

PLAYMAKERS

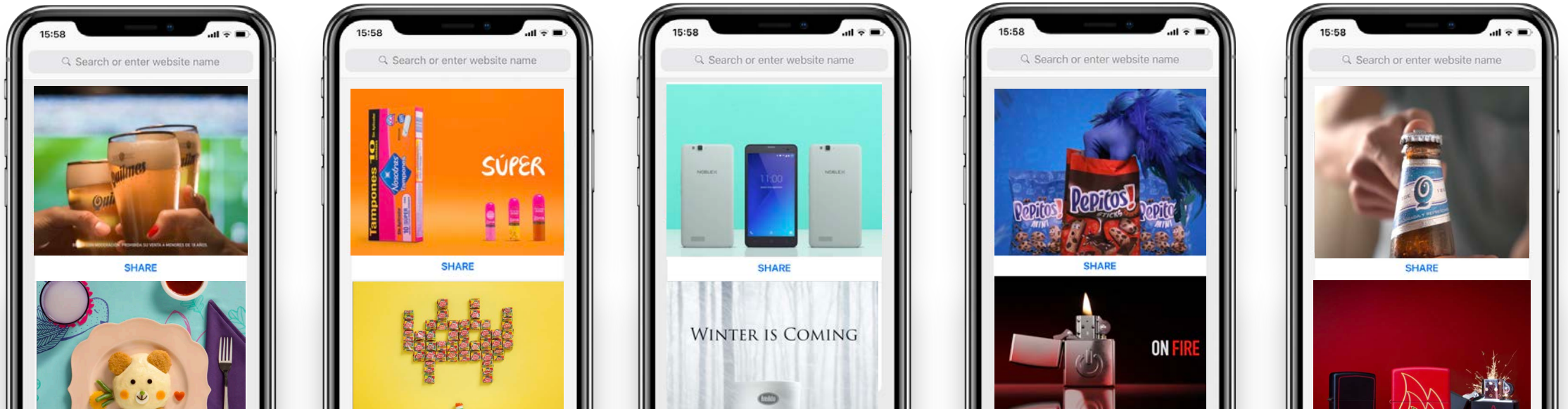
www.playmakerspro.com

PLAYMAKERS

Creative Content Solutions

About Us

Playmakers is the solution for media and brands that need to connect **in a different way** with their **audiences and consumers**



Our History

2017



Playmakers was founded in 2015 and signed a contract with Yahoo! Originals to produce monthly videoblogs for Latam. Both companies worked together for until Yahoo! was sold. In 2016 Playmakers received "The Webby Awards" for one of the original formats developed for called "printed in memory"



2018



Winner of the 2017 export award to the best export company in Argentina in the "First Export" category.

[Press Release](#)

2019



Playmakers Entertainment LLC opened an office in Miami, USA and signs contract with Discovery to produce original content together.

2020



Playmakers announces the alliance with Cisneros Media for the development of video content creative solutions for brands, agencies and media using stock footage.

[Press Release](#)

2021



Playmakers start working for A + E Networks producing editorial and brand content for their channels and brands throughout the region. This includes: History Channel, Lifetime and A&E

2022



ICBC bank awarded Playmakers as the best Argentinian export company 2022 in the micro-SME category.

[Press Release](#)



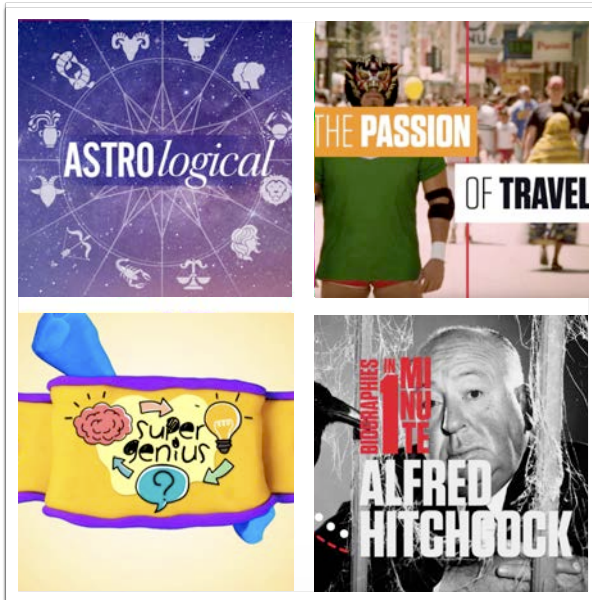
Luciano Molina

CEO & Founder

An award winning media entrepreneur with experience in production, coordination and development of audiovisual and digital projects. With an extensive background in television and advertising playing leadership roles with a proven success in both industries.

