



DAEDALUM FILMS

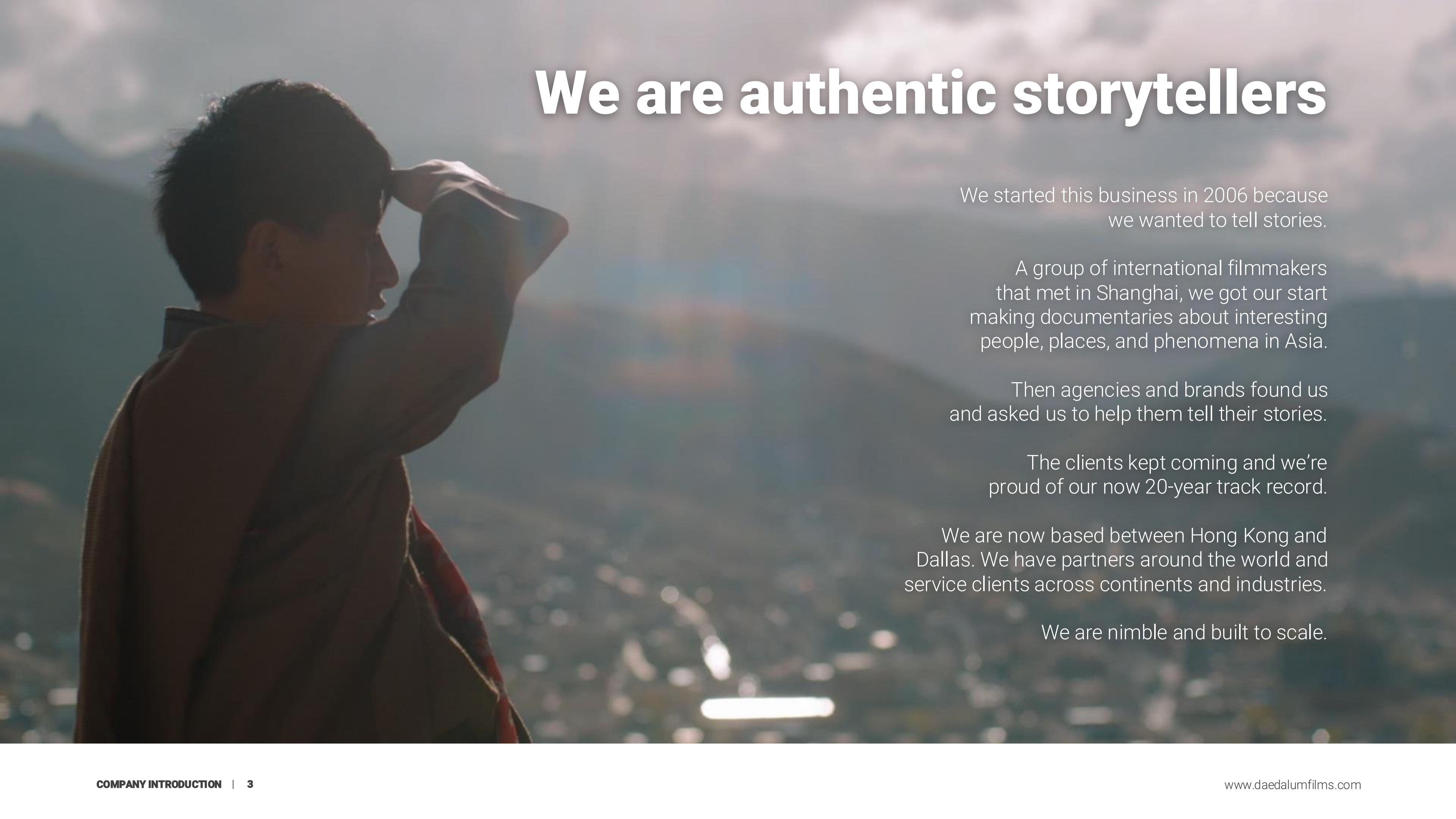
Showreel



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**Daedalum Films
is a full-service
production company.**

**We produce original content,
and work with select clients
to tell their stories.**

A man in silhouette is shown from the chest up, looking out over a city at sunset. His hand is raised to his forehead, shielding his eyes from the bright light. The background is a blurred cityscape with lights reflecting on water, and mountains are visible in the distance under a cloudy sky.

We are authentic storytellers

We started this business in 2006 because we wanted to tell stories.

A group of international filmmakers that met in Shanghai, we got our start making documentaries about interesting people, places, and phenomena in Asia.

