



e n t e r t a i n m e n t

We show the future.



**NORTHFORMA IS AN ENTERTAINMENT STUDIO
CRAFTING DIGITAL-FIRST EDUTAINMENT FOR GENERATION Z
ON ENVIRONMENTAL & SOCIAL JUSTICE.**

**WE DEVELOP, PRODUCE & DISTRIBUTE
EDUCATIONAL ANIMATION & CONTENT ABOUT
CLIMATE CHANGE, MENTAL HEALTH & INTERSECTIONAL ISSUES.**



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The only studio of its kind:

We spent a long time listening to the problems the entertainment industry encounters when reaching young audiences. We noticed that a certain type of content had to be created urgently, with the environment and its social/cultural impact at the centre.

And we connected with passionate members of the scientific and academic community who were struggling to get their message heard.
So, we cared to provide a solution.

Our focus:

We connect brands and young audiences to roll out highly specialised content, showcasing products and storytelling that have ongoing impact in society, while uplifting new values for an ever changing world.



What we do:

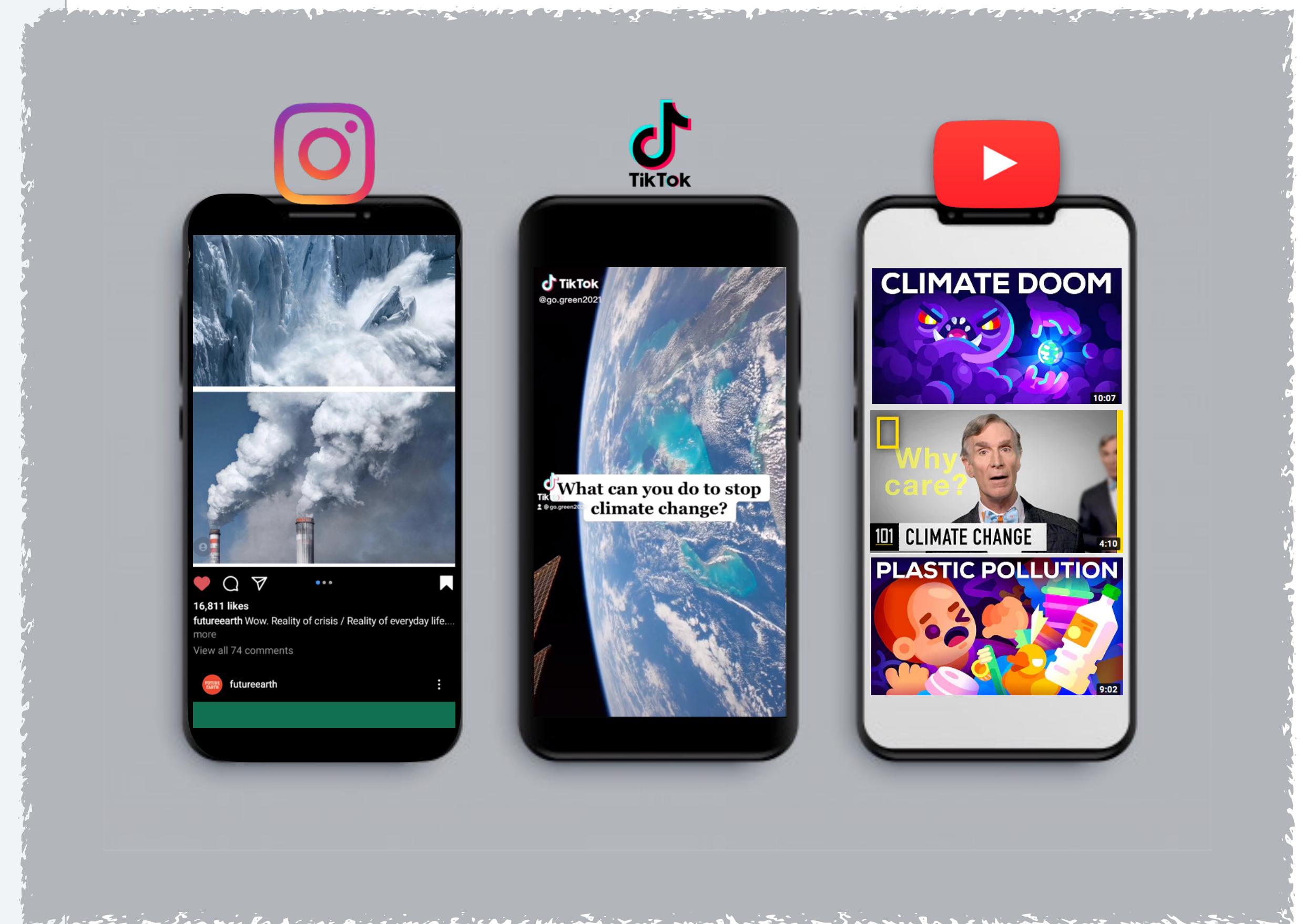
- **Specialised content on climate change, sustainability, equality and mental health optimised for GenZ**
- Branded content design and video campaigns
- Content formatting including TikTok, YouTube, Podcast, Video, Film + TV
- Development of serial content campaigns + AFS programmes
- Strategy and intelligence powered by strategy partners