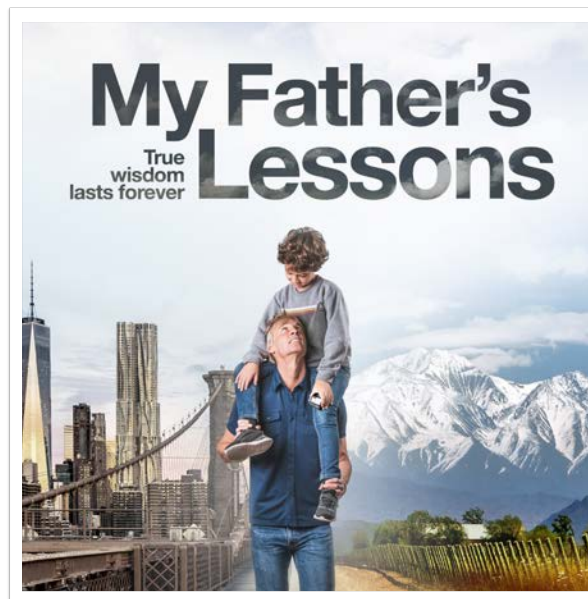
Distribution

This are our entire catalogs for distribution:



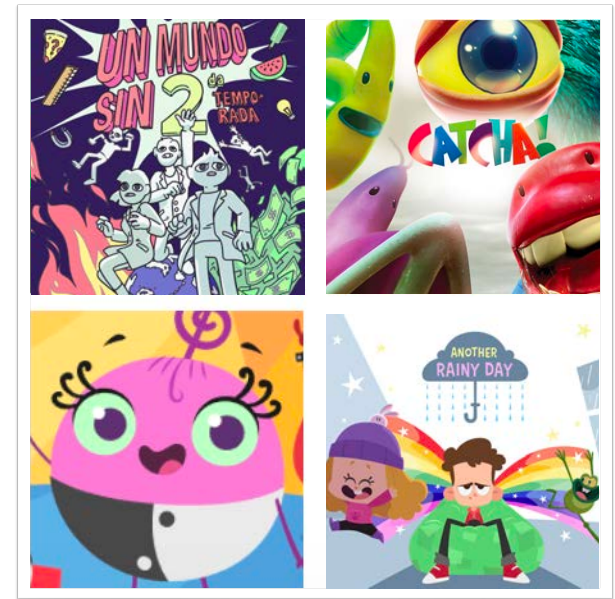
SERIES - Catalog

[VIEW SERIES CATALOG](#)



FILMS - Catalog

[VIEW FILMS CATALOG](#)



KIDS - Catalog

[VIEW KIDS CATALOG](#)

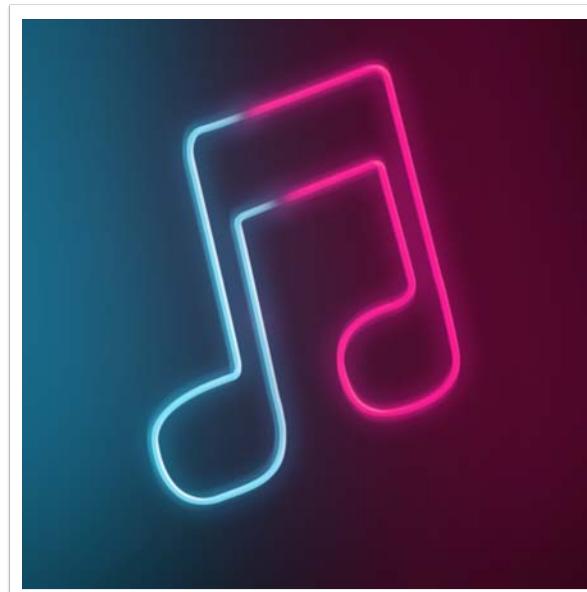
VR & Music

This is our entire catalog of VR and Music:



360° - Catalog

[VIEW 360° CATALOG](#)