Then agencies and brands found us and asked us to help them tell their stories.

The clients kept coming and we're proud of our now 20-year track record.

We are now based between Hong Kong and Dallas. We have partners around the world and service clients across continents and industries.

We are nimble and built to scale.

Authenticity matters

Effective storytelling is authentic.

Authentic messaging is critical to a brand's success.

88%

of consumers
say authenticity is
important when
deciding which
brands they
support*

70%

of shoppers say they
will exclusively shop
with brands and
retailers they believe
are authentic**

8.7x

UGC is 8.7x more
impactful in
influencing
purchasing
decisions than
influencer content*

The storytelling effect



Humanize your brand

Stories introduce the people behind-the-scenes, or customers who have benefited from the brand

Vision and evolution

Stories communicate and contextualize a brand's origin, showcase the vision behind the company, and bring to life key milestones of its evolution.

Emphasize craft

Stories show your audience what goes into the product, educating them on your brand's dedication to quality.

Highlight impact

True stories showcase the brand's values and commitment to causes or sustainability efforts, and the impact of a brand's work/products on individuals or communities.

IPO and key corporate storytelling

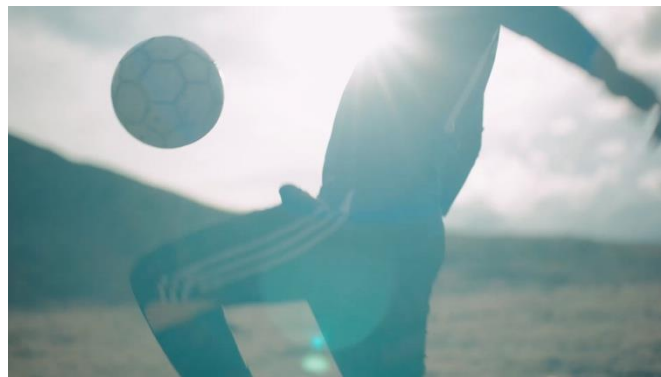
Alibaba chose us to produce the hero film for their IPO roadshow. We distilled their company story into a film that contributed to what was then the largest IPO in history. Alibaba retained us for seven years for their most important international PR communications.

When Didi needed to produce its own IPO film amidst pandemic travel restrictions, we worked with MerchantCantos to deliver their film within 5 weeks and coordinated a team spread out across Beijing, Hong Kong, London, New York, Santiago, Shanghai, and Singapore.

MerchantCantos teamed with us again when AIoT company Megvii needed to translate their innovative technology business into a compelling brand film.

Global Logistics Properties, China's largest logistics real estate operator, came to us for their introductory brand film, filmed on a trip around the world across Shanghai, Tokyo, Sao Paulo, London, and Los Angeles. They returned to us for the follow-up film, and again for the film introducing their I-Park high-technology subsidiary.

Click the links below to view the films.



[Alibaba IPO](#)



[Didi IPO](#)
Password "d1d1pr1v4t3"



[Megvii](#)



[Global Logistics Properties](#)

Our process

**Every client,
and every project,
is unique.**

**We craft a custom production plan
for each film to ensure maximum
value and efficiency.**

**No budget or timeline
is impossible, with
the right approach.**



Nimble, scalable, hands-on production



**We keep our core team small
and scale up with our global network
as required on a project basis.**

**We assemble elite creative professionals
and tailor the production plan to your
specific needs.**

**Our selective approach allows us
to give each client our full attention.**



Cross-cultural expertise

We are uniquely qualified and highly experienced at helping our clients communicate across borders.



Founder + Creative Director



Luis Arturo Tapia

Luis is a director, executive producer, and cinematographer with diverse production and creative management experience over his 20-year career. He founded and manages Daedalum Films as Creative Director and spent two years managing the production studio for Publicis Groupe advertising agency BBH USA. Luis also works frequently as a freelance director and cinematographer.

He has directed, shot, and produced hundreds of projects around the world. He's had work win awards at festivals, directed award-winning reality TV across remotest China (The Amazing Race), traveled the world documenting an international pop star, produced a film featured at the Venice Biennale, made the video that launched the largest IPO in history, introduced Chinese fans to American football, and recently made the first-ever branded content program for Univision's new streaming platform, in partnership with Toyota. His latest documentary, *Mother of Buffalo*, is currently available for viewing on Cathay Pacific Airways flights worldwide and received the North Texas Pioneer Award from the Austin Film Society.

