



Corporate Films & Motion Design for Global Brands
Selected works

POW Filmes is a video production studio based in Brazil,
working remotely with agencies and global brands.

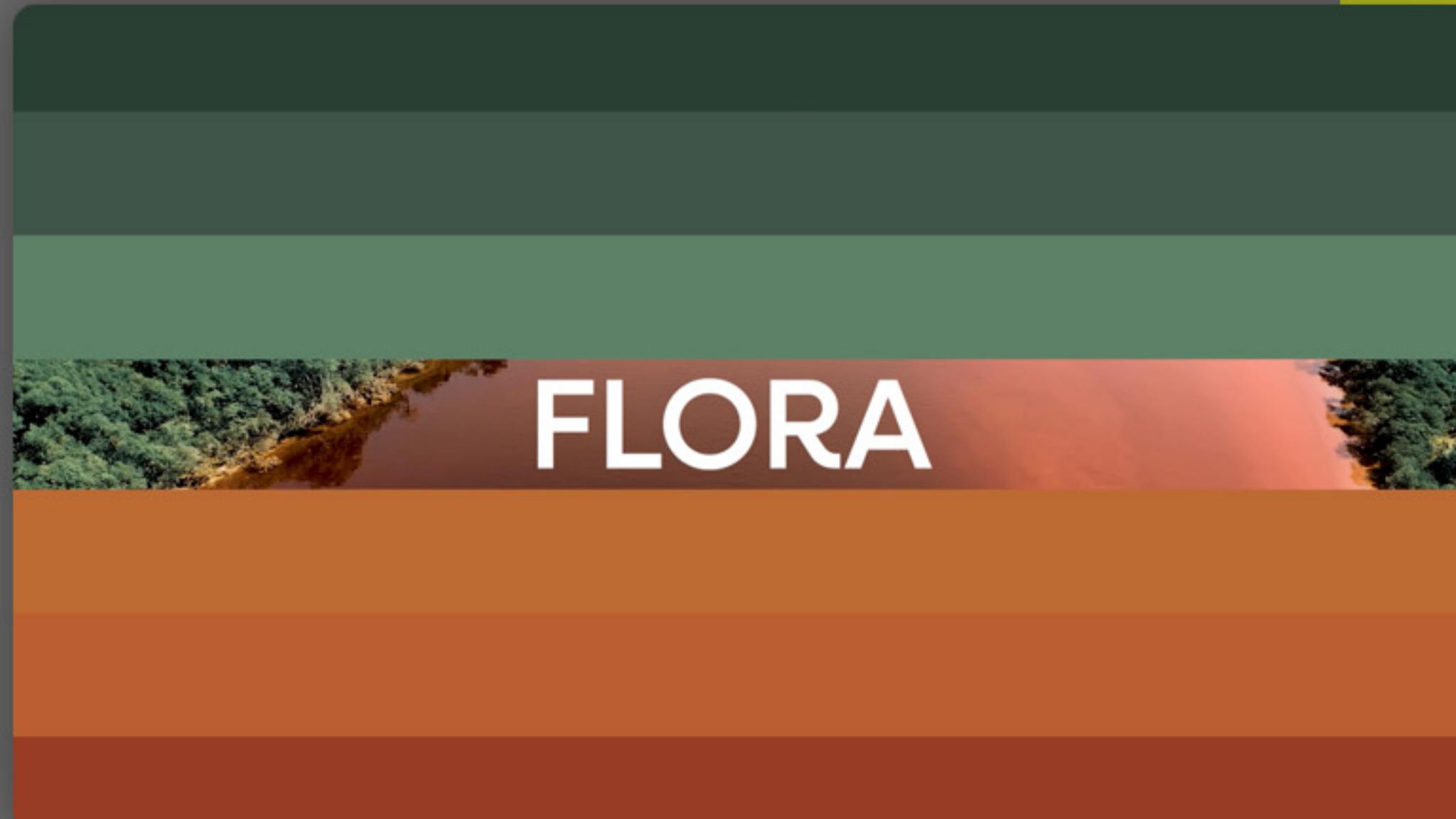
We support agencies as an external production partner,
delivering high-quality video and motion graphics with fast
turnaround and a reliable creative process.

