

Fiddler Productions

Real Estate Commercials and Marketing Videos that Sell.

Film. Video. Stills.

Passion. Creativity. Sales.

What's Your Vision?

That's what matters to us. Your vision. And your bottom line. Fusing creativity and marketing, we bring your vision to life in stunning color and sweeping panoramas, producing captivating visuals that sell. We know that selling real estate is about selling a lifestyle, a community, amenities and a place to call *home*. Because we focus in the real estate industry, we are uniquely qualified to add meaningful contributions to your project. Capturing vibrant color is a specialty of ours that translates into a more dramatic experience for the audience – resulting in higher sales for your development.

The Sky's the Limit

From pre-production to post-production we will work in concert with you and your creative team, handling all your needs for bringing your dream to life.

Complete Suite of Services

With our creative and dependable team we can handle all aspects of your total project including:

- Professional Crews – let us “Wow!” you with our seamless process.
- Brainstorming Marketing Strategies - analyzing project needs and possible positioning.
- Storyboarding – we'll work with yours or create them for your project.
- Scriptwriting – written in just the style you want with a focus on achieving impressive sales results.
- Casting and Voiceovers – we'll hire or work with your talent.
- Music Selection & Full Sound Package – original or stock music, we offer the largest supply of both domestic and global works, complemented by the truest audio clarity.
- Aerial and Underwater shooting – for both moving and still images, we deliver.
- Shooting Formats – 35mm film, 16mm film, high definition video, Beta SP to mini DV.
- Visual Effects – we have access to the latest Hollywood film technologies. If you can dream it, we can create it!
- In House Full Production Package – Full lighting (HMI, Tungsten, Kino-FLO), grips, studio jibs, camera dollies, and teleprompters
- Still Photography – professional quality for marketing collateral.
- Digital Editing Services – state-of-the-art digital nonlinear editing for world class productions.
- DVD Creation – powerful sales tools to mail/hand out to prospects.

Projects

Fiddler produces everything from small to large budget television and cinematic productions. Drawing upon our depth of experience, we'll help you crystallize your vision and add value with our innovative input. The end result will be a uniquely entertaining production that sells.

We'll Help You Reach the Stars

In all we do, we are striving for a high end production that sells your product. We offer the unique combination of world class marketing experience and passionate creativity, with a proven track record of success. Our clients speak for us best:

Testimonials

“At Fiddler the level of client service is unmatched... you feel as if you are the only client they have! The creative process is truly a joy. Lou brings the pinnacle level of creativity to every project. It is so rare to find someone who cares as much about your success as you do! We can see the spike in our foot traffic, internet and phone calls when an ad runs that Fiddler has produced. There is a marked difference when someone cares about the creative process as much as the marketing rationale behind the message. Fiddler makes the client's sales goals the initial part of every creative meeting. They are a class act.” Mary Kay Willson – Kolter

Communities

“The shoot we gave you was unusually challenging but you handled it with such professionalism and skill, you truly set yourself apart. From directing and shooting to dealing with our star talent, you were a tremendous asset to our production...exceeded my expectations in terms of quality

and quantity and your impressed us with your adaptability and skill. It is rare that someone with your talent is also such a pleasure to work with." Tracey Benger – E! Entertainment

"I've been with Lou for 12 years...prospects are always saying to me 'your commercials are so good...that's why we're here!'...Lou is a very innovative, sharp guy, easy to work with, always doing what you ask of him and more...always concerned with getting you more sales." Michael Vranek – Stock Development

"AWAITING QUOTE" Claudine Leger-Wetzel – Stock Development

"I'm a huge fan and long-time customer of Lou's! When it comes to the very best in creativity and out-of-the box thinking, knock your socks off ideas and explosive memorable visuals, there is only one man and one company in the business to go to, Lou Hernandez and Fiddler Productions." Kristin Reinart – Tarragon Development

"Lou and his team always take the time to understand not only our product, but the audience, goal and brand. By taking this time at the beginning and engaging us as active partners throughout the process, Fiddler Productions consistently produces impactful and effective creative." John Manrique – WCI Communities

"for nearly a decade...I've considered Lou Hernandez and the professionals at Fiddler Productions an extension of our creative team...creating award winning films for our clients in the real estate and tourism industries." – Bob Gibson, President, RJ Gibson Advertising

Your Dream is Safe With Us

Dependable Team

Why do we have such long term relationships with our clients? Simple. It's because they know that they can depend on us in every regard and that their sales will benefit from our dedicated approach.

Superlative Service

We meticulously cater to our clients, seeking to build long term relationships. We are friendly, fun, and courteous, ensuring a pleasant working experience.

Value

To your benefit, we have a tendency to "over-shoot," going the extra mile to ensure we get just the right shots that will convey the distinctive beauty of your project. With Fiddler you always get your money's worth and then some.

High Tech

We have access to the latest technology at each phase ensuring your company is represented well by the highest quality production - cameras, computers, special effects equipment, techno crane, teleprompter, steadycam, jimmy jib, etc.

Have Camera, Will Travel

We can handle shoots in any part of the globe. We'll coordinate everything seamlessly in your location, whether domestic or international.

Licensed and Insured

You are protected by our experience, our licenses and our insurance. With so much at stake, this is very important.

Giving Back

We have done pro bono work for both local and national charities, from PSA's for the Naples Police Department to commercials for the American Cancer Society.

Louis Hernandez, Founder & President

Lou Hernandez founded Fiddler productions 12 years ago. Lou takes the primary leadership role in each production, bringing to bear over 20 years of domestic and international experience. An honors graduate of Yale University, Lou's marketing experience is rooted in New York City's top advertising agencies and boutiques where he served in executive management positions and was always a top creative leader. Lou has produced 2 award winning independent films. In addition he is also an accomplished painter with his works in many private collections as well as included in published books. Lou has won many film and marketing awards, both in the domestic and international arenas, including the CLIO Awards, the American Advertising Awards, the Art Directors Club Awards, and the NY International Film Festival Awards to name a few. In the end, what really sets Lou apart is the passion and enthusiasm he brings to all his

projects. His boundless energy and creativity adds a tangible value that can't be found elsewhere.

Client list

E! Entertainment

The Trump Organization

Occidental Hotels & Resorts

RJ Gibson Advertising

Shearson American Express

Nikon

WCI Communities

Abbey Carpets

Kolter Properties

The Disney Channel

Kensington Golf & Country Club

Quail West Golf & Country Club

Old Cypress Golf & Country Club

Windstar Golf & Country Club

Sail Fish Point Country Club

Green Advertising

MK Marketing Advertising

Lely Resort Communities

Be Bold. Begin Today!

Contact us today to find out how our creativity, passion, and marketing savvy can sell your vision, and ask for a Free sample of our work.

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Fiddler Productions

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