

WHO WE ARE

crux: a vital, decisive or pivotal point

A fully integrated content provider at the crux
of the brand, entertainment and digital worlds ✨

WHO WE ARE

An inventive team of producers, creators, marketers and strategists who adopt early, adapt easily, and work diligently to dimensionalize your vision in dynamic ways ✨





WHO WE ARE

CREATE. POPULATE. ACTIVATE. Big ideas and bold implementation of high-impact productions deliver real-time results in the digital space ✨



WHY US

CREDIBILITY & ACCESS We've taken our  EUE/Screen Gems equity as entertainment, advertising and content innovator and translated it for the new media ecosystem 



WHY US

CREDIBILITY & ACCESS. Represented by CAA our EUE/Sokolow division expands the EUE/Screen Gems sphere of influence with a deep pool of A-list talent—actors, directors, writers and entertainment pros—that will bring your brand story to life via original TV/Web productions ✨





HOW WE WORK

AS FACILITY & FACILITATOR.
LABORATORY & COLLABORATOR.

You bring an idea, and we'll give it wings. You provide a challenge, and we'll offer a solution. Maximizing all of our assets to optimize yours ✨

WHERE WE DO IT

CRUX is a digital destination that's local and global.
NYC headquarters, state-of-the-art studios and
multiple green-screen stages mean you can create it
here and serve it everywhere 🌀



WHERE WE DO IT



High-tech facilities and filmmaking infrastructure ensure breakthrough productions across all platforms. Our North Carolina, Atlanta and NYC studios have housed over 350 film, television and commercial productions ✨



Bank of America



BET★



HBO



WHERE IT LIVES

The new rules of engagement demand new tools for discovery. It's not only the content that matters; the contact is just as key. And we've got the internal engine to drive traffic and make more than just impressions, but valuable consumer connections 🌟



WEB



VIDEO



MOBILE



SOCIAL



LIVE



TV

WHEN IT CLICKS



AMP: CHESS AND BASKETBALL

CREATED a “revamp” roadmap for Pepsi’s AMP energy drinks and connected the brand with a broader audience via viral videos starring world-class athletes.



WHEN IT CLICKS



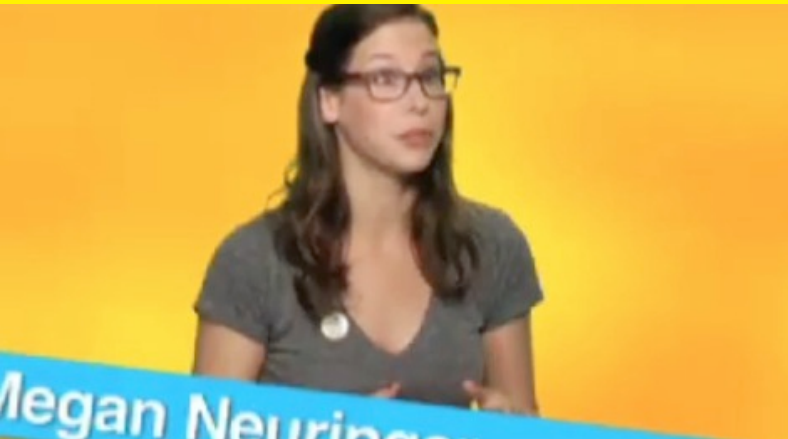
MOVE LEARN EAT

RICK MIRECKI used 3 guys, 44 days, 11 countries, 18 flights, 38 thousand miles and an exploding volcano to bring you these three beautiful short films.

<http://www.interdubs.com/r/euescreengems/?al=mLKUvJ&an=i4SvpA>



WHEN IT CLICKS



WEBBYS



ENTERTAINED all Webby attendees since 2006 with award-ceremony opening video.

WHEN IT CLICKS



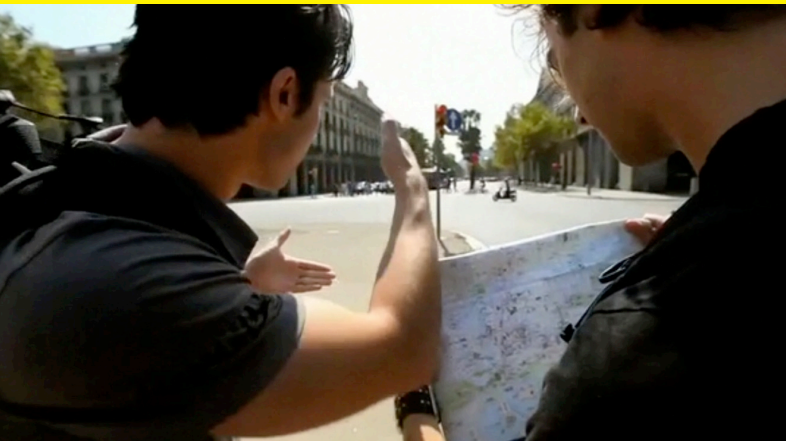
FROM SPAIN WITH LOVE

CO-CREATED From Spain with Love, a 13-episode adventure food series that went into the kitchen's of the country's star chefs.

