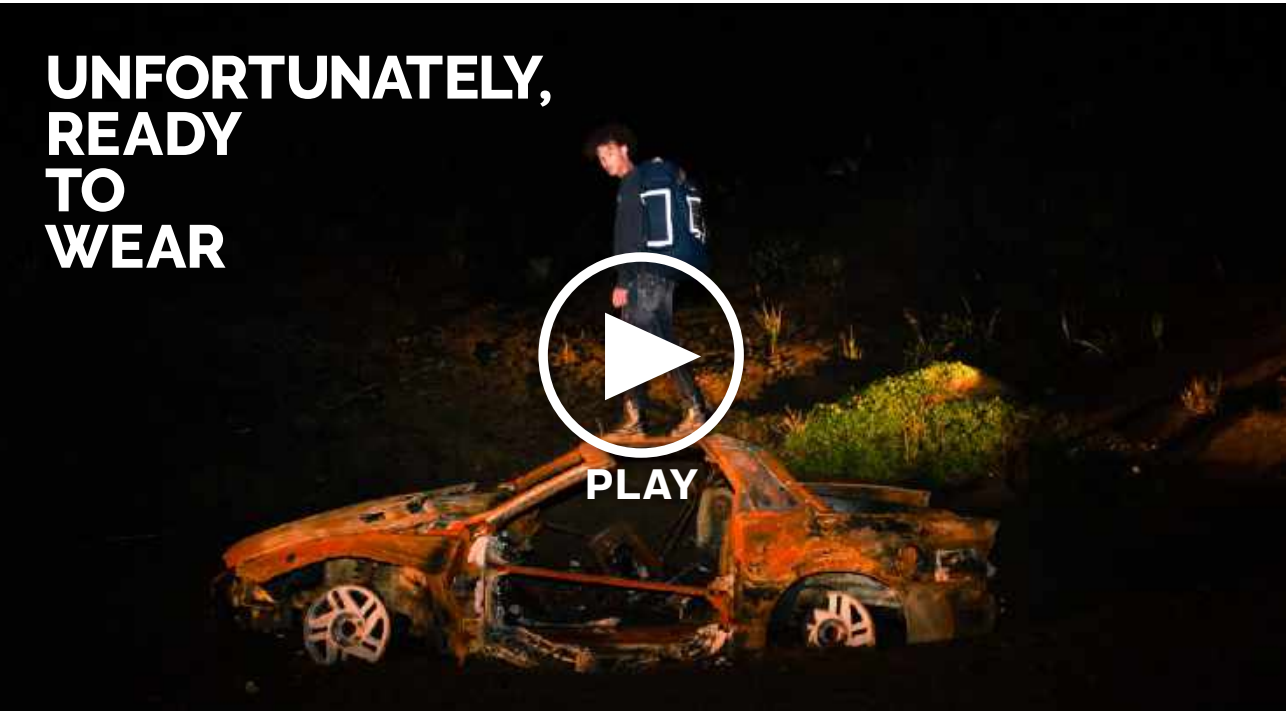
BUSTLE X SMUCKERS
Stop motion animation video to celebrate the Olympics



XANDR
Branding and website for a new AT&T company



NRDC X LUKA SABBAT
Unfortunately, Ready To Wear: a concept collection



INTEL
Anthem video for launch of wearables division



CFDA
Animated digital lookbook



VARIIS BY EQUINOX
Launch video for Variis by Equinox App



LET'S WORK TOGETHER

As a full-service creative company, having the flexibility to 'do it all' is a specialty, not a weakness. With a vertically integrated production model, Milk is uniquely positioned to solve any problem around creative development, production planning, content creation and more.

With our experience, we don't believe in a one-size-fits all solution and are always available for a call to explore an idea or find an approach to a problem — no matter how big or small.

Contact us.

hello@milkagency.com
(347) 779-2405