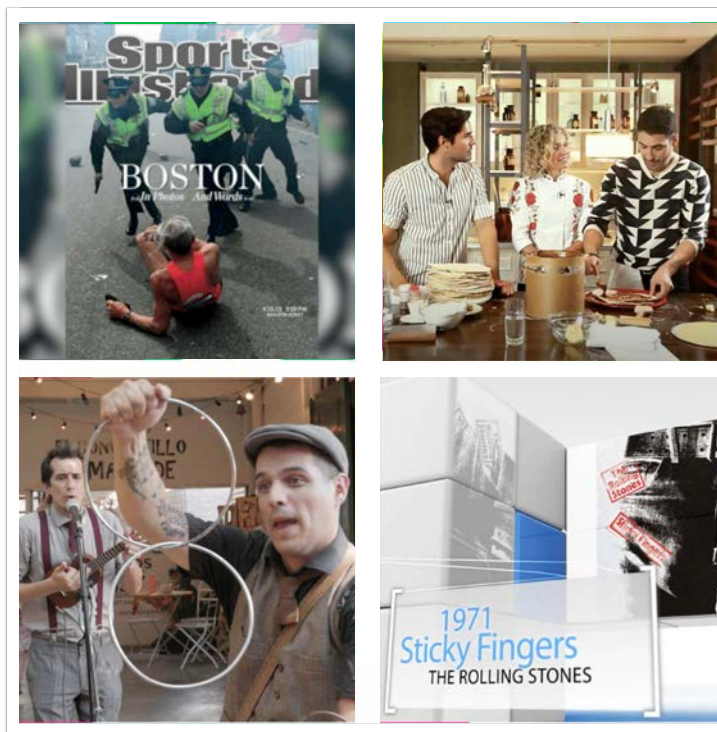


MUSIC - Catalog

[VIEW MUSIC CATALOG](#)

Pilots & Demos

This is our entire catalog of pilots and demos:



PILOTS - Demos

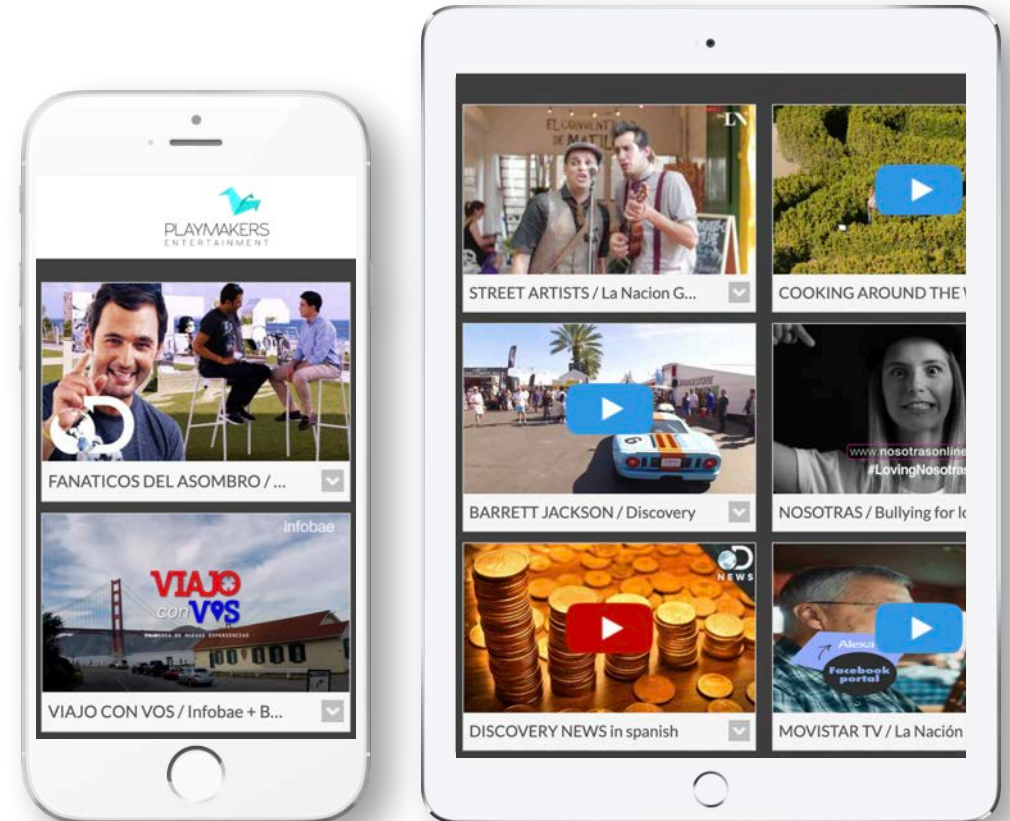
[VIEW PILOTS & DEMOS](#)

What We Do

BRANDED CONTENT

We like to see ourselves as partners of our clients and not as providers. Currently our clients are mainly media and agencies to whom we help generate new businesses with their brands.