Luis received a degree of East Asian Studies from Princeton University, and fluent in English, Spanish, and Mandarin Chinese.

Check out his personal portfolio at www.luis-arturo-tapia.com

Executive Producer



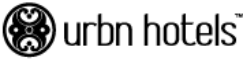
Yanyu Chen

Yanyu is a seasoned producer with more than a decade of global experience in commercials, feature films, documentaries, and branded content. Originally from Guilin, China, she holds an MBA in Luxury Brand Marketing from SUP DE LUXE in Paris, complemented by a Master's in General Management and a Bachelor's in Marketing.

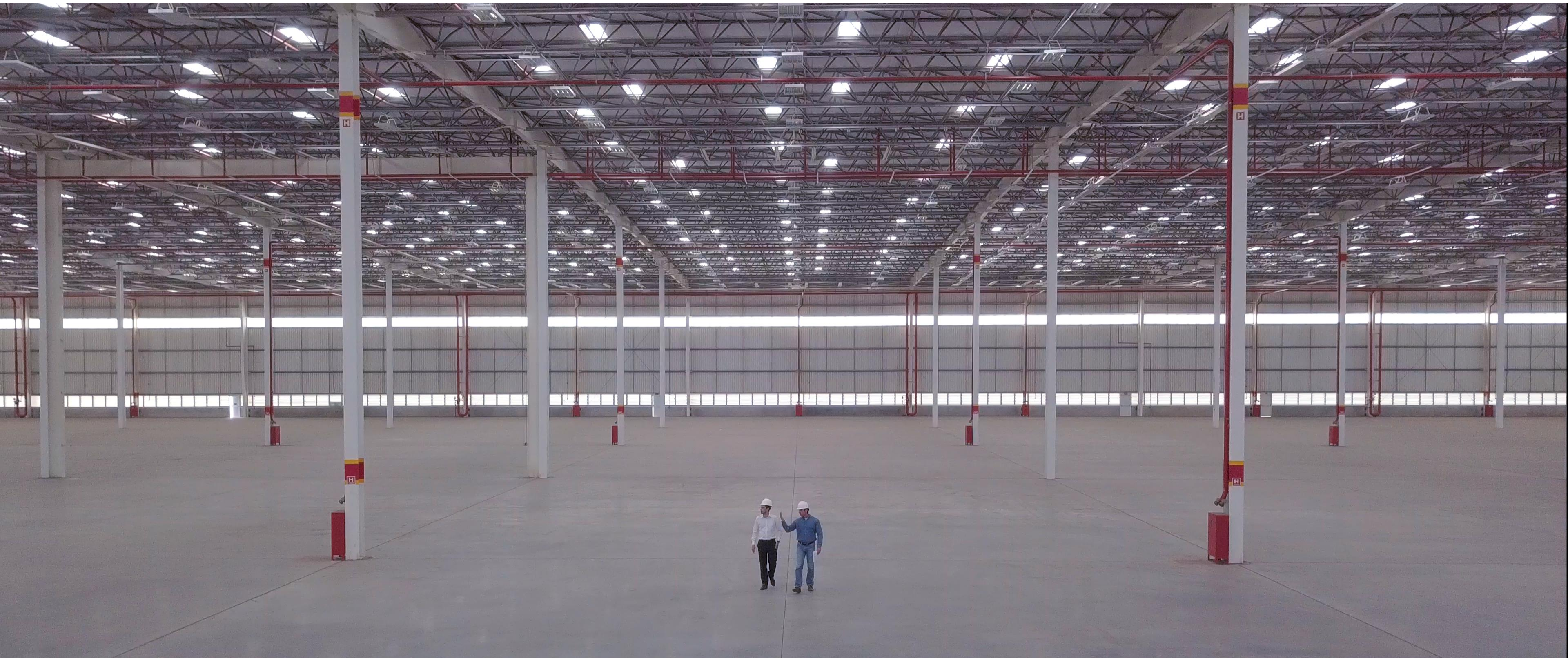
Yanyu has worked with global brands including Armani, Zara, Alibaba, Discovery Networks, and Didi. Some notable projects include Armani's "2022 Privé Parfum" campaign, the feature film "Two/One", Didi's IPO hero film, "Jack Ma Returns to Hupan" documentary, as well as countless documentary shorts for Alibaba.

Fluent in Mandarin, French, and English, Yanyu excels in managing complex, multicultural productions across North and South America, Europe, and Asia.

Some of our clients

Let's bring your story to life.



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