

STORYVENTURES BRAND NARRATIVE STUDIO

BRAND NARRATIVE DIVISION: SCRIPTVENTURES + STORYVENTURES

Your brand isn't an ad. **It's a story** waiting to be produced.

We build brand-funded scripted and docu-narrative IP — the model that took Formula 1's Netflix partnership from an \$8B property to a \$35B franchise. Elite screenwriting pedigree, tax-advantaged production infrastructure, and a shoppable-commerce workflow, all in one offer.

\$8B → \$35B

F1 franchise valuation growth post-Netflix docuseries

\$290M+

Streaming value Netflix earned from "Drive to Survive" (2020-2024)

276%

F1 sponsorship value growth, 2019-2023, once the property became a story

THE OPPORTUNITY

Branded entertainment is scaling faster than the industry can keep up with

Global content investment is set to hit \$255 billion in 2026, and the shoppable/commerce-integrated video market is exploding from \$82.4 billion in 2026 to a projected \$379.5 billion by 2036. Brands are shifting real marketing budget toward story-driven content — and most production shops aren't built to capture it.

01

Brand-Originated IP Development

Our screenwriting team creates an original scripted or docu-narrative concept where your brand *is* the world — not an ad inserted into someone else's story.

02

Brand-Funded Production Financing

Your marketing budget funds development and production — routed through StoryVentures' streamlined production workflows, reducing budgets by 20-33%.

03

Commerce + Distribution Layer

Every piece of content runs on a proprietary shoppable e-commerce workflow, turning screen placements into real-time purchase opportunities.

WHY US

One integrated offer no competitor can match

Full-service branded studios, boutique documentary shops, and talent agencies each cover one piece of this. None combine elite screenwriting pedigree, owned tax-advantaged production infrastructure, and a commerce-native workflow in a single partner.

Pedigree over production value Screenwriting credits spanning <i>Breaking Bad</i>, <i>Game of Thrones</i>, <i>Guardians of the Galaxy</i>, and <i>A Beautiful Mind</i> — story craft most branded-content shops simply cannot claim. Technology + Efficiency A production company engineered from the ground up for today's economics - we leverage LED virtual production volumes and proprietary tools to reduce budgets by a third.	Owned distribution economics Unlike an agency that brokers and steps away, we retain IP, sequel rights, and licensing upside — turning one project into a recurring franchise asset. Commerce-native production Our shoppable workflow converts content into a direct sales channel, something most branded-content studios don't natively provide.
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COMPETITIVE LANDSCAPE

Where the market falls short

Tier	Examples	Strength	The Gap
Full-service branded studios	RadicalMedia, Supper Club	Ad-agency scale	Rarely develop feature/series-level scripted IP with A-list pedigree
Boutique documentary shops	StoryKing, LOOK Studios	Fast, templated turnaround	No path to theatrical/streaming distribution or franchise IP
Talent & sports agencies	CAA, Octagon, Wasserman	Deep brand and celebrity access	Broker deals — they don't originate or produce narrative content

INVESTMENT TIERS

Pricing that scales with ambition

Every engagement is scoped and quoted individually — runtime, revisions, deliverables, and usage rights are locked upfront.

PILOT / PROOF CAMPAIGN A 3–8 minute branded narrative short or mini-documentary, built to become your flagship sample reel.	SIGNATURE BRAND FILM A 10–20 minute hero film or limited-series pilot, including full script development and one commerce-integration build.	FRANCHISE IP PARTNERSHIP A multi-episode docuseries or scripted series, structured as a production fee plus retained IP/revenue share.
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From first conversation to franchise asset

01 Discovery call

We lock all the variables before quoting: campaign objective, deliverables, timeline, usage rights, and approval process.

02 Concept & story architecture

Our screenwriting team develops the narrative concept — scripted drama, anthology, or docu-format — built around your brand's world.

03 Funded production

Production is routed through StoryVentures' independent production division, incorporating proprietary streamlined processes and lowering your net cost.

04 Commerce-integrated launch

Content ships with the shoppable workflow built in, converting audience attention into a measurable sales channel.

05 Scale to franchise

A successful pilot becomes the case study for a multi-project or franchise-level IP partnership with retained upside.

Let's build your brand's own *Drive to Survive*.

Book a 30-minute discovery call to explore what a brand-funded narrative could look like for your company.

[START THE CONVERSATION HERE](#)