



Company Overview

Paper Heart Films

Our Story

Our Story

Overview

At Paper Heart Films, we are: genuine, thoughtful, candid, emotional, personal, and collaborative. These characteristics shape everything we do, from our communication with clients to the films we produce. We want our clients and viewers to feel and experience these characteristics as they watch any of our films, whether it's a documentary about a bus, a wedding ceremony on a cliff, or an interview in a studio.





Our Story

Who are we?

We are genuine, thoughtful, and collaborative story-facilitators. We help others tell their stories and connect with others on a deep and personal level through video. We're not all serious though - we want to get to know you, and laughter is always involved. We'll help you get to the heart of your story, and our collaborative and natural processes help to make that process easy, fun, and effective. Our expertise lies in video production, of course, but also design thinking, instructional design, and arts and small business management, and we'll use that expertise to dig deeper into your story to help you reach your goals. We'll help you feel natural in front of the camera so that we can capture candid moments. We focus on story-driven, people-focused narratives that convey genuine feelings.



Our Values

Our Values

Commitment to Social Equity and Inclusion

We are committed to conducting our business in a way that supports equity, diversity, inclusion, and reconciliation. We recognize that film is a powerful way to share and tell stories and encourage and inspire change, and we take that responsibility seriously. We acknowledge with respect the Lekwungen peoples on whose traditional territory our home and office stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day. We are grateful for the opportunity to live and learn here in mutual respect and appreciation.

For every film we work on, we are committed to creating a safe and inclusive environment. At Paper Heart Films, we are committed to:
listening, learning, and standing up for equality; lifting up marginalized voices, confronting our own biases, correcting our mistakes, and checking our privilege; doing what we can to be better allies each day and committing to lasting change; upholding the values of racial justice in our community and actively pursuing diversity, equity, and inclusion; standing with our colleagues, clients, partners and friends in fighting racial injustice and inequality; turning our allyship into action.

Our Values

Commitment to Social Equity and Inclusion

In practice, this means that:

For commercial films:

we seek to work with businesses who share our values; we encourage our clients to create films that support and celebrate diversity, inclusion, equity, and reconciliation

For wedding films:

we will never discriminate based on the race, ethnicity, religion, gender, sex, or sexual orientation of any of our clients or couples; before each wedding, we'll check our biases and leave our assumptions at the door; we will make ourselves available to support clients and couples in selecting meaningful ways to celebrate on their wedding day and creating a safe and inclusive environment for their guests

For documentary films:

we seek to tell stories that support social justice, environmental action, community building, and individual growth; we seek to give voice to others by helping them tell their own story, not by telling a story for them; 9
we seek to tell stories that support our values and commitments



Our Values

Commitment to The Environment

We are committed to conducting our business in a way that protects and improves the state of the environment. We are committed to reducing our own environmental footprint, and we do so by improving our efficiency, choosing and using resources responsibly, and reducing waste. We recognize that film is a powerful way to share and tell stories and encourage and inspire change, and we take that responsibility seriously.

In practice, this means that:

In our business, we:

carefully research the type of gear we purchase and the locations and stores we purchase from to make informed choices; prioritize local producers for our supplies; reduce our packaging and waste (by delivering films online, for example); regularly assess our impact and seek to find new ways to improve

Our Values

Commitment to the Environment

For commercial films:

we seek to work with businesses who share our values; we encourage our clients to consider the environmental impact of their video project and consider ways to reduce it

For wedding films:

we seek to reduce our own footprint on the wedding day by minimizing our transport needs; we encourage our couples and clients to find ways to reduce their footprint on their wedding day (including reducing waste, considering sustainable or biodegradable options, etc)

For documentary films:

we seek to tell stories that support social justice, environmental action, community building, and individual growth; we seek to tell stories that support our values and commitments



Our Films

Our Films

What we offer

Personal Service:

We want to get to know people and connect with them. We need to be invested in their story and their success, and that means getting to know them at a human level.

Wide-ranging expertise:

We've been doing this for over a decade, but we also bring design thinking, and instructional skills to the table. We've been married, we're small business experts, and we know how to speak the language.

