

INTRODUCTION
2025



**SISTER
MOTION**
driven by difference

Sister Motion is a creative production agency with **film at its heart.**



Only 16.8% of all active UK companies are female-led.*



Globally, only 0.1% of creative agencies are owned solely by women.**



Source*: <https://www.thegenderindex.co.uk/uploads/Reports/The-Gender-Index-Report-2022.pdf>
Source**: [https://www.launch-studio.co.uk/insights/international-womens-day-2023-women-in-design#:~:text=With%20the%20lack%20of%20female,women%20\(Forbes%2C%202019\).&text=Whilst%20building%20Launch%20I%20have,the%20best%20they%20can%20be!](https://www.launch-studio.co.uk/insights/international-womens-day-2023-women-in-design#:~:text=With%20the%20lack%20of%20female,women%20(Forbes%2C%202019).&text=Whilst%20building%20Launch%20I%20have,the%20best%20they%20can%20be!)
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We harness the power of female creative talent to offer a unique service for brands that want to communicate authentically with women.

The faces of some of our global collective of women and minority production talent.



We excel at capturing authentic stories with **real people** in an **unscripted documentary style**.

We create a **relaxed and safe space** for brand ambassadors, customers and influencers to **share and shine on camera**.

Disruptive representations of women in advertising and marketing, benefit society but also the bottom line.

Progressive advertising drives short-term and long-term sales.*

On location in Bournemouth filming a brand film & TVC with Joanna for



**If your brand has courageous values
and shares Sister Motion's drive to
challenge stereotypes, together,
we can produce content that helps
build a more tolerant, fairer society.**

On location in Chicago filming a profile
of Intersex campaigner Pigeon for



Some of the leading brands
and agencies who trust



Impulse

GSK

Ogilvy

McCANN

NUROFEN

D A M E.

mumsnet

verizon





(Coming to social in 2025)

We create content that will amplify your brand message across multiple platforms.

As part of Nurofen's ongoing campaign to raise awareness of the gender pain gap, we interviewed women about their experiences of their pain being dismissed and misdiagnosed for a series of social videos to be released in early 2025.



Content can include:

- Social media campaigns
- Case studies
- Impact documentaries
- Testimonials
- Educational films
- Event wrap ups
- Sizzles
- BTS / Hype films
- Event and activation organisation

The Sister Motion team teaching the next generation of filmmakers in our CGI studio workshop at The Festival of the Girl 2024. Over two days we taught up to 200 girls the basics of camera operation, assisting, directing, editing and sound recording in the hope they will follow a career in production.



FESTIVAL
OF
THE GIRL



CGI

Our Services

Agile turn-around
Casting
Shoot logistics
Crew
Location management
Stills
Drone photography & video
Post production
Graphics & Animation
Design
Reversioning
Clearcast delivery



Impact documentaries with Ghislaine Couvillat

Executive Producer



Ghislaine is a multi-award winning Executive Producer and Impact Producer who has been working with Sister Motion on a number of development projects.

Her primary focus is producing feature length documentaries and shorter brand docu-series with a strong human interest, and she never shies away from big and bold stories.

She amplifies her productions via grassroots engagement with the belief that an audience can be a community.

Imagine a docu-series that captivates your audience with authentic, first-person stories, deeply connecting them to your brand values. Our founder's extensive television experience, combined with Ghislaine's unique approach, allows us to craft compelling narratives that will amplify your message and elevate your brand reputation.

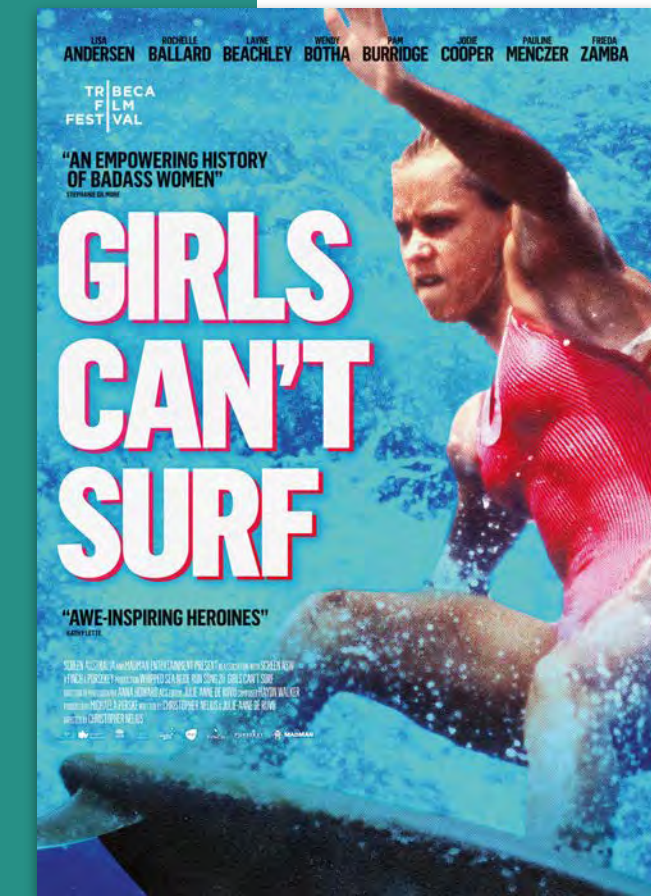
Savage Waters

Only released in the UK on 27th October 2023, yet was 10th biggest documentary feature of the year.



