

*Press Release for immediate release*  
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### **UNITY FILMS INTRODUCE A FRESH APPROACH**

Unity Films are a newly established commercial production company. They bring to the market two unique points of difference; they produce television commercials, brand content and engagement videos with a focus on narrative storytelling, and reinvest their profits back into the New Zealand film industry as investment financing.

Unity's focus on narrative story telling is in response to the increasing number of brands who are looking to build brand stories and develop meaningful engagement with their audiences. Because of their connection to the film industry they have attracted directors who may not have otherwise signed to a commercial production company, they are directors who are strongly motivated by the narrative journeys and the art of film making. Director Adam King, who co-founded Unity with producer Craig Gainsborough, comments "we're all storytellers, so we don't just make amazing looking commercials, but also have the capacity to tell compelling brand stories."

This talented team joining Craig Gainsborough include director Aleks Sakowski who says "Unity Films will prove to be a unique signature among the media market" and director and writer Roseanne Liang who believes "Unity's model is a new and revolutionary way of working", along with prolific Auckland playwright and director, Thomas Sainsbury.

Unity Films' vision is to contribute to creating a sustainable environment; financially, creatively and environmentally for New Zealand film. This will be achieved by encouraging advertising and film industries to work together in a symbiotic financial and creative relationship. Craig Gainsborough speaks to this "there is a lot potential for the advertising industry to work more closely with the film industry. The film industry is begging for financing, and the advertising industry is constantly on the hunt for fresh ideas. We're filling the gap between them."

Unity Films are located in Auckland Karangahape Road.

For more information on Unity Films visit: [www.unityfilms.co.nz](http://www.unityfilms.co.nz)

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