Our **mission** is to show the world of the future under the value-lens of sustainability and climate solutions. We do this by uplifting human-centric stories of courage, imagination and equality.

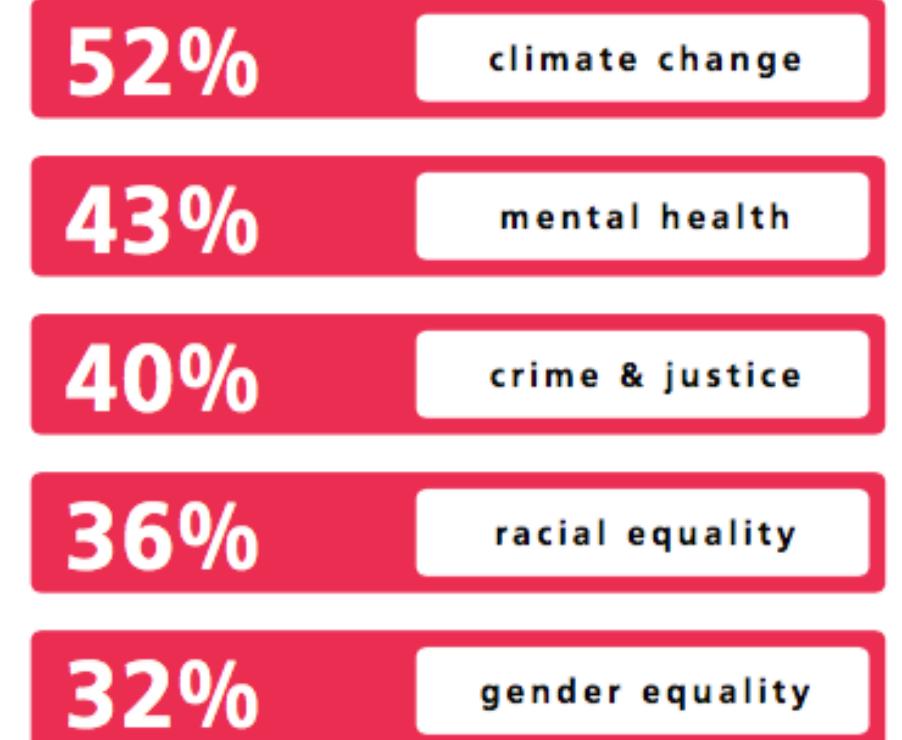
Let's talk about relevance

Our world is radically changing and no organisation is immune. This is even truer for entertainment and media companies. GenZ is the growing, ultra demanding audience making up 33% of the global population. They watch 3.4H of video content online daily, 51% of which is YT + TikTok.

To be relevant to GenZ, you have to be clear on your purpose and provide clear value. Thanks to a direct communication with their community, GenZ have the desire and the ability to take bold action and tackle complex problems. Attention is their currency; **climate change is at the top of their agenda.**



Top 5 issues that matter most to GenZ:



*European Travel Commission, 2020

You're needed.

Generation Z is one of the most exciting yet mysterious generations we've ever seen. They are the most diverse, the most educated and they are notoriously difficult to entertain. With their specific individualism and strong sense of agency in global social issues, they know what they want. Part of that is **organisations that walk the walk.**

Let's look at the numbers: *

- **68%** of GenZ globally, believe that changes in their personal behaviour has the potential to stop climate change.
- **37% and growing** have changed the products they consume based on the impact they have on the environment.
- **82%** demand accountability from commercial corporations to address and minimise their operations in relation to climate change.



* Stats by YPulse, 2021

We see you.

Making an impact in a congested digital ecosystem is a serious challenge. You want to be top of mind, to activate engaged and loyal audiences. You make the effort to be relevant, knowing that the attention span available is shrinking.