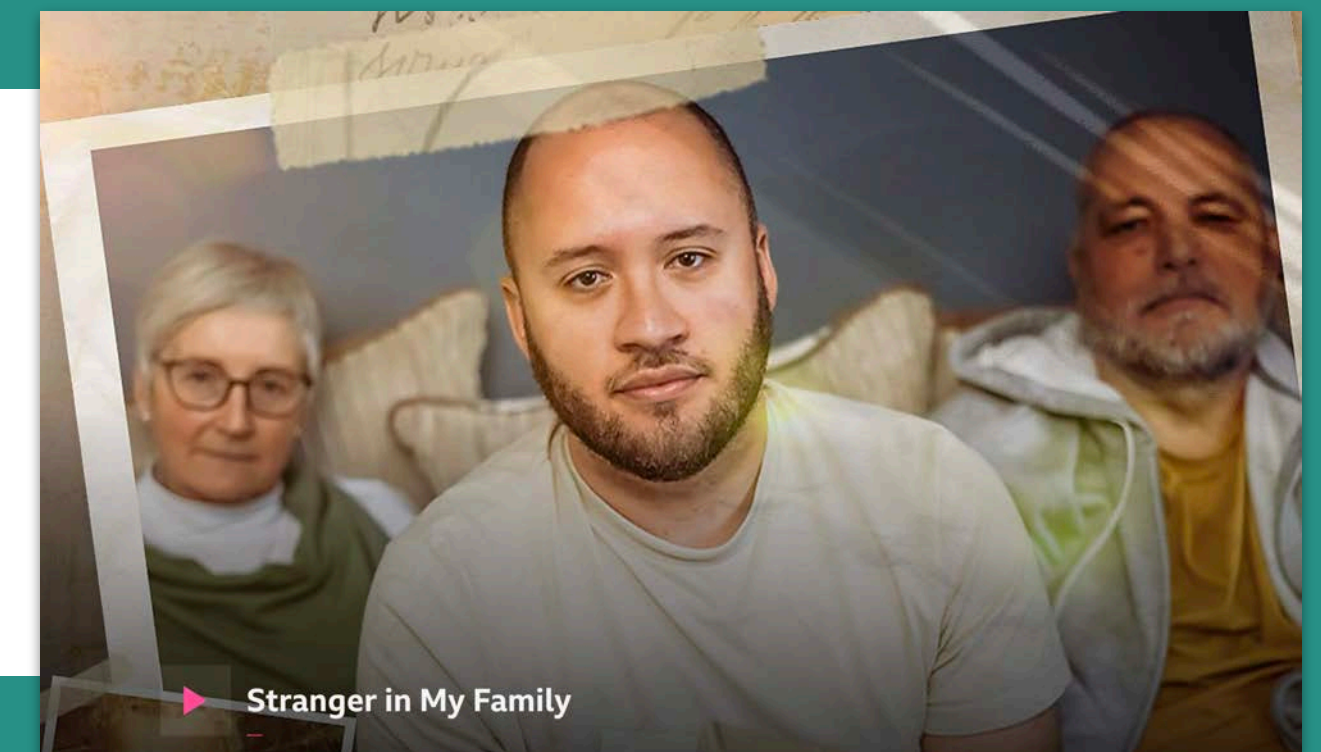
Girls Can't Surf

The highest grossing Australian Feature Doc of 2021.



Stranger in My Family

This BBC documentary won the Northern Docs Pitch at Sheffield Doc/Fest 2022 and was nominated for Best Documentary Programme' at the Broadcast Awards 2024.



Ghislaine's work includes these incredible documentaries.

**Why does the production industry
need Sister Motion?**



At the current rate of progress, gender equity in the UK screen industries, where women occupy 50% of key creative positions, will only be achieved in the year 2085.*



Source *: https://www.researchgate.net/publication/378368882_Re-Framing_the_Picture_An_International_Comparative_Assessment_of_Gender_Equity_Policies_in_the_Film_Sector_Full_Report_Gender_Equity_Policy_GEP_Analysis_Project

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Only

12.6%

**of creative directors
are women**

7%

**of commercial directors
are women**

Source 1: <https://www.thedrum.com/opinion/2023/03/31/female-creative-directors-are-the-rise-slowly-surely>

Source 2: Little Black Book <https://www.lbbonline.com/news/where-are-the-women-directors>

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SM

And

45%

**of audiences think women
are being portrayed
inappropriately
in advertising**

2/3

**of women say they skip
an ad when they feel
it's negatively
stereotyping them**

Women in the UK drive

70-80%

**of all consumer purchasing
through buying power
and influence**

[Source 1: Kantar's AdReaction: Getting Gender Right report](#)

[Source 2: Kantar — Brands are failing to connect with women menaingfully](#)

[Source 3: Angélique Masse Nguyen - She Economy](#)

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SM

And

69%
of women aged 45-60
feel invisible to brands
and advertisers

only
6%
of people who work
in advertising
are over 50

women aged
45-54
have the most
disposable income

Source 1: [The Behaviour Agency](#)

Source 2: <https://noon.org.uk/why-do-advertisers-ignore-their-best-customers/>

Source 3: <https://insightsinmarketing.com/marketing-to-women-demographic-trends-shape-the-marketing-landscape/>

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SM

By working with us you can contribute more realistic and inspiring representations of women on screen, both for the benefit of society and for the benefit of your brand.

Together we can work on projects that amplify real women's voices, celebrate their achievements and tackle the issues that are important to them.



Selected Work

All work can be delivered in multiple aspect ratios for social platforms.

Unscripted TVCs & Cinema Ads

Nº7



Cinema ad featuring real women talking about their skin stories.