Over 15 years of experience in corporate, branded and
motion-driven content.

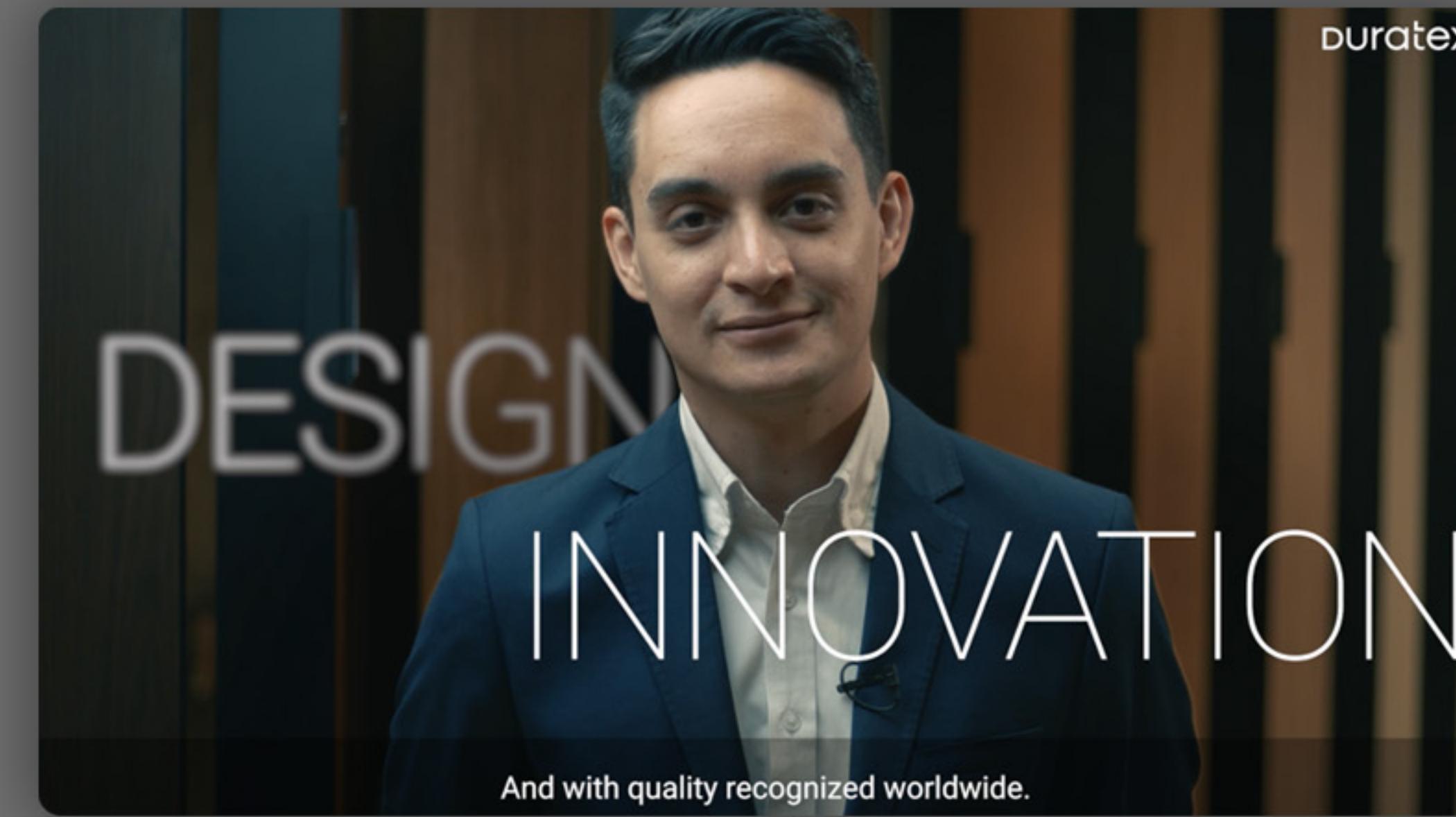




Sodexo — From Farm to Plate (Series)