What happens in the news has the power to impact your bottom line, and you know that the stakes are high.

Here's the truth: failing to grab GenZ's attention will make **even the most established organisations obsolete by the end of the decade.**

That's where we come in.

We believe that creative and effective communication is the result of deep specialisation and crystal clear targeting.

This is why we look at creative solutions from a different angle: we differ by having a roster of **climate change, sustainability, diversity and mental health experts** offering workshops, analysis and educational sessions done internally with our clients' marketing teams.



[Work with us!](#)

Anatomy of specialised content:

1. The workshops help you crystallise your organisation's **social topical authority**.
2. The creative development involves our **clients hands-on**.
3. Our **GenZ board** vets and contributes to the development every step of the way.
4. Finally, we **hire the right talent** in production, development, intelligence and distribution to deliver cut-through, excellent storytelling.

SPECIALISED CONTENT: PHASE BY PHASE

1. Ideation

- Based on current analysis of GenZ interests + relevant conversations, we develop a preliminary idea of the topic, theme, characters and formats
- Once the idea is out of incubation, we present it to our clients and partners for commercial alignment

Products:

Research
Brainstorming
Idea development
Creative + team proposal and topline budget

2. Scoping + brand strategy

- With the brief from clients + the overall objectives for the campaign, we develop the content structure, strategy and distribution based on the primary audience requirements.
- The focus is on platform distribution, content formatting and characters, cast or influencers who might be possible to involve

Products:

Strategy *
Consultancy
Campaign design
Agency partnerships

* Expertise includes  TikTok

3. Narrative integrity

- Here, the experts come in. With a clear idea of the brands objective and a direction for content, we organise workshops, lectures and specialised consultancy to solidify the campaign with the integrity and expertise from the appropriate scientific field
- The focus is on finding the intersecting areas of impact, making sure that all voices are exposed equally and that no biases are left unchecked. We also resort to our **board of GenZ talent** for insights
- Experts, based on the theme and topic at hand, can include physics, cosmology, forestry, geology, astronomy, engineering, social science, psychology, behavioural science, anthropology & cultural heritage

Products:

Workshops
Field Consultancy
Analysis + Reporting

4. Creative development, proposal and production

- Finally, we prepare a fully integrated creative proposal, inclusive of all stages of production from budgeting, casting, creative calling and execution
- Formats we produce include TV, digital, animation, audio, social, experiential
- Our creative team is distributed in the UK, EU and US, thanks to a solid expertise in filming and managing teams remotely

Products:

Creative proposal
Project scoping + budgeting
Project + production management
Production, post-production + delivery



NICE THINGS PEOPLE SAY ABOUT US



"I know where to come for questions on Gen Z."

- David Ball, WarnerMedia

"We were very impressed by your creative instincts and your deep knowledge of environmental issues and passion for Gen Z."

- Melanie Stokes, Kindle Entertainment



"The GenZ sessions were fantastic and really relevant to the work we do."

- Bex Tennenhaus, CBBC

"It's clear that Carlotta is a real expert, with a flair for tackling large themes and condensing them to be relevant"

- Matt Barbrook, NBCUniversal



"One of the best presentations I've seen."

- Mick Heys, IDC Future of Work



OUR COMMITMENT

On every production we do, we work with Albert Bafta to calculate and offset our carbon emissions caused by production activities.

As a sustainability first company, we also pledge to devolve 1% of our profits to NGOs focussed on environmental preservation through 1% for the Planet. We have a corporate goal of becoming a B Corporation by 2022.



MEET THE TEAM - UK

Carlotta Merzari - Founder + CCO



Carlotta is a tenacious creative producer with 8+ years experience in the film and digital industries. She founded Northforma Entertainment to write & produce original content able to bridge the gap between climate science and entertainment. She is a Cinematography graduate with extensive experience in commercial production, having worked in organisations like Mindshare Global, The Smalls, NewsUK, Scholastic Ltd. and more.

Throughout 2020, she hosted educational panels in industry events as a GenZ + audiences expert, helping executives and commissioners contextualise the current digital behaviour of young audiences, while providing frameworks to optimise the development of their content.

Dr. Jonathan Karkut - Geologist + Expertise Consultant



Dr. Jonathan Karkut first qualified as a geologist with professional work including experience in the fields of exploration, mining and in the British Geological Survey. He then gained post-graduate and professional training in anthropology and tourism. Consequently Jonathan brings a unique knowledge of both earth and social sciences particularly as connected to the realm of development. This was honed into his PhD research within the thesis 'Policy tectonics: Theory and enactment around the model for UNESCO global geoparks'.