“Power Progress” with Kimberley Walsh

AVON



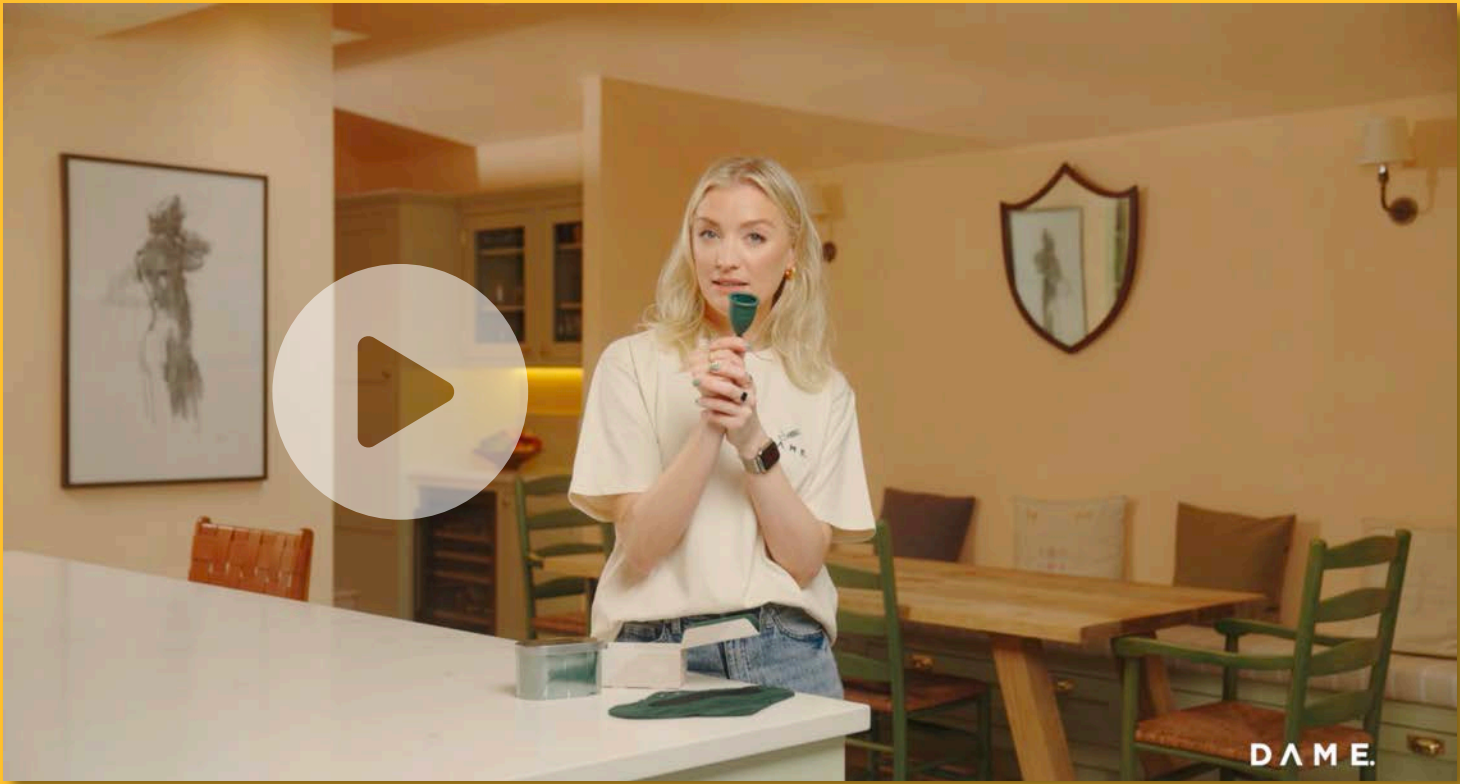
Vagisan

“Bothersome Vagina” —
Series of ads with Jenny Eclair

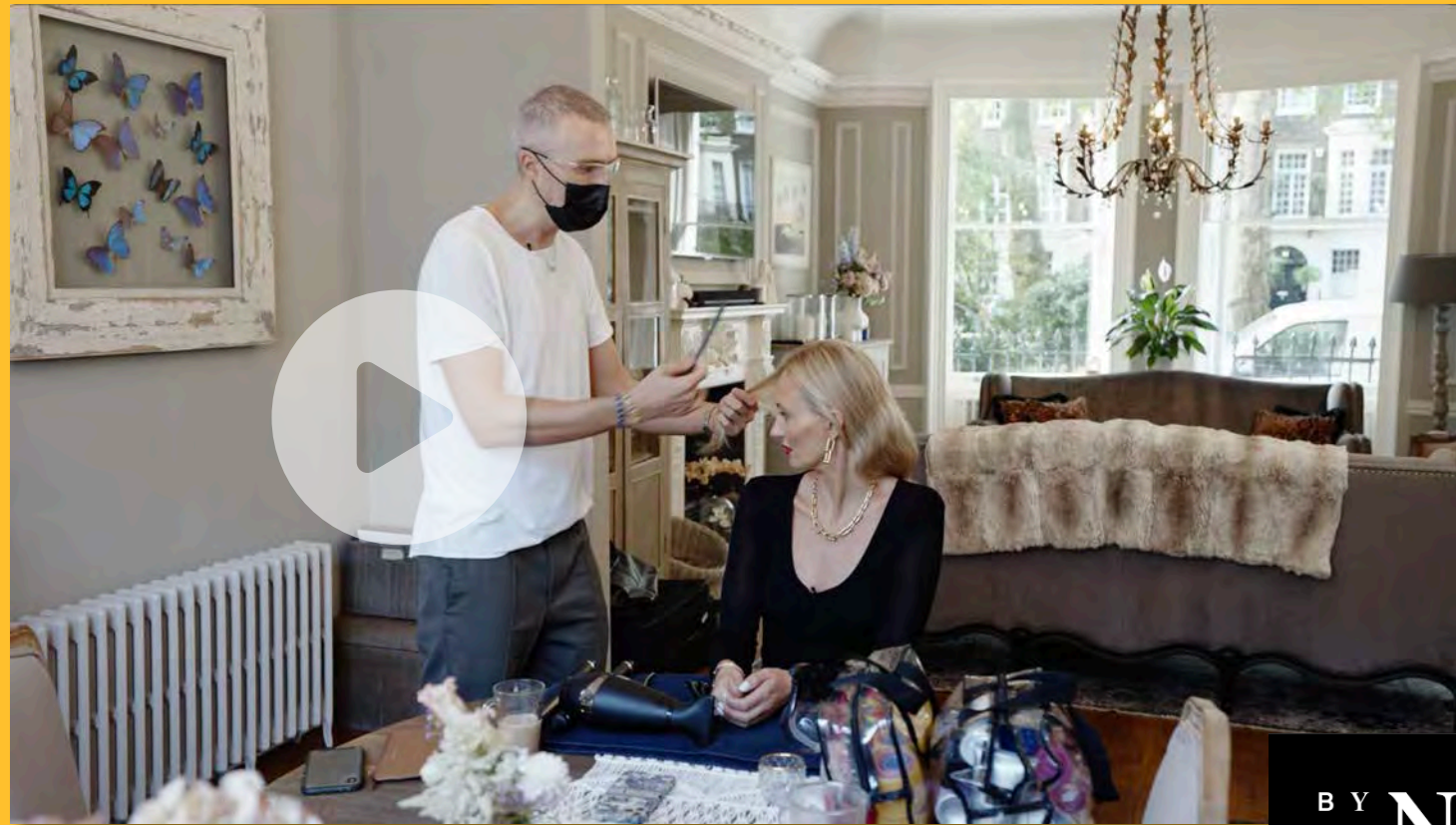


Influencers

D A M E.



Series of education films about how to use a period cup with taboo busting influencer Hayley Morris.



Celebrity hairdresser @georgenorthwood gives @hannahstraffordtaylor a hair makeover.

Impulse



