

VIDEO PRODUCTION

frayintermedia
Changing Narratives



CUSTOM VIDEO SHOOTS DESIGNED TO ENGAGE

Don't ever spend money on video that doesn't grab views.

Our production team are specialists in telling stories that are designed and scripted to capture the attention of your audiences, whichever platform they are on.

Our film crews have backgrounds in broadcast journalism, documentary and film production and we employ specialised skills in cinematography, scriptwriting, animation, sound design and editing to ensure that you receive a product that tells your story with the skill and production value that your brand deserves.

VIDEO SERVICES

CORPORATE VIDEO

Strategic video solutions for world-class brands, with every element handcrafted and optimized.

DOCUMENTARY

Film production showcasing Africa's untold stories, made for television, online and streaming services.

EVENT VIDEO

Dynamic and professional coverage to capture your events where they can be seen by everyone.

ANIMATION

Custom storytelling to interpret data and set your platforms in motion.

TRAINING VIDEO

Remove all barriers to your training and scale it with video.

LIVESTREAMING

Take your event live and stream it to the platform or news station of your choice.

DRONE VIDEO

Licensed, professional UAV operators for aerial cinematography and industrial use.



VIEW OUR SHOWREEL



Case Study: Sanlam's 100 year-long story

The biggest insurance group in Africa had just turned 100, and they had a story to tell. In the past two decades Sanlam had demutualised, listed on the Johannesburg Stock Exchange, moved beyond South Africa's borders, completed the most successful empowerment deal in African history and merged with Saham Finances to give it a footprint in 33 countries across the continent.

In 2018, the year of their centenary, they needed a team that could capture that story and turn it into a documentary. They chose **fray**intermedia, so we developed a methodology that would dig deep into Sanlam's archives and blend its historical footage seamlessly with modern interviews with some of Africa's most important executives.

The result was a TV length documentary that showed the company and its great people over the years, demonstrating what it takes to move from a small insurer to a world-class giant. The documentary was published on Sanlam's social media platforms to a combined audience of 130 000 followers, and Sanlam's internal communications platforms for its more than 20 000 employees.



DESMOND LATHAM

CHIEF OPERATING OFFICER

Former editor-in-chief at the GCIS, previously head of multimedia at **frayintermedia**.

Before that, news editor at Business Day TV, after moving from the position of online editor at Business Day & Financial Mail.

That's after spending ten years as CEO of my own company called Mobile Active Digital PTY which built mobile apps and served content to people through African telecoms companies. I have also been a senior reporter at Radio 702, Head of Journalism at Allenby Campus, News Editor at Classic FM, head of radio at African Business Channel.

I have studied at Stanford in California in 1993/94 and Rhodes in South Africa in 1983/85.

OVERSEEING YOUR VIDEO PRODUCTION

Meet the rest of the team

ADDITIONAL SERVICES

STRATEGY

Communications strategies to connect with and hold your audiences.

TRAINING AND RESEARCH

Training and research for leading organisations.

VIDEO PRODUCTION

Bespoke video production, made to engage.

PHOTOGRAPHY

Compelling images to build and expand your brand.

EVENT MANAGEMENT

Professional, media focussed management for your events.

PUBLIC RELATIONS

Relationship and media management from Africa's most connected journalists.

SOCIAL MEDIA

Dynamic, connected platform management that cuts through the noise.

DESKTOP PUBLISHING

Finely crafted publications backed up by world-class journalism.



GET IN TOUCH