We mainly support them through sales consulting and creative multimedia solutions, generating together branded content for multiple platforms.

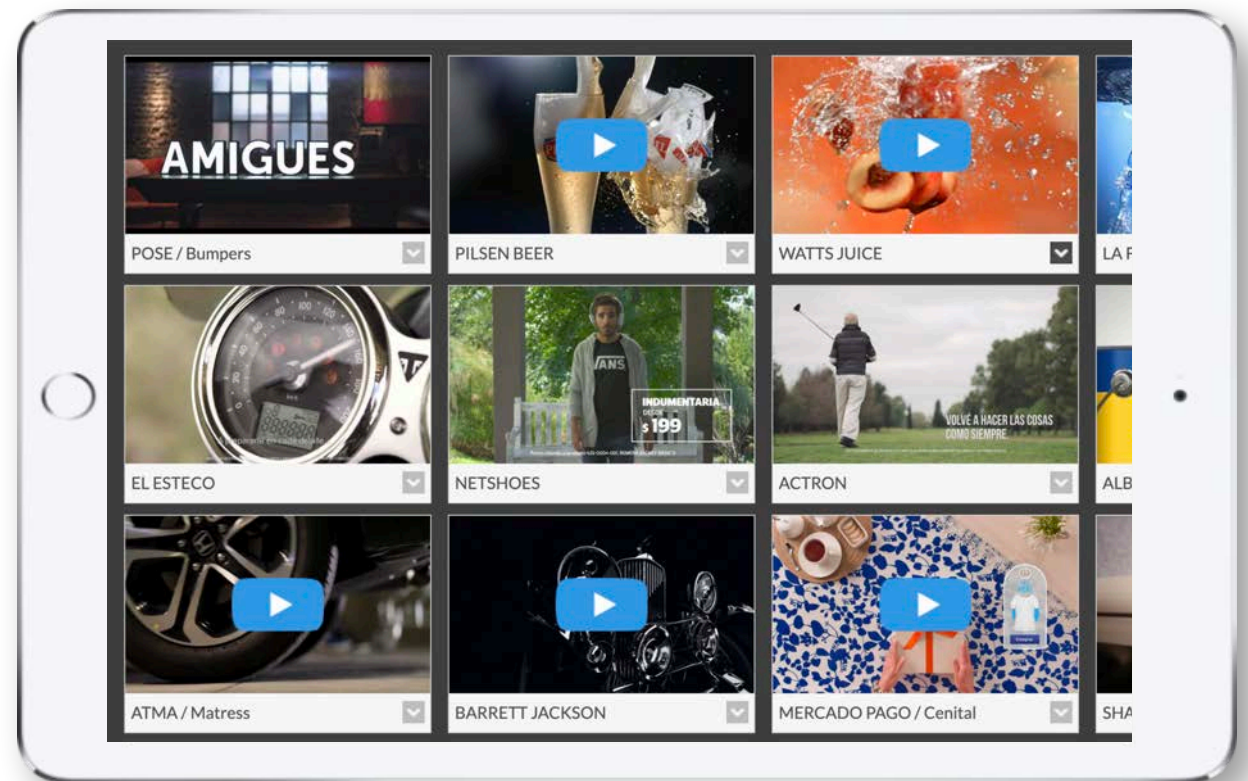


[CLICK HERE TO VIEW OUR BRANDED WORK](#)

What We Do

ADVERTISING

The audience is tired of the constant bombing of digital advertising, they do not have time to watch that type of content. That's why we bring a new solution to our clients.