Thoughtful and Holistic Planning:

We don't want to just address one problem or need, we want your film to address short and long term needs. The process should be thoughtful, not rushed, and comfortable.

Story Facilitation

On your story, you're the subject matter expert. Whether it's your love story, a founder story, or your product story, you know the most about it. We'll come in and help you craft that story in a way that works well on film.



Our Films

How we offer it

Simple Setups:

Minimal gear, quick setups - we want you to feel as comfortable and natural as possible, and we keep our gear small and light to make that happen.

Natural Concepts:

No gimmicks, special effects, fads. We want your film to stay relevant for as long as possible, so while we aim to keep our work current and up to date, we won't fall into the trap of being overly trendy. We want the story to be the star, not the gimmicks.

Collaborative Planning:

We'll do a large part of the work before the shoot day. We'll work to know everything about your story ahead of time so we know exactly what we're looking for and can capture it in the most candid and genuine way possible.

Story-Driven, People-First:

We prioritize story over pretty, people over things. We want the viewer to connect with the story, and if we have to choose between a shot of a thing vs. a shot of a person, we'll choose the person every time. Sometimes a main character can be a thing (if our film is about a company that sells physical products, for example), but we want to see that product in use by a person rather than sitting inanimately.



Our Clients

Our Clients

Who we want to work with

People who want to capture, preserve, and/or create a feeling:

We're looking to work with people who want to connect emotionally through film - to portray their values and share their thoughts and feelings with others

People who want to portray feelings of positivity and hope:

all the happy crying!! We want to work with others who want to spread positive, hopeful, and inspiring messages, rather than of fear or anger.

People who are kind, thoughtful, and genuine:

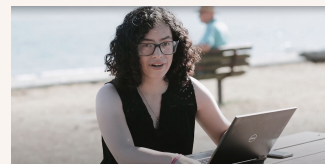
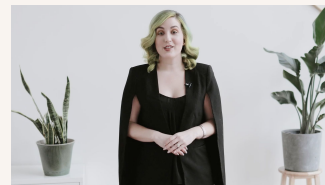
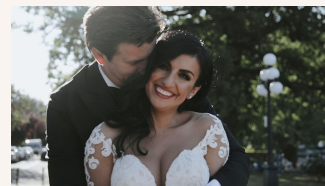
To each other, to their staff, to their customers, to the environment, and to the vendors they work with.

Our Clients

Who we want to work with (cont.)

People who want to collaborate:

We're not going to just take the reins and come back with a finished product at the end. We want to work with you to tell your story, because you're the subject matter expert! That means that you'll be involved in the process - we'll help you find the heart of your story, but we'll need the people with the story to be at the table. This often means that we work best with small businesses or businesses that empower their employees to know and tell their stories. For wedding couples, this means that you're willing to tell us more about your story, both in a questionnaire and in a couple of meetings. We need to get to know you!



Our Clients

What they need

They want to connect with people:

Whether it's your friends and family or your customers, you want to make a genuine connection. You have a story you need to tell, to share with others, and to be excited about. That means we aren't a good fit for people who are looking to just sell a product; we want to work with clients who are seeking to make meaningful, long-lasting relationships with their viewers.

They want to create authentic, honest, and genuine content:

Our clients don't want to just gain a million social media followers - they want to create content that connects with people on a deeper level. For our wedding couples, this means that they're looking for a documentary-style approach to their day - we're capturing their day as it happened and creating a genuine film from the footage. We aren't making the wedding seem like something it wasn't.

Our Clients

What they need

They want to address specific goals or needs with their video:

Our clients don't want a video just for the sake of having a video - they have specific goals to address. For wedding couples, maybe it's to share their love story with future generations or capture the group of your favourite people all interacting for the first time. For business clients, maybe it's to showcase your sustainable business practices to connect with like-minded consumers, to increase your brand loyalty through a founder story, etc.

They want to work with like-minded people who share similar values:

Our clients want to work with a team who share their values! They want to build a long-lasting relationship with their vendors based on trust and mutual respect, and they want to feel like their vendors really understand - and are even ambassadors for their brand. The relationship should feel more like a longstanding friendship than a transaction.