Flora — Brand Rebranding Film



Duratex — Export / Corporate Film



ESPN — Motion Design Package





EXTRAORDINARY STORIES FROM FARM TO PLATE

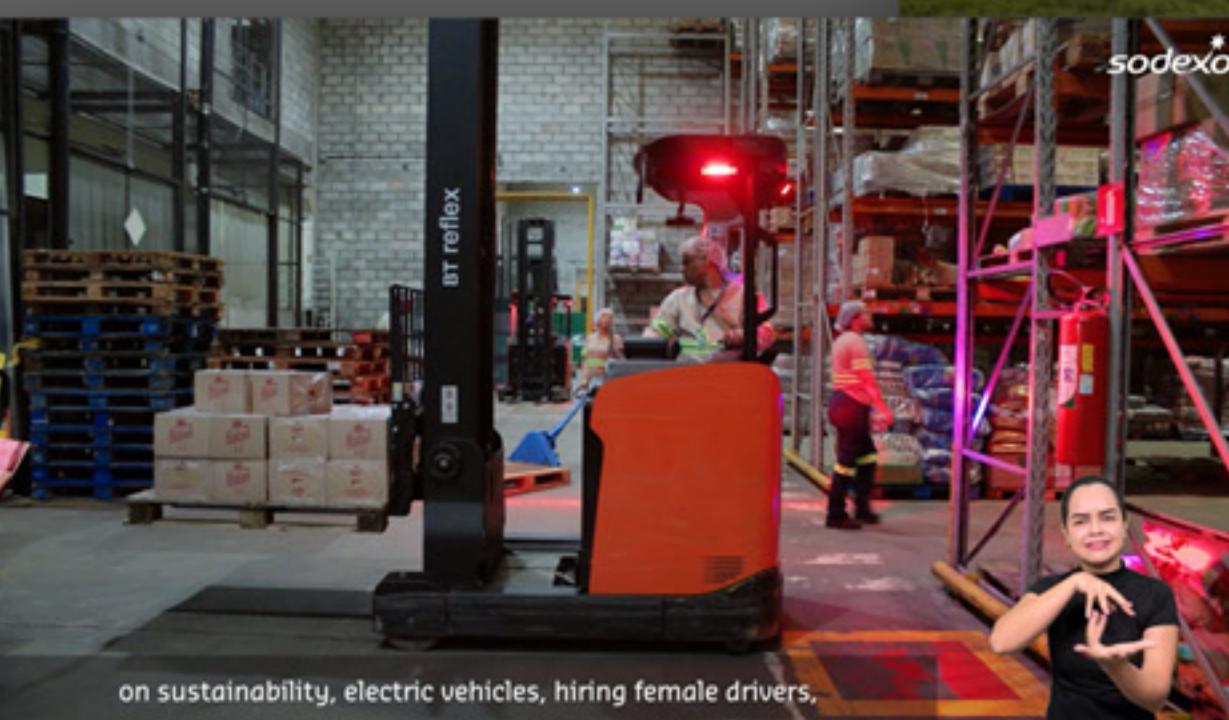


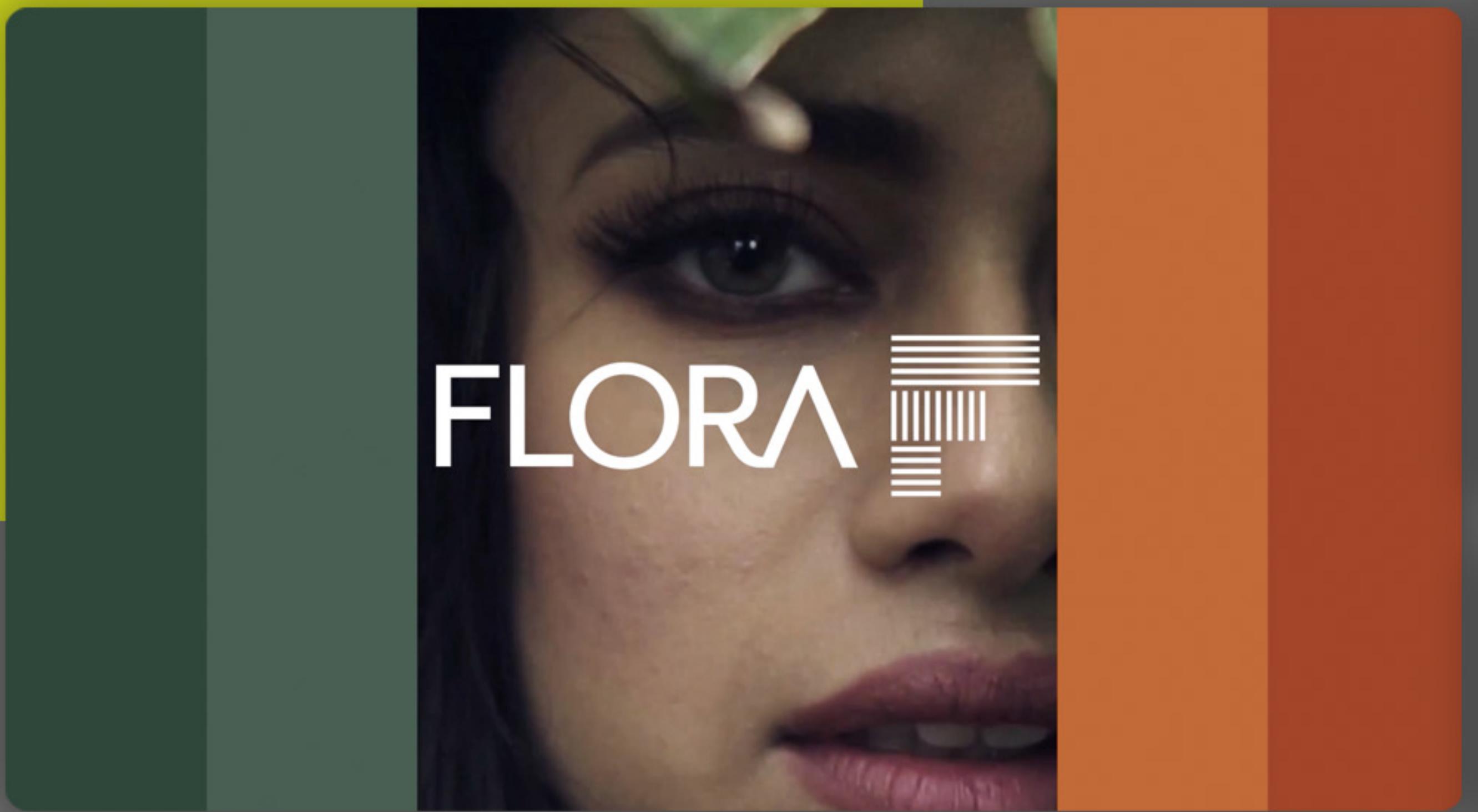
Sodexo — From Farm to Plate (Series)
Global food traceability documentary series

A documentary-style video series created to highlight Sodexo's global commitment to transparency, sustainability, and responsible sourcing. The project follows the journey of food from local producers to the final consumer, translating complex supply chain processes into clear, human-centered storytelling. The series strengthens brand credibility by connecting ESG principles with real people and real practices.

Scope

Series concept · Script development · Filming · Editing · Motion graphics · English subtitles

[view case video](#)



