

Crowd **Productions**

Who?

Wim Van de Genachte & Steije Hillewaert



Wim Van de Genachte

My journey began 25 years ago with a simple camera and a burning passion for video. Since then, for the past 20 years, my love for both photography and videography has blended into a harmonious symphony of visual storytelling. In my early career, I immersed myself deeply in the vibrant, high-energy world of fashion. Over time, my path led me towards capturing the distinct personalities of both national and international celebrities.

Later, I was asked to shoot big campaigns, allowing me to dive into the diverse realm of commercial photography and videography. I'm very passionate about telling a story with images and set a mood with cinematic lighting. Getting the right emotions captured through the lens.



Steije Hillewaert

My experiences in digital design and development have always fuelled my passion for crafting digital works of art. Following my academic journey, I ventured into videography, simultaneously discovering a profound admiration for landscape photography across the globe.

My craft was honed along the way, as I learned to find beauty through my lens and capture it flawlessly. In addition to videography, I also immersed myself in post-production, consistently keeping an eye out for emerging techniques to add to my skill set.

Exploring the realm of commercial videos served as a stepping stone for me, igniting a fresh perspective and encouraging me to adopt a distinctively creative approach in my work.

Who?

Crowd **Productions**

Wim established Crowd Productions more than a decade ago, after operating under his own name for several years prior. It marked a turning point in his career as he sought to unite various creative minds towards achieving a common objective.

Around three years ago, Wim crossed paths with Steije. Right from their initial meeting, they experienced a symbiotic relationship that resonated and functioned seamlessly. After lot's of successful collaborations in a period of over a year, they made the decision to merge their strengths and proceed under a singular entity and brand.

In terms of formalities, the new company is still in its finalization phase as we diligently complete the remaining administrative steps.

How?
What is our way of working?



We're an **all inclusive production company** specializing in creating exceptional **photo and video** content. In addition to creating television commercials, we also specialize in the production of creative radio advertisements.

Our team is proficient in harmonizing both mediums to provide a unified aesthetic experience. We offer **end-to-end production services**, starting from concept development all the way to delivering the final video or photo, ready to be launched on any platform you choose.

Alternatively, we can manage specific parts of the project as per the client's requirements.

Our process

Intake → Create → Prepare → Shoot → Deliver → Follow Up



Our creativity thrives on **elevating your ideas** or briefs, adding an extra boost of innovation, and reimagining them for enhanced impact. We focus on ensuring your message prompts the desired call to action from your audience.

Based on the requirements of the chosen production, we assemble an ideal team to cater to the specific needs of that project. We engage ourselves in every stage of the process throughout the entire production **to ensure top-quality output.**

Our team, **committed and adaptable**, will go above and beyond to meet deadlines, even those sprung upon us at the last minute. We typically can manage tasks even if they arise just a few days before the deadline.

We've worked with

A brief overview of companies we've worked with

PLAY
media

Cristal
ALKEN

media
dpg



Bancontact

B&C
COLLECTION

Creolan



BOSCH



morres
Veel woonplezier

acerta

Aubel
OSEZ LE PLAISIR

vtm

ZEB

TV VLAANDEREN

HO
GENT

howest
hogeschool

Samsønite

unizo



inex

Coca-Cola

—R—
RODENBACH

ALKEN MAES

jardinico

ESTÉE
LAUDER
COMPANIES

dripl

DESPERADOS

TORFS



References

Example cases

We're proud of these ones



Samsonite Novelties 2023

Online/offline campaign

As the third quarter drew to a close, we received a request from Samsonite to photograph their international campaign, set to showcase their upcoming launch of eight new collections.

Each collection was designed with a distinctive personality and target audience in mind. Our team took the utmost care in selecting appropriate models, locations, and styling to reflect the unique character of each collection.

We took full responsibility for this entire production, handling everything from transportation and accommodations to catering and securing permits and so much more.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/834498458>

Unizo - Always On

Online campaign

Unizo tasked us with showcasing their online education programs in an engaging and enjoyable manner, collaborating with entrepreneurs.

Our approach was to develop an entertaining "TV show" quiz format, featuring a charismatic recurring host.

The content was kept light and playful, yet interesting enough to provide a tantalizing glimpse into the array of courses offered by Unizo.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/835483559>



Unizo - Yearmovie

Social Media Content

The challenge was simple yet thrilling: create a standout year-end video to capture the pivotal moments of our journey with Unizo.

That was the entirety of our brief. Inspired by this, our team conceptualized a unique blend of the employees' and entrepreneurs' passion with the exciting world of sports.

Thinking outside the box and challenging the briefing of the client is one of our strengths.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://www.youtube.com/watch?v=QOHDKr1Mg3I>



Batopin

Internal end of the year video

As the year was drawing to a close, Batopin proposed the idea of creating an internal Christmas video for their staff.

The central theme revolved around a cashless Santa who finds himself visiting one of the Batopin points.

We were intimately involved in every facet of this video's production, from the exciting process of finding just the right Santa during casting, to the detail-oriented task of scouting the perfect filming locations and getting the needed permits.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/834498458>

A man with a beard, wearing a dark vest over a light blue shirt, stands in a grocery store aisle. He is looking directly at the camera with a slight smile. The background shows shelves stocked with various products, including boxes and bags of goods.

ALDI - Slimme Vragen

Internal content for employee app

In collaboration with ALDI, we developed a monthly feature for their internal employee application.

By using a mix of personal and work-related questions, we've created a platform where employees can connect on a deeper level, sharing a bit about themselves and their roles.

This approach has facilitated a sense of community and curiosity, allowing individuals to uncover hidden aspects of their colleagues' work within the same company. Providing a glimpse into parts of the organization they might not have previously known about.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/817156225>



HOGENT - Proclamation

Aftermovie/VLOG

During the pandemic, we had to identify new ways to celebrate life's milestones. This included covid-safe university proclamations.

HoGent University reached out to us to film a vlog-style "day in the life" video for one of their upcoming graduates.

The selected student was given her own camera, but our small film crew joined her, providing close and wide-range vlog production. From breakfast to getting her hair and nails done, then on to Ghelamco Arena for the live-streamed graduation ceremonies.

This video is a cherished gift for students, whose proclamation day didn't look like what they initially had in mind.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/642267425>

A woman with blonde hair, wearing a bright orange jacket and light blue jeans, stands next to a dark-colored bicycle. She is smiling and looking towards the right. The background is a bright, sunny outdoor setting with a modern building, greenery, and a clear blue sky. A sign with a left-pointing arrow and the text "Markt 108" is visible in the background.

HLN E-Bikes

TV/Radio Commercial, photography

HLN engaged us to develop a TV commercial and photographic content to publicize their new E-Bikes. In addition to these, we also created copy for radio commercials.

By carefully choosing models and blending the bikes with diverse locations, we were able to create an advertisement exuding a delightful summer ambiance.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/834486857>



Goed Gevoel

TV/Online Video Commercial - Imago Campaign

Our good friends over at "Goed Gevoel" commissioned us to develop an image campaign. "Goed Gevoel" is a publication targeted towards women.

Our innovative concept focused on various occasions that elicit a sense of well-being. We designed these moments of happiness around the items that were soon to be presented as gifts with the magazine.

By doing so, we generated additional campaign content and were able to execute advertisements with a distinct call to action (CTA), supplementing the image campaign's TV commercial.

CONCEPT
PRE-PRODUCTION
PRODUCTION
DIRECTING
POST-PRODUCTION

Result: <https://vimeo.com/834498458>

Thanks for reading!