



# SCROLL WORKS<sup>®</sup>

SOCIAL AGENCY

# PEOPLE DON'T HATE ADS. THEY HATE **BORING** ONES.

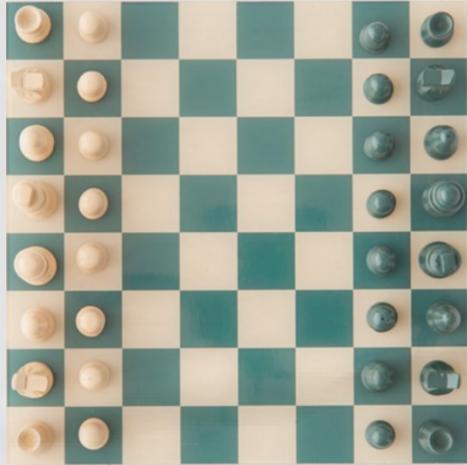
Every day, your audience scrolls past thousands of messages. While only a few grab their true attention. At ScrollWorks, we build ideas that stop the scroll. We concept, produce, and launch high-performing creatives, end to end.

After years of working for a huge marketing company, making global campaigns for top-tier brands, we're now doing it our way.

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STRATEGY



CONCEPTING



VIDEO



PHOTO



EDIT



SOCIAL ADVERTISING



CASTING



STYLING



SHORT COPY



COMMUNITY MANAGEMENT



AI



LOGO & ART



# ALL-IN- HOUSE

Scroll Works is more than just a production studio. We don't just know how to create great content, we understand how social media actually works.

From concept and production to distribution and optimization, we can fully take social media off your plate. Whether you need standout creatives or full-service support, we make sure everything works together to deliver consistent, scroll-stopping results.



SCROLL  
WORKS

# WE MAKE THEM **STOP** SCROLLING

We believe attention is earned, not bought. That's why we start with storytelling—content that feels human, relatable, and worth watching. Stories create connection, and connection is what makes people stop scrolling.

We use humor, tension, and contrast to cut through the noise. That's how we create moments that feel unexpected and memorable. The kind of content people recognise, quote, and want to share.

We're not afraid to be bold. Because if you try to speak to everyone, you end up speaking to no one. Clear choices, strong perspectives, and distinctive creative are what make brands stand out—and stick.

Ultimately, great content doesn't just get seen. It creates desire. By building worlds people want to be part of, we turn attention into interest, and interest into action.

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# WHY CHOOSE SCROLL WORKS?

## **BIG-AGENCY BACKGROUND**

Scroll Works is built by senior creatives with years of experience at WPP Media Group, delivering television and social campaigns for leading national and international brands.

## **SMALL-TEAM SPEED**

No layers, no bureaucracy. Just fast decisions, direct collaboration, and a team that's fully invested in your brand.

## **End-to-end ownership**

From concept to production to distribution, everything stays in one small team. We deliver Full accountability.

## **FULL OF PASSION**

We create content out of love for the craft. We challenge ourselves constantly and we're not satisfied until it meets our highest standards.

## **STRATEGY FIRST**

We don't just make content that looks good—we create work grounded in strategy, culture, and a deep understanding of how social actually performs.



# WHAT WE MAKE

Over the past few years, we've produced nearly 500 videos for a wide range of brands and objectives. From high-end productions to raw, UGC-style content. From studio shoots to on-location work. From tightly scripted concepts to spontaneous, non-scripted moments. What connects it all isn't a single style, but a deep understanding of what kind of content works, for which brand, and why.

## WE CREATE LAUGHS

Humor is one of the strongest ways to connect with an audience. It builds familiarity, likability, and memorability.

But it only works when it's sharp and intentional. That's why we use recognisable situations, cultural insights, and unexpected punchlines delivered in both scripted and non-scripted formats that feel natural, relevant, and perfectly timed.

## WE CREATE DESIRE

We make people want your product by connecting them to your brand. By building a world around it, we create content people want to be part of, not just watch.

Through storytelling and strong visual direction, we communicate identity over features. The goal isn't immediate conversion, but attraction: making people recognise themselves in the brand and want to align with it.

## WE CREATE DEMAND

Demand in social ads isn't created by features or discounts.

The most effective social ads combine precise targeting, strong hooks, and emotional storytelling to guide attention toward action. Every element: visuals, copy, pacing, and tone, is designed to reinforce brand identity and highlight value for the end user.

By building curiosity, relevance, and desire, we position the product as the natural next step turning passive viewers into engaged, potential customers.



# TAILOR MADE PROPOSALS



At Scroll Works, pricing is based on scope and goals, not a fixed model. We work with you to define the right setup, whether that's content creation only, full advertising support, high-end visuals, social-native content, a one-off shoot, or an ongoing retainer. Every project is priced accordingly.

Thanks to our low overhead and lean setup, we're able to deliver at a price most traditional agencies can't compete with.

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# **CURIOUS** **WHAT** **WE CAN** **DO FOR** **YOU?**

Whether you want to explore ideas, discuss a challenge, or simply grab a good coffee, we'd love to connect. Reach out by email or phone, and let's see what we can build together.

**PHONE** 06-23933680

**MAIL** [info@scroll-works.com](mailto:info@scroll-works.com)

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