Flora — Brand Rebrand Film

Launching a new brand identity through motion and storytelling

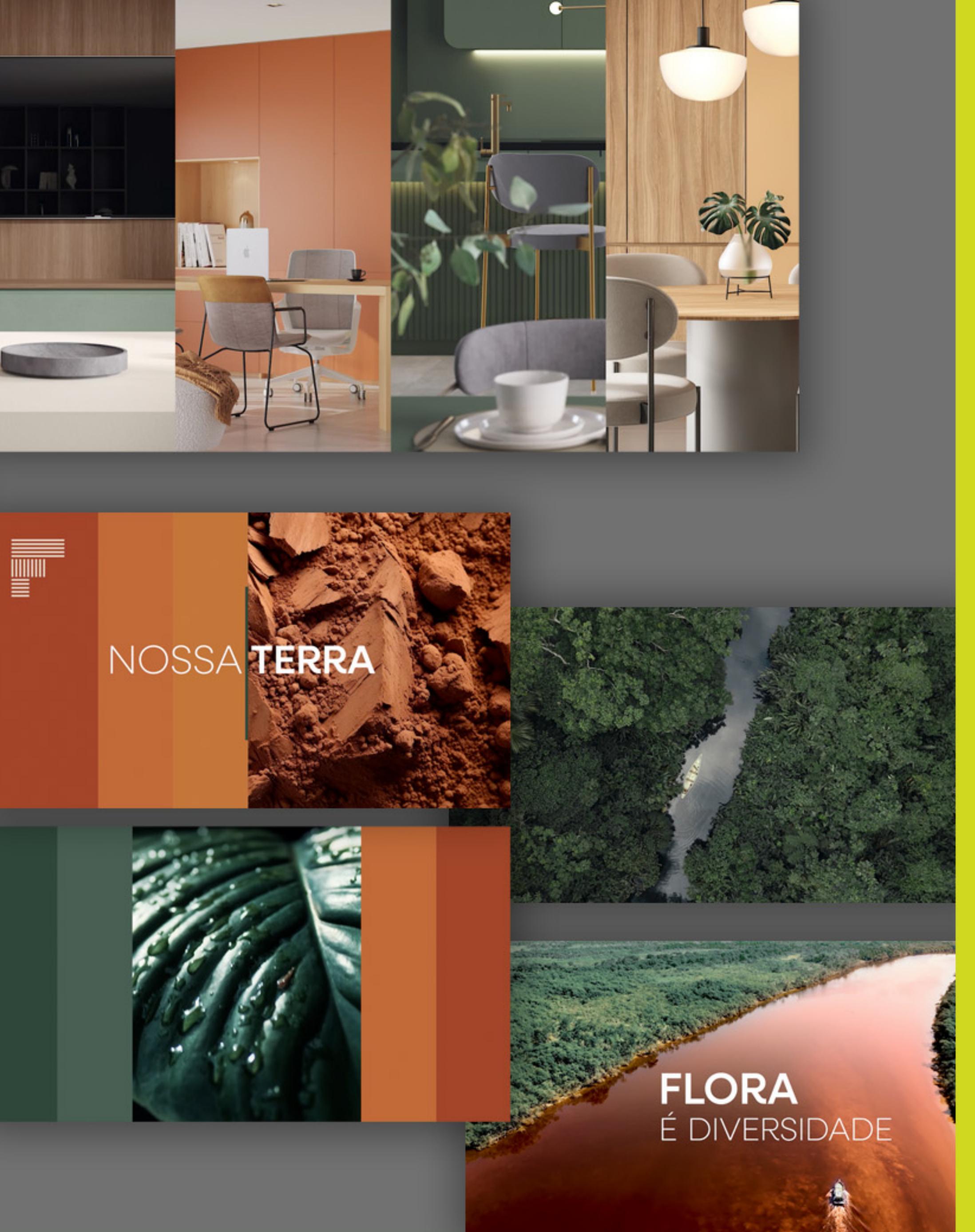
[view case video](#)

A conceptual brand film created to introduce Flora's new visual identity after a complete rebrand.

The project translates brand strategy, design principles, and positioning into a dynamic audiovisual narrative, combining rhythm, typography, color, textures, and humanized imagery. Designed as a launch asset, the film reinforces brand values, clarifies the new identity system, and creates a strong emotional and visual impact across digital and institutional channels.

Scope

Brand concept translation · Scriptwriting · Editing · Motion graphics · Visual identity animation · Sound design



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Sodexo — ESG Strategy Film

Communicating sustainability with clarity and purpose

A corporate film developed to communicate Sodexo's ESG strategy in a clear, structured, and engaging way.

The challenge was to translate institutional guidelines and sustainability goals into a narrative that feels accessible, credible, and aligned with global standards.

The result is a video designed for internal and external stakeholders, reinforcing trust and long-term vision.

Scope

Concept development · Scriptwriting · Editing · Motion graphics · Corporate storytelling

[view case video](#)



Sodexo always supports sustainable projects and initiatives.

Photo: Sodexo

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**Quality of Life
and Well-being**



10 were saved at imminent risk of violence.



**WE and our
communities**





www.duratex.com.br

the leading brand in the Brazilian wood-based panels market.