We captured a trip to top Paris fragrance houses with six well-known Influencers to create a series of 8 films to launch the signature collection to a new generation across social platforms.

A trip to Specsavers with @mummysflippinhouse
Filmed and edited on iPhone by Sister Motion and posted organically on her Instagram feed.

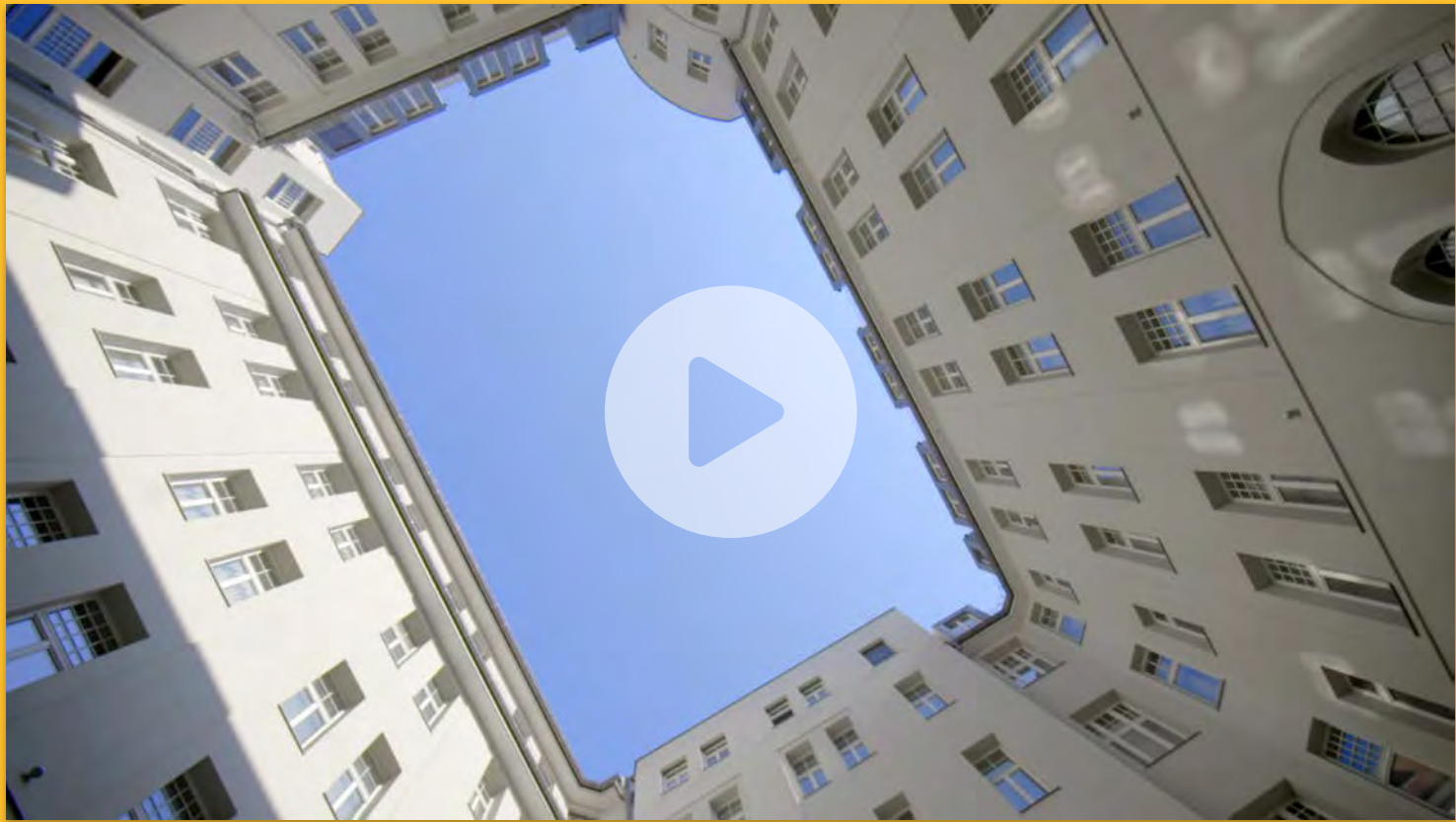


Specsavers



Brand Films

AUTOGRAPH
COLLECTION®
HOTELS



Landing page video for luxury Marriott brand Autograph (also released in US art house cinemas.)



“Water is wonderful” (also a TVC.)