Jon's contribution in the organisation is instrumental in not only providing real-life context to the impact of climate change to culture, but also in helping align the firm with its growing network of representatives in the field.

Alice Dunoyer - Content Producer



Alice has collected 6+ years experience delivering full service multi-channel campaigns in-house and for creative agencies. She is currently working at TikTok creative Labs, where she consults brands for the rolling out of campaigns on the platform, while supervising the creation of content with TikTok creators.



Noni Couell - Senior Producer

None is an Australian creative producer with a focus for hi-end visual narrative, cinematic documentary and music inspired content. Her background in TVC Production is extensive, having worked on over 150 TV commercials in the past 15 years. She is a proud member of BFI NETWORK & BAFTA CREW and part of the London based PEACH PRODUCERS COLLECTIVE.



Claire Nolan - Creative Producer

Claire is a creative freelance producer with 8 years' experience working across commercials, branded content, post production, animation, feature films, documentary, + shorts. In the film world, she's worked across script development, financing, casting, packaging, production, post, festival strategy + distribution while working in production companies.

MEET THE TEAM - US



Samuel Skeen - Senior Producer; LA

Samuel is a film and documentary producer, currently living in Los Angeles. While at Condé Nast Entertainment, one of his projects won the 2014 Producer's Guild Award for Outstanding Digital Series. Starting his career by working with legacy brands like GQ, Vogue, WIRED, and The New Yorker, he developed the rigor and tenacity needed to consistently meet high-quality editorial standards. Since leaving Condé Nast, he was able to work with companies as Hearst Digital Media, Red Bull, 20th Century Fox, and many more.

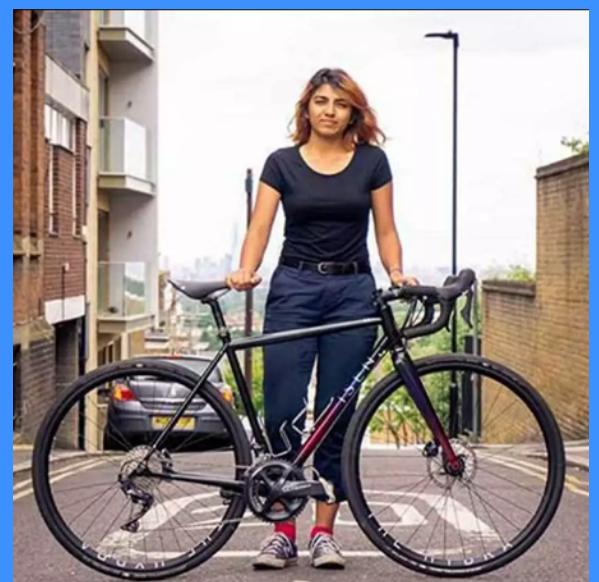


Nora Rappaport - Producer, Director, Editor; Washington DC

Nora is a filmmaker with 14+ years of experience in creating media that makes an impact. She's especially passionate about championing conservation and wildlife, science and education, and social issues, but her work delves into a diverse range of topics. After working for the American Film Institute and BBC, she went on to National Geographic, where her work spanned across documentary, educational, sizzle, commercial, social, digital, and high-profile event films.

Collectively, we work with overs hundreds of creatives globally, including directors, self shooters, DOPs, content creators, animators, designers and more.

OUR GEN Z TEAM



Vedangi Kulkarni - Athlete + Entrepreneur

Vedangi is a 22 year old, adventure-traveller and storyteller. In 2018, she rode 29000km around the world in 159/160 days becoming the youngest woman to have circumnavigated the world on a bicycle (unverified). Through her business, the Adventure Shed, she aims to make adventure more accessible by helping others planning their adventure/expeditions.



Esther Akpovi - Activist + VC

Esther is a British-Nigerian 21 year old Fashion, Culture & Tech Influencer, an award-winning Youth & Education Activist and the Chair of Youth cabinet in Nottingham City Council, advising the local government on how to target, create opportunities for and develop policies that impact the Gen-Z audience.



Drew Wyllie - Content Creator

Drew is a creative content producer, presenter and writer. Specialising in Generation Z, he is committed to creating new waves of content celebrating the fluidity of gender and loving and accepting yourself before anything else.



entertainment

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