Duratex — Corporate & Export Film

Presenting a global industrial brand

A corporate video created to position Duratex as a global player in the industrial and construction materials sector.

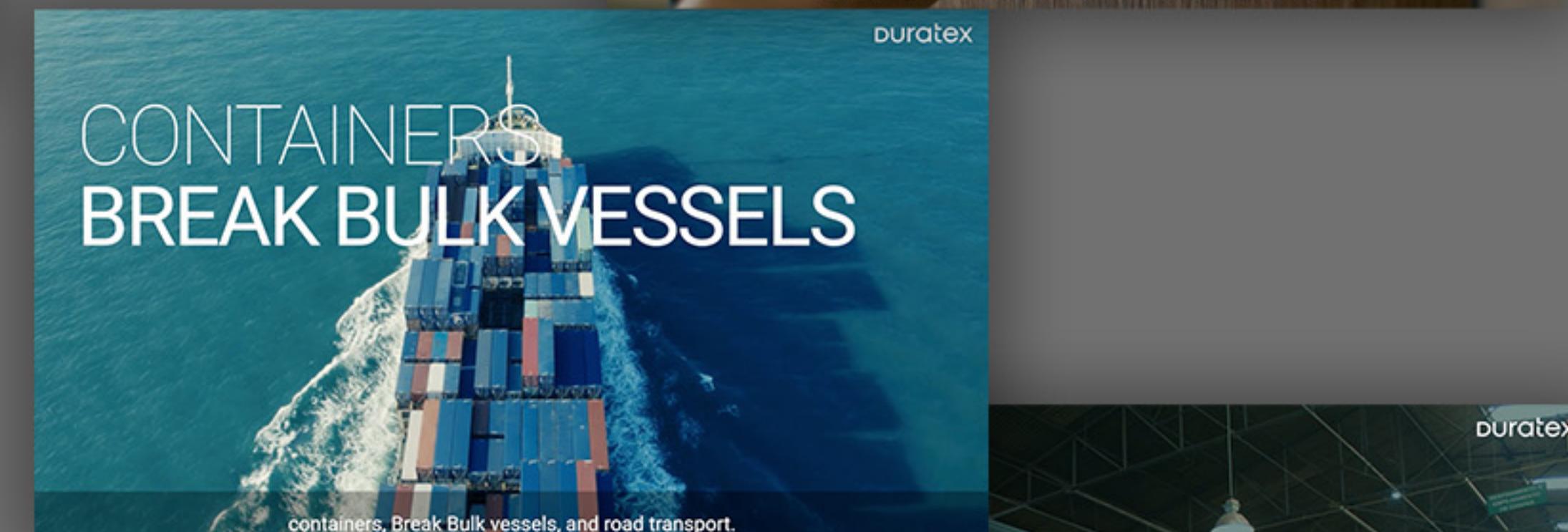
The film highlights scale, innovation, certified production processes, and international market presence, using a clean and objective visual language tailored for global audiences.

Designed for presentations, fairs, and international communication.

[view case video](#)

Scope

Scriptwriting · Editing · Motion graphics · Corporate branding · English version





O melhor
**Programa
de Fidelidade**
do mundo
da marcenaria.

Duratex — Corporate & Export Film
Explaining value through motion and design

[view case video](#)

An explanatory video developed to launch Duratex's loyalty program, combining motion graphics, brand visuals, and clear informational structure. The project transforms program rules and benefits into an engaging visual narrative, improving understanding and adoption among partners and clients. Entirely designed to be produced remotely.

Scope
Concept · Scriptwriting · Motion design · Editing · Visual information design

PARTICIPAR É FÁCIL!

- 1 Compre chapas Duratex
- 2 Cadastre suas notas fiscais
- 3 Ganhe DuraCoins e troque por vantagens!





ESPN — Motion Design Package

High-impact motion for global sports media

Several motion design projects created for ESPN programming, combining speed, energy, and a strong visual identity.