ANORAQ



Lifestyle film for new clothing brand.



Point of sale video for fem-tech brand Elvie.

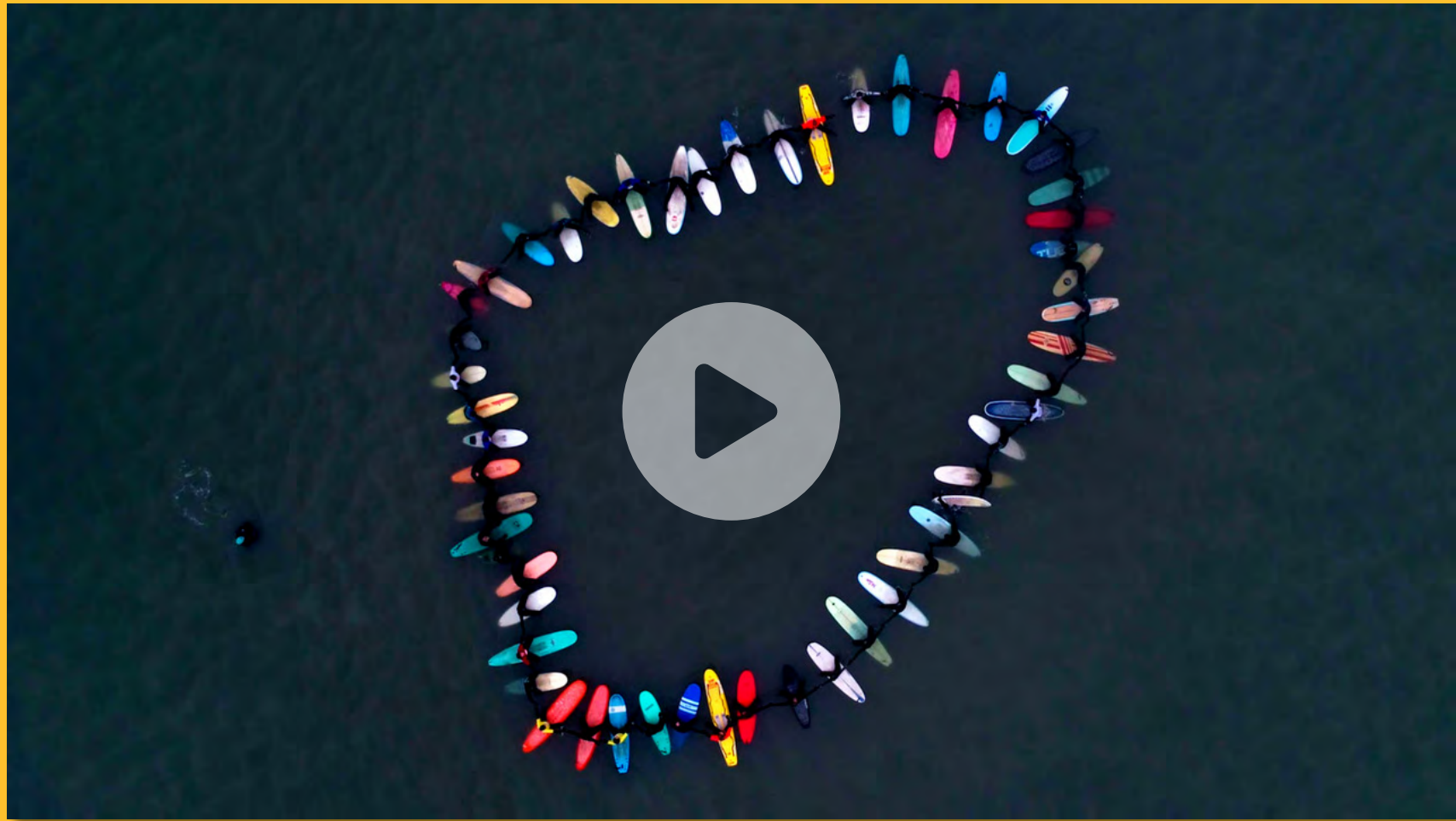


Case Study.

elvie



Events & activations



International Women's Day paddle out 2023.



Capturing 100 women naked skinny dip for Feel Good drinks!



We captured all the action at the 2024 Festival!