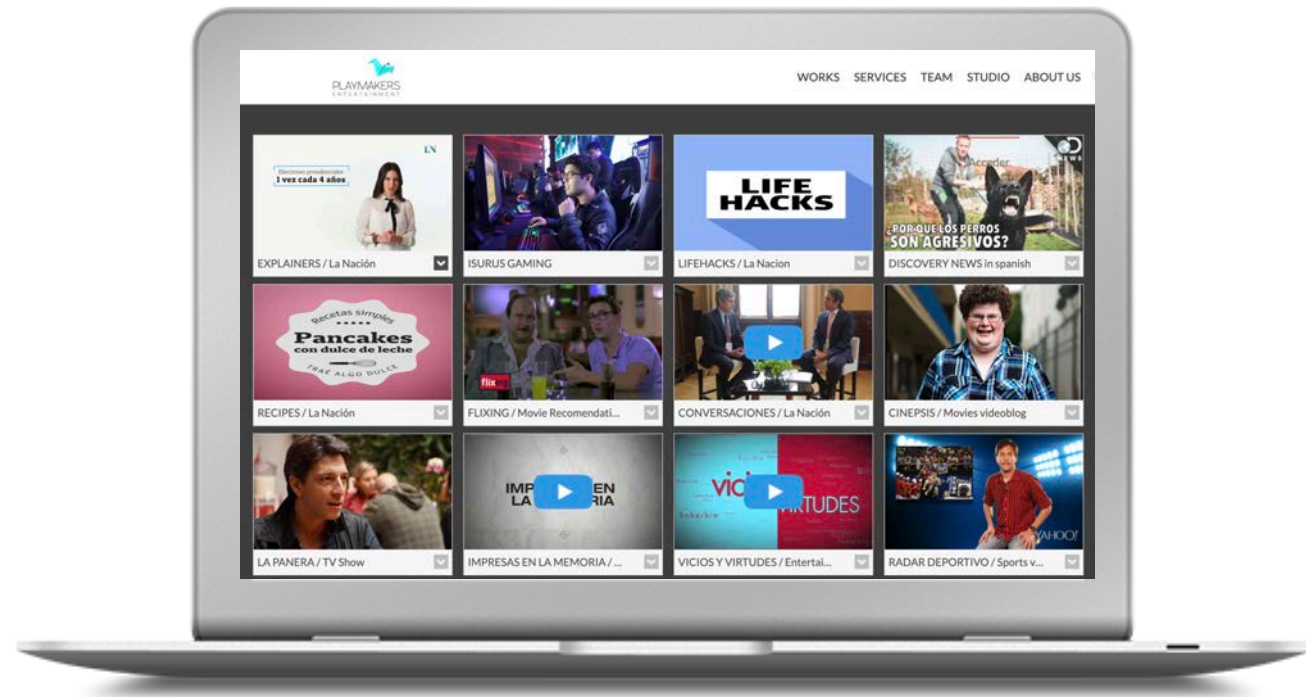


[CLICK HERE TO VIEW OUR ADVERTISING WORK](#)

What We Do

EDITORIAL CONTENT

We are currently partners with many media networks across the region that needed to connect in a different way with their digital audience. We help them optimize and improve their engagement.



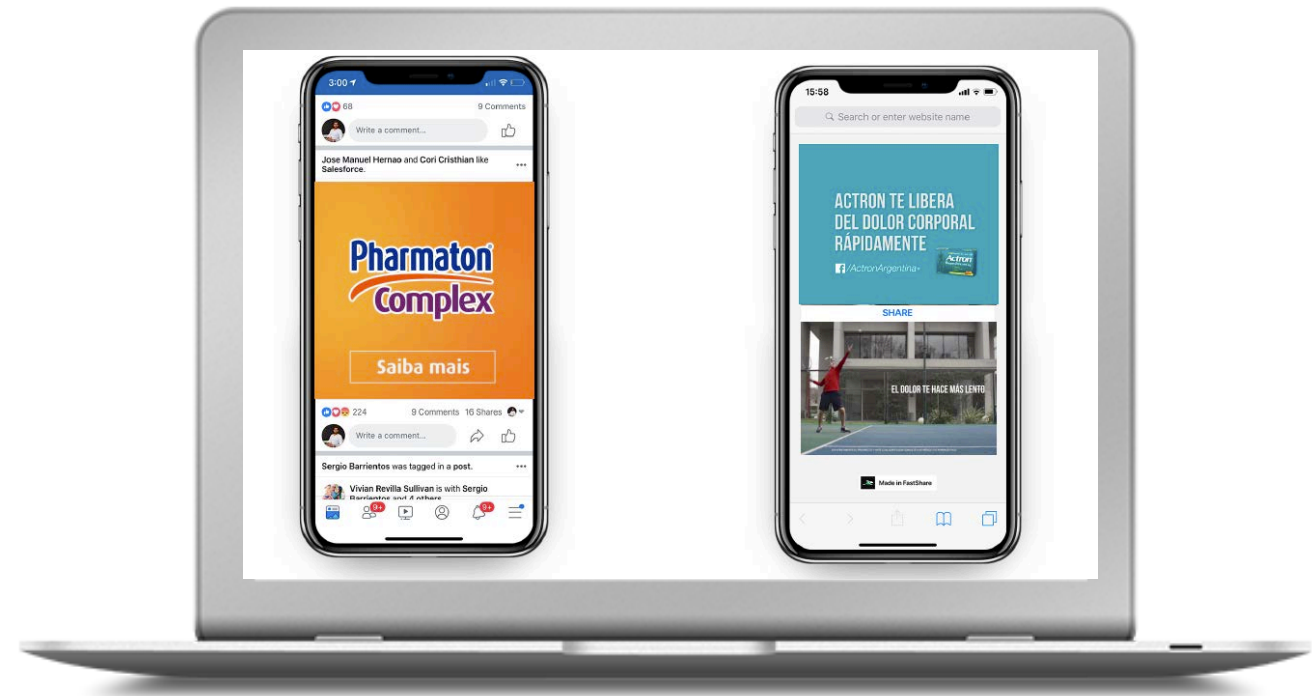
[CLICK HERE TO VIEW OUR EDITORIAL WORK](#)