<http://www.interdubs.com/r/euescreengems/?al=vVPz5V&an=OWBbgh>



WHEN IT CLICKS



BACKPACKERS

CREATED an original scripted comedy. Dual platform production. One version online, something else on TV. Same story, two ways to experience it.



WHEN IT CLICKS



HP EPRINT LIVE IMPROV EVENT



CO-PRODUCED a real-time Upright Citizens Brigade comedy show for HP on YouTube where the average viewer stayed glued for nearly 20 minutes.

WHEN IT CLICKS



SAMSUNG: ACROSS THE HALL

DEVELOPED and launched one of the first mobile viewing experiences for Samsung – a noir suspense video starring Adrian Grenier – featured in 15 film festivals and on millions of small screens across America.



WHEN IT CLICKS



LIVE WEB CHAT WITH CALLIE THORNE

PRODUCED a live web chat with USA Network's NECESSARY ROUGHNESS star Callie Thorne. Broadcast simultaneously with the episode.

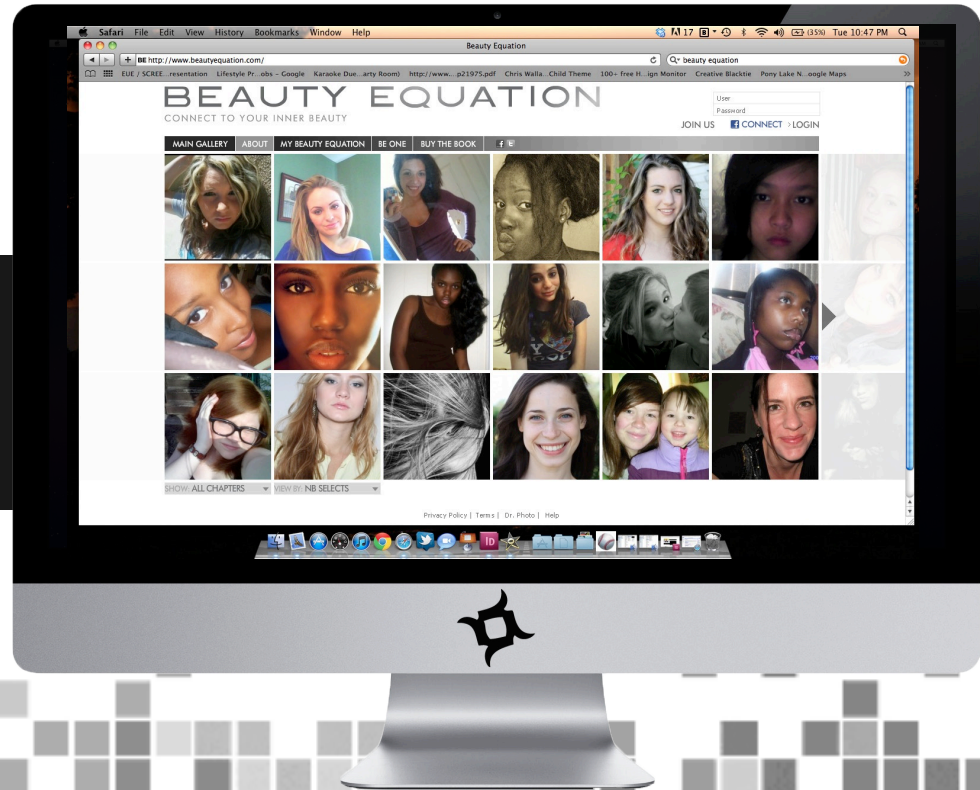


WHEN IT CLICKS



NIGEL BARKER'S BEAUTY EQUATION

LAUNCHED an integrated promotion to compliment Nigel Barker's stylish book that enabled people to work through a series of "beauty challenges" via social networking.





WHAT NEXT?

CRUX 