Case studies & Profiles



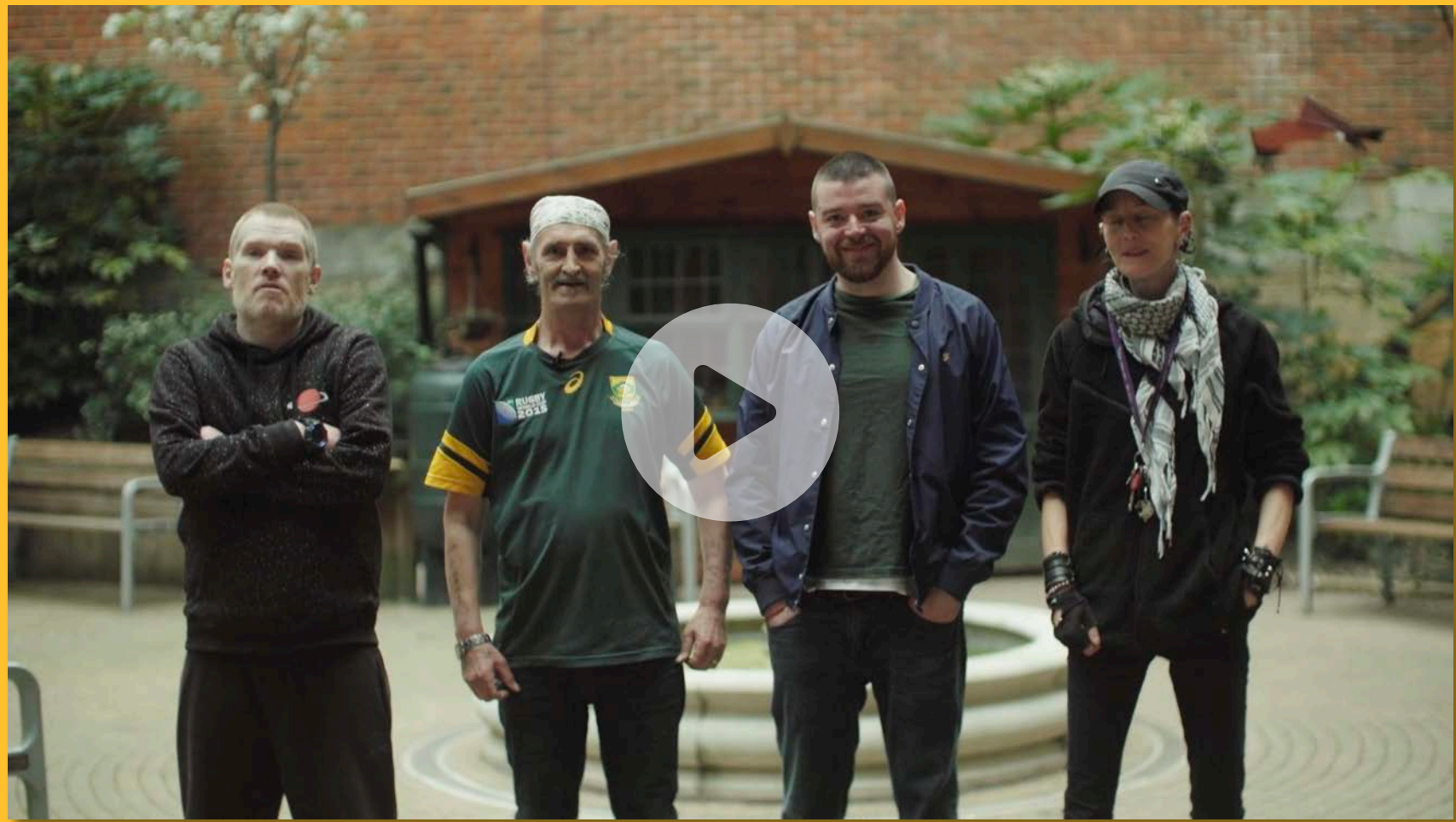
Portia Fox — The Penthouse, Southbank Place



Nii's story — Foster Care Sutton



Katarina's story



Seamus — Manger of Hopkin's House shelter in London



Hype films & BTS

Ogilvy



verizon

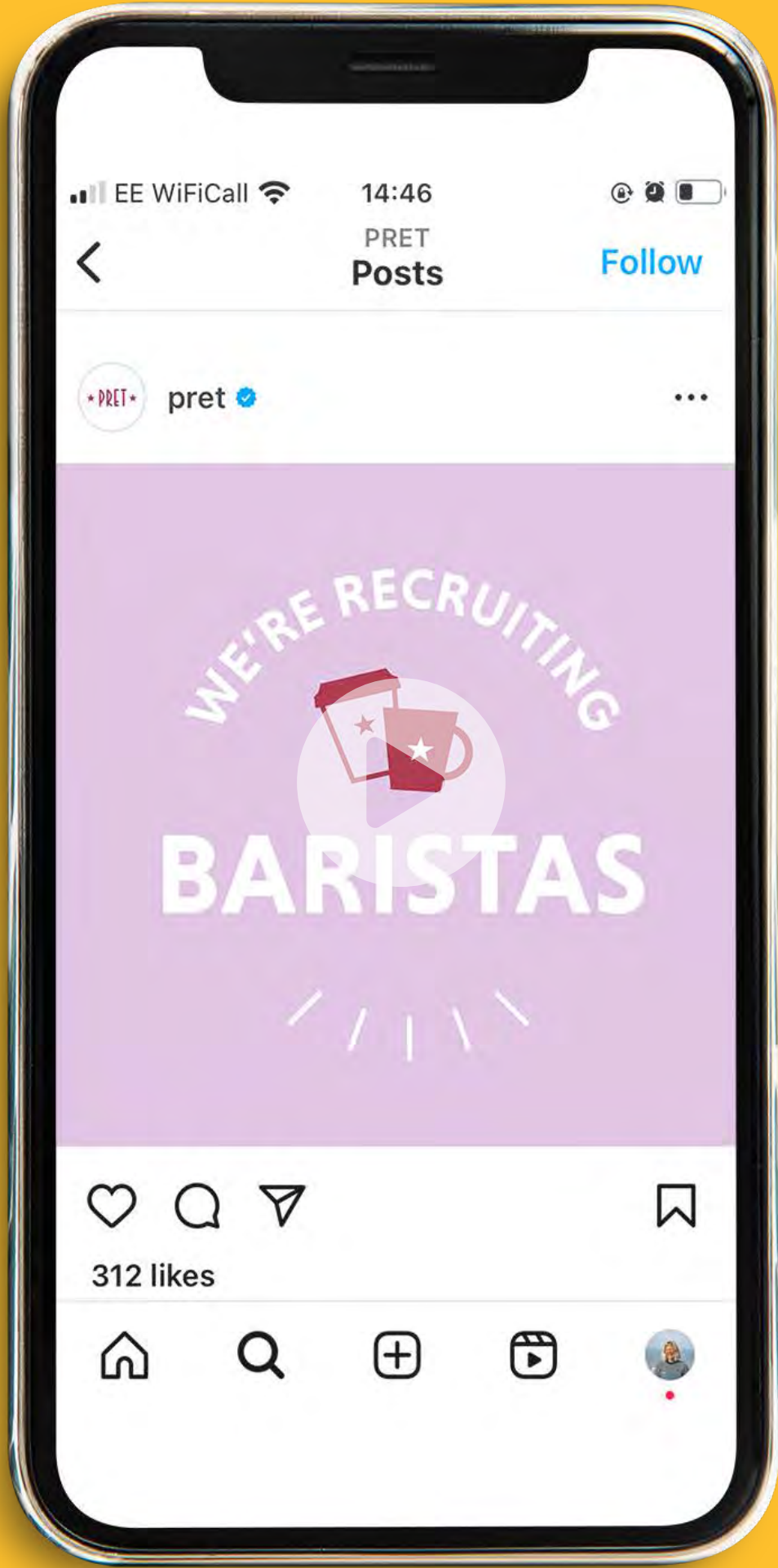


Behind the scenes of the making of an ad for the Unstereotype Alliance.