What We Do

PLAYMAKERS PHARMA

Playmakers is the solution for consumer Pharma industry that need to connect in a different way with their consumers.

The goal is to provide Pharma clients with modern and dynamic content proposals in a short format that takes off from the old and corporate that have been producing for years in digital and traditional media.



[CLICK HERE TO VIEW PLAYMAKERS PHARMA](#)

What We Do

PODCAST

01. Creation of the idea:

Analysis of the client's briefing with our creatives

02. Development of the proposal

We pre-produce the content with the best professionals

03. Production and validation

Multidirectional workflow between the producer and the client

04. Delivery

Delivery of the material in the requested formats



Our Products



Snack Content

Short videos between 5 and 30 seconds in three different techniques (stop motion, animation or filming)



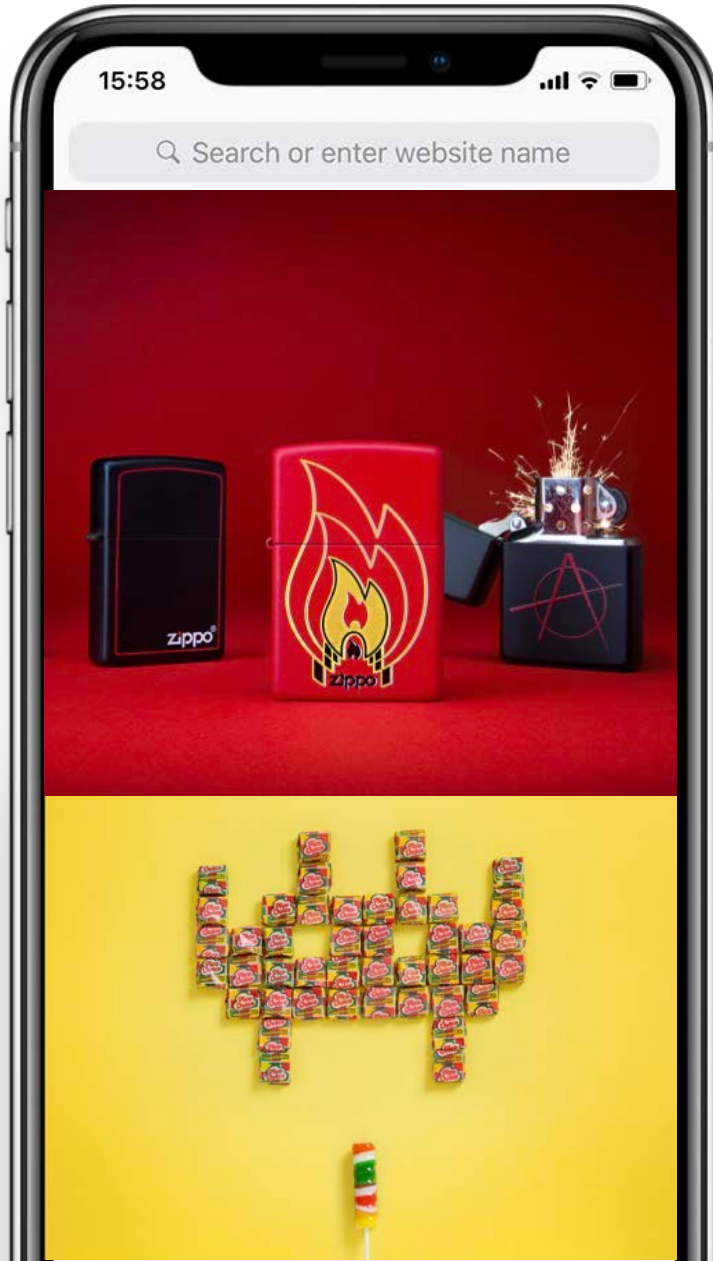
CreAce

CreAce app is an innovative video tool for creating user-generated videos on a large scale for brands and media.



