cowshed

get noticed. go viral. be unforgettable.

cowshed

A guide to branded content. The Cowshed way.

Share feelings, not videos

Why do people share videos? Because when they watched it, they felt something. And that feeling sparked the need to pass it on.

Joyful, tearful, giddy, nostalgic, grateful, galvanised, shocked, proud, outraged or downright excited, that's the real output of great video content, not just who stars in it or how it's shared.

People don't share videos with one another because of the video, it's because of how they felt and how they think other people will feel when they see it.

People share feelings through videos, so we think about the feeling first, then build our ideas from there.

Social first

We believe in the power of social to connect with people on a human level. We think treating social content as an after thought or an add-on is a wasted opportunity. We're educating our clients why they should put social first, start with a great idea and create something that their audiences will actively seek out, engage with and share. It's called 'social' media for a reason, it's meant to be shared.

We watch what they watch

As a team we are obsessed with video and social content. We actively engage with it, seek out the good, the bad and the ugly in order to hone our craft. This is a fast-moving industry with algorithms changing all the time so we make a conscious effort to keep up. We've had years of experience understanding what formats work on particular channels and what content will create the most impact.

Always think bigger

Think bigger than an influencer placement, think bigger than a product placement, think bigger than what's been done before or what your competitors are doing. We always think bigger, always starting with an idea. Can a one-day shoot actually result in eight short episodes rather than one longer cut? Can we attempt something that hasn't been done before? If it feels risky, it's probably right.

cowshed

Watch our branded content showreel.