We captured the action of USA football fans VIP experience with the Jackson Jaguars NFL and Fulham Football clubs for Momentum USA and their client Verizon.

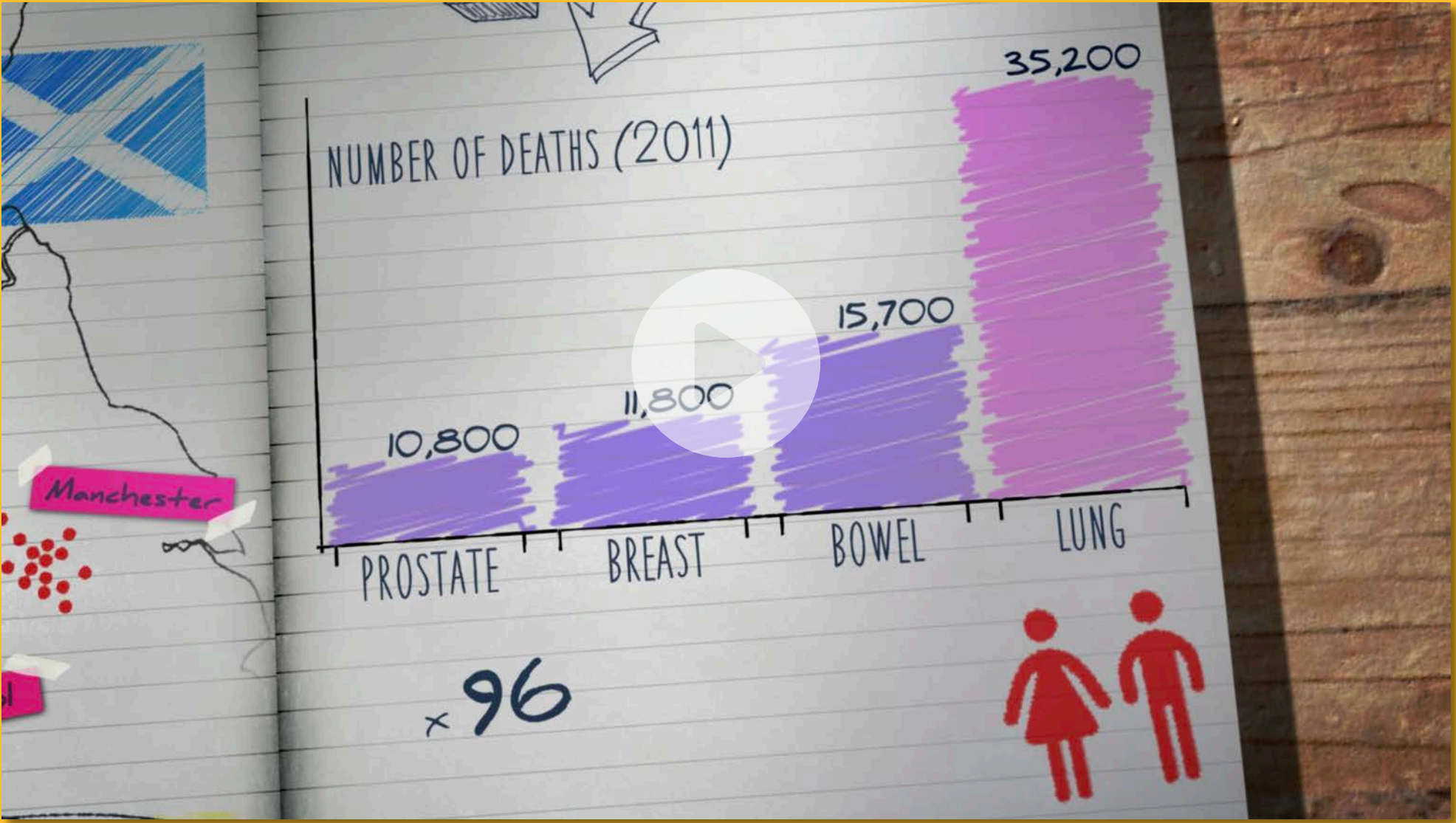


Animation & Graphics

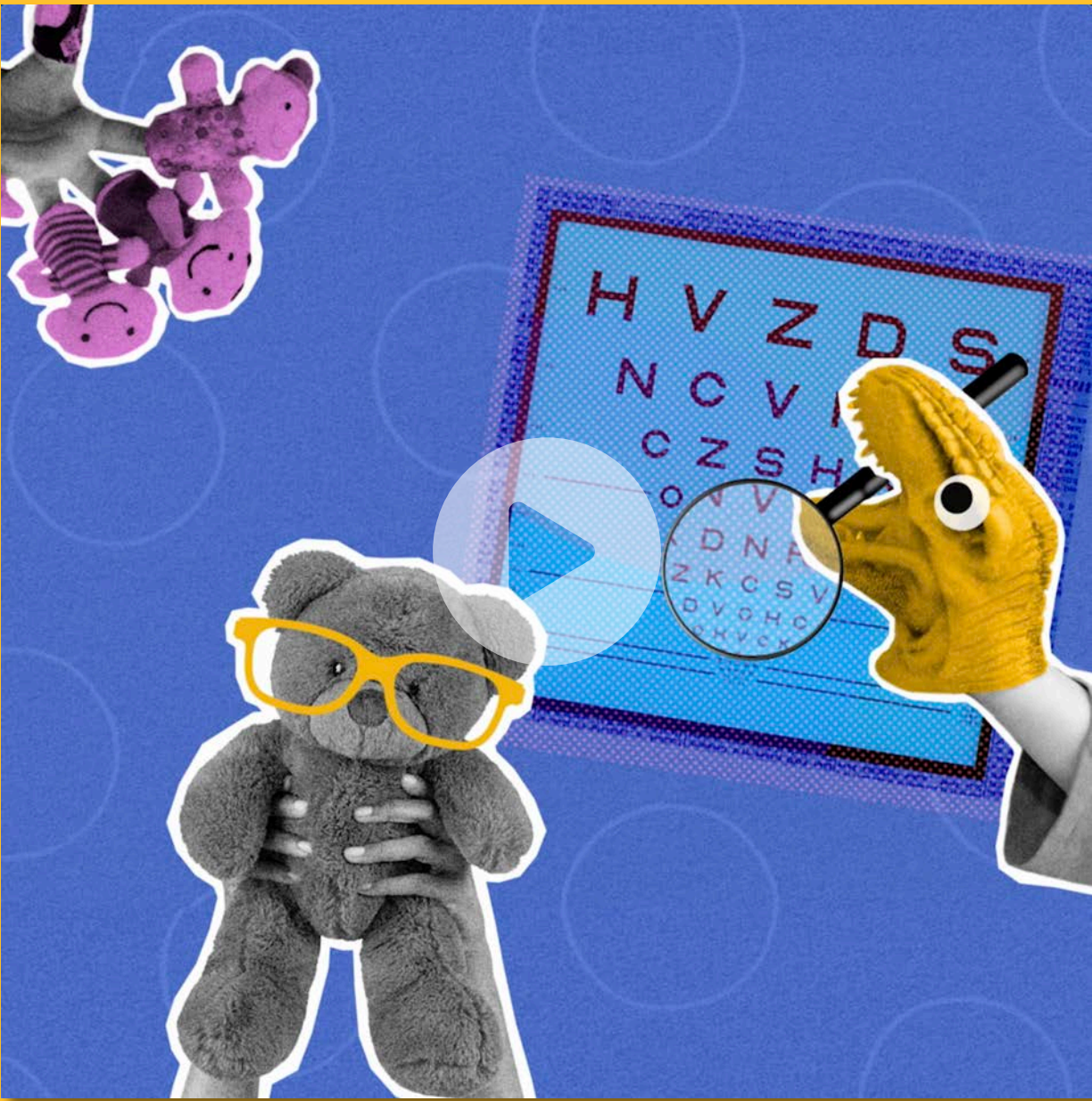


Recruitment film for Pret.

★ PRET ★



Educational animation for Cancer Research UK distributed and commissioned by The Guardian



Animation for Specsavers distributed and commissioned by Mumsnet.



mumsnet



Testimonials



“

Having collaborated with Sister Motion on the launch of Impulse's NEW signature collection, I have experienced their **outstanding capabilities in creative flair, time management, and communication**. Their execution was excellent while working in a super collaborative approach, leading in creative direction. In the fast-paced nature of our project, **the team at Sister Motion, supported us hugely in making sure all the content was PERFECTLY executed**. I thoroughly enjoyed working with them and will continue to work with them if any project comes up in the future.

Adam Williams, Elida Beauty (Unilever)

Impulse

“

I can't thank you enough. Your idea brought both the science and emotion to life, two things we're really proud of as a brand, and it did so in such a wonderful and relatable way. Even now I struggle to watch it without welling up.

Laura Bonson, Head of Brand Marketing, No7 Beauty Company

No7

“

Sister Motion were **BTS production life savers**. We were up against it with time and location challenges but thanks to Nicky and the Sister Motion team, we triumphed. **Super organised and a real hunger to deliver the highest quality**. We wouldn't hesitate to recommend them to anyone.

Yann Jones & Simon Robinson, Creative Directors, Ogilvy

Ogilvy

“

The representation of women in surfing is hugely important to us, and it was fantastic to work with Sister Motion on the Saunton Surf Sisters International Women's Day paddle out event. We were impressed by the level of detail Sister Motion put into organising this challenging event, and the film that captured the spirit and atmosphere of the day blew us away!

