



Santa Fe Films is a production company that creates premium lifestyle media for international markets. We have a broad background that spans the interactive, technology, and creative spaces, offering our clients a full range of high-definition, video-based entertainment and branding solutions. We are an idea factory, with a long list of innovative concepts in our creative vault, ready to go into production.

We create professional media products that are accessible, informative, entertaining, and are optimized for delivery across multiple screens. We design our custom programs from the ground up to be innovative "branding engines," offering marketers, advertisers and networks multiple touchpoints to continually engage consumers. We develop products that span the spectrum and can help you broaden your audience reach through:

- Broadcast Media
- VOD/DTO/Online Delivery
- Social Networks & Online Communities
- Live experiences

Santa Fe Films' branded content and programs focus on targeted, and lucrative, lifestyle and niche consumer ("Long Tail") markets including:

- Luxury travel & style ("SignatureStyle.com")
- International real estate ("Home:World")
- Entertainment/Talent Scouting ("Screen Test TV")
- Sports ("Sports Star Media")
- Health ("Diet for Dollars", "Vitamin Girls")
- Gay/lesbian ("SF Gay Pride")
- Youth culture and music ("Dawg TV")

We also can create online communities to complement our programs and leverage the latest technologies and online marketing platforms to offer the audience a rich, interactive online experience to extend the programs' – and advertisers' – brands online. We use these social networks to invite audience feedback and to encourage and harness the power of user-generated content as an important part of our programming strategy as well.

With our strategic alliances in the technology and interactive spaces, including partnership agreements with some of today's leading interactive agencies and established technology companies like Texture Media (www.texturemedia.com), we can offer tailored video production services, interactive online strategies, and social network platforms that are tightly woven into your product or corporate branding initiatives.

Going one step further, in association with specialized travel companies and event producers, all Santa Fe Films productions can offer live audience-engagement opportunities, allowing viewers to meet and interact with program personalities and other audience members through live experiences. Some of our "real time" projects include:

- Custom travel/holiday package tours ("Home:World" real estate tours with Howard Stableford)
- Public auditions ("Screen Test TV")
- Concerts ("Dawg TV")

These event-driven projects offer advertisers and marketers yet another opportunity to reach the audience in new ways.

In short, we're a one-stop video production shop that can help you achieve branding, advertising, and programming success, both online and on the airwaves.

For more information about our services and availability, please contact Sasha Owen, Owner/Executive Producer at 408.242.2436 or sasha@santafefilms.com