Stock Content

Editorial and branded content at a fixed price using stock footage & library music.



Snack Content

SOLUTION

Like an emoticon, these pieces have the particularity of being able to be interpreted globally, this means that a person from any part of the world can understand the piece regardless of its origin, language or culture.

A particularity of our snack contents that makes them so convenient is that they do not have anything to locate the piece (music, voice over or actors) to a given region.

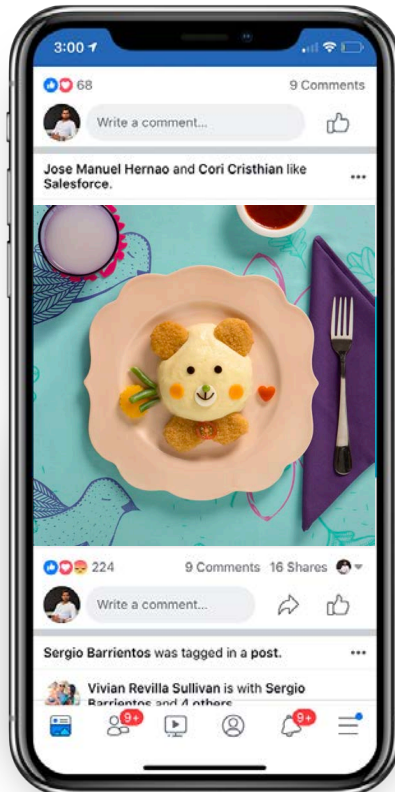
That is why our customers apart from receiving a benefit in cost, are the owners of the pieces in perpetuity to use in the media they want without having to pay any additional, or annual rights of use.

[CLICK HERE TO VIEW OUR SNACK CONTENT WORK](#)



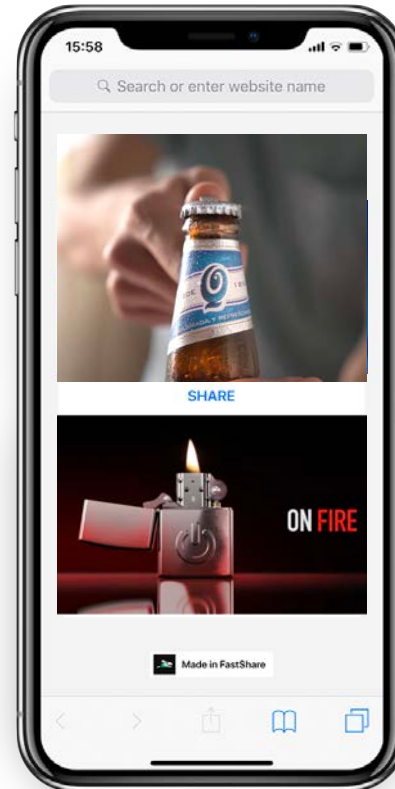
Digital Ad Campaign

Promote your brand in any social media, App or website



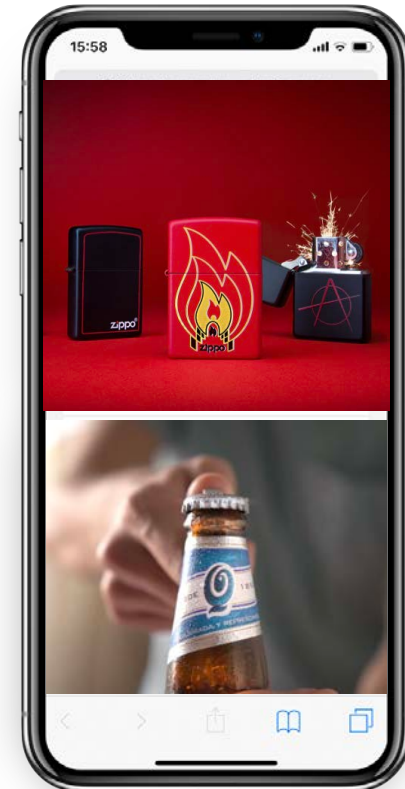
Rights

Our clients are the owners of the rights in perpetuity to use in the media they want