Hannah Brand, Operations Manager, Surfing England



“

Sister Motion set the gold standard for professionalism, creativity and care. A joy to work with, their ethos around supporting women and enabling everyday people's stories to be heard, uplifted and inspired the Jobs Foundation's launch film.

Katie Harris, Launch Director, The Jobs Foundation



When you work with us we can **capture BTS content of the Sister Motion team on set working on your brief.** Organic, purpose-led content for your social feeds!



Endorsements



makerswomen  Following ▾ Message +👤 ⋮

4,223 posts 443K followers 2,628 following

MAKERS Women



The Makers is a YAHOO media and community-focused brand that exists to accelerate equity for women in the workplace and beyond by forging purposeful partnerships and sharing stories that ignite passion and drive action.

They recently made a film about Sister Motion that won a **silver W3 award** for **Social Video — Short Form-Diversity, Equity & Inclusion** at the 2024 awards!

MAKERS
by yahoo!





Our founder Nicky Woodhouse was selected from hundreds of applicants to take part in the prestigious Creative UK 22/23 “Female Founders” acceleration programme funded by The BFI and The National Lottery.

The scheme serves as an acknowledgement that female-run media companies tend to be more successful and offer safer investment opportunities than those helmed by men but that women nevertheless find themselves at a disadvantage when it comes to establishing and scaling up their businesses.

The six-month programme offered an in-depth package of support, advice and professional coaching on issues such as business planning, funding, strategy, hiring and monetising IP.



NICKY

+44 (0)7980 756889

nicky@sistermotion.com

sistermotion.com

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