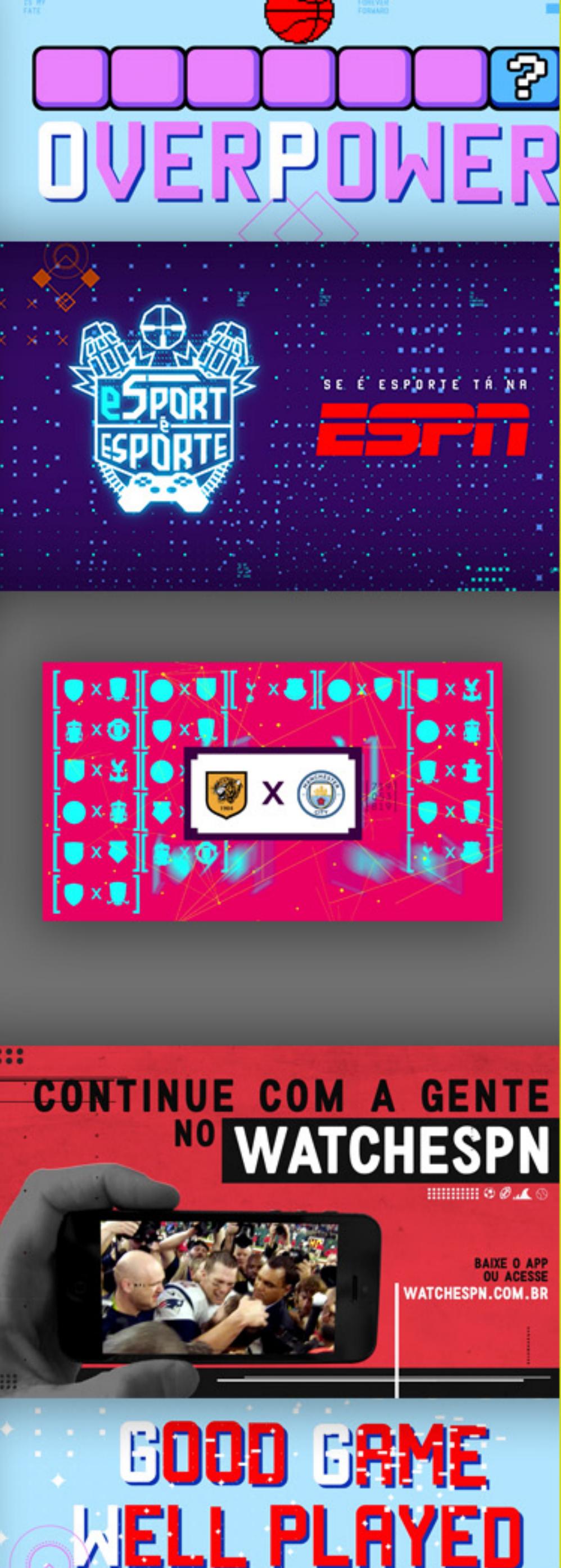
The work offers dynamic graphics tailored for a global audience, reinforcing ESPN's authority in sports entertainment and digital media.

A project entirely based on motion, ideal for remote collaborative workflows.

[view case video](#)

Scope

Motion design · Visual identity adaptation · Editing · Broadcast graphics





Flora — Sutilezas da Amazônia Collection Launch

Translating natural heritage into a premium product launch film

A launch film created to present Subtleties of the Amazon, a collection of premium surfaces inspired by the textures, colors, and raw materials of the Amazon rainforest.

The project combines product presentation with storytelling, translating the collection's concept into an immersive audiovisual experience. The film highlights the uniqueness of each pattern while reinforcing the brand's connection to natural elements and Brazilian biodiversity.

Scope

Creative concept · Scriptwriting · Voice-over direction · Product cinematography · Editing · Motion graphics · Brand visual system adaptation

[view case video](#)



CAMICADO

Camicado — Mestras do Barro Collection

Human-centered brand storytelling

A brand film created to launch the “Mestras do Barro” collection, highlighting the stories and craftsmanship behind the products.

The narrative connects contemporary retail with traditional artisanal knowledge, reinforcing brand values such as authenticity, culture, and social impact.

A sensitive and emotional storytelling approach strengthens the connection between brand and audience.

Scope

Story development · Filming · Editing · Brand storytelling

[view case video](#)





Open to international collaborations.

CONTACT

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