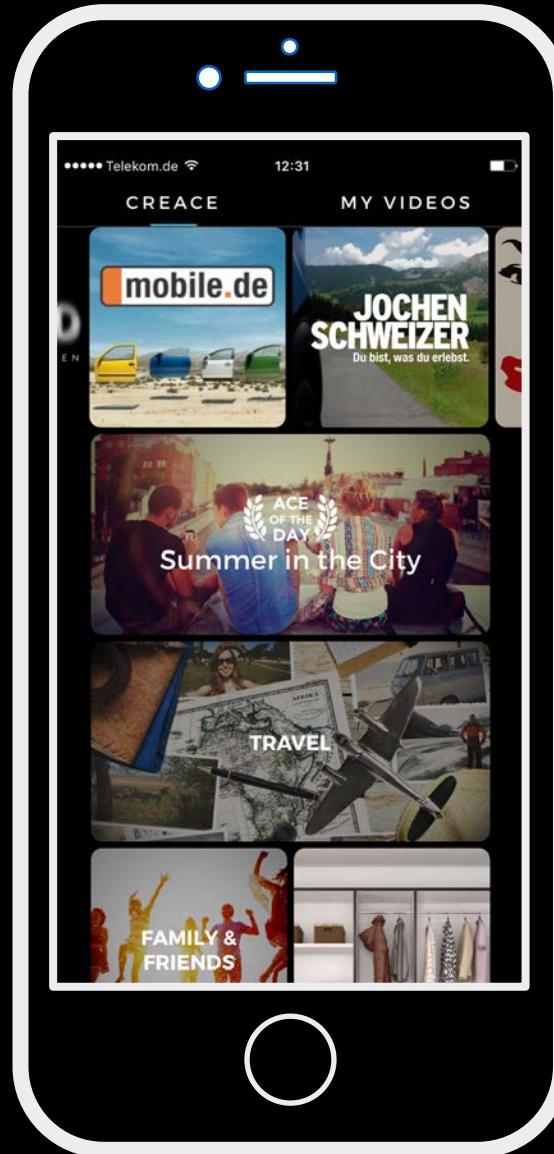


Global

A person from any part of the world can understand the piece regardless of its origin



creAce



We live in the mobile video era, and we are convinced that giving users the ability to create and share video content is the key.

Whether for lifestyle, business purposes, awareness or engagement goals: the brand video generated by users with CREACE is highly effective.

The videos generated by users are more influential than any other media, which makes it very attractive for marketing teams.

"81% OF CONSUMERS TRUST THE OPINIONS OF THEIR FRIENDS AND FAMILY ON A BRAND OR EXPERIENCE MORE THAN THE INFORMATION PUBLISHED BY THE BRAND ITSELF".

Nielsen Global Survey of Trust in advertising, 2018

CreAce App



How it works

We define the story-arc, choose the right setting, camera-perspectives and after-effects, pre-produced video content (branded/ un-branded) and provide foolproof directions for the user to fill the gaps!

[CLICK HERE TO VIEW MANCHESTER CITY EXAMPLE](#)

[CLICK HERE TO VIEW DISCOVERY NETWORKS EXAMPLE](#)

[CLICK HERE TO VIEW NERVE MOVIE EXAMPLE](#)

[CLICK HERE TO VIEW TRAINSPOTTING 2 EXAMPLE](#)



[WATCH THE DEMO](#)

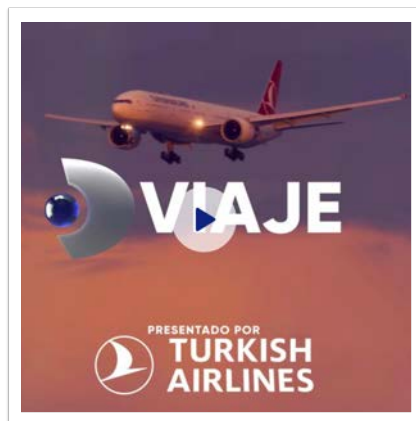
Stock Content

100% created with stock libraries using our own scripts, design and creativity. Ideal for generating a large volume of content in less time and at a lower cost without filming.



Editorial

[VIEW EDITORIAL STOCK
CONTENT EXAMPLE](#)



Branded

[VIEW BRANDED STOCK
CONTENT EXAMPLE](#)



News bites

[VIEW NEWS BITES STOCK
CONTENT EXAMPLE](#)



Advertising

[VIEW ADVERTISING STOCK
CONTENT EXAMPLE](#)

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