



CREATIVE CAMPAIGNS / BRAND CONTENT / SOCIAL

OFF SCRIPT

Creative beyond
the expected.



A creative studio helping brands earn attention through sharp ideas,
compelling visuals and content built for real audiences.

COMPANY PROFILE • 2026

A creative partner for brands with something to say.

Offscript is a creative campaigns and brand-content studio built to help businesses communicate with clarity, show up with confidence and stay memorable in a crowded digital world.

We bring together creative thinking, visual storytelling and platform-aware content to turn a brand's message into work people want to watch, share and remember. From a single campaign idea to a consistent stream of social content, we help brands move from simply posting to communicating with purpose.

OUR POINT OF VIEW

“The brief is a starting point, not the limit.”

Effective creative work should do more than look good. It should communicate a clear idea, feel true to the brand, respect the audience and give people a reason to pay attention.

OUR ROLE Creative thinking and campaign execution.	OUR FOCUS Content that connects brand and audience.
OUR STYLE Distinctive, considered and platform-aware.	OUR ROOTS A sister brand to Five Stops Media.

From the first idea to the final post.

We build connected creative outputs around what a brand needs to communicate, who it needs to reach and where the work needs to live.

01 CAMPAIGN CONCEPTS

Creative concepts, campaign themes, key messages and visual direction that give a brand a clear idea to build around.

02 SOCIAL CONTENT

Short-form video, reels, social-first photography, content series and platform-ready creative designed for attention and consistency.

03 COMMERCIAL FILMS

Product videos, promotional films, brand stories and advertising content that bring a product, service or experience to life.

04 BRAND PHOTOGRAPHY

Campaign imagery, product photography, lifestyle content and visual assets that help a brand look considered and recognisable.

05 CREATIVE DIRECTION

Visual references, tone, shot planning, styling direction and creative oversight to keep content aligned with the bigger idea.

06 CONTENT PLANNING

Content pillars, campaign calendars, deliverable planning and creative recommendations to help brands publish with intention.

Services can be commissioned individually or combined into a wider campaign. Each engagement is scoped around the objective, audience, timeline and deliverables.

A clear process. Room for brave ideas.

Great creative work needs imagination and structure. Our process keeps the project focused while leaving space for the unexpected.

01 DISCOVER	We learn about the business, audience, goals, offer and constraints. We clarify what success should look like.
02 DEFINE	We shape the message, creative direction, deliverables and production plan around the project's objective.
03 CREATE	We develop the concept and produce the content, bringing together direction, filming, photography, design and editing as needed.
04 REFINE	We review the work against the brief, incorporate agreed feedback and prepare final assets for delivery.
05 DELIVER	We supply approved assets in agreed formats, with practical publishing or rollout guidance where included.

COLLABORATION PRINCIPLES

Clear communication • Defined deliverables • Thoughtful craft • Respect for timelines • Honest expectations

Built for businesses ready to show up differently.

Offscript supports organisations that want to communicate more clearly, launch with impact or build a stronger presence across digital channels.

CONSUMER & LIFESTYLE

Products, fashion, beauty, food, hospitality and everyday lifestyle brands.

TECH & INNOVATION

Technology products, apps, devices, services and businesses making complex ideas easier to understand.

RETAIL & E-COMMERCE

Product launches, promotions, seasonal campaigns and content that explains the offer.

PROFESSIONAL SERVICES

Businesses that need to explain their value, build trust and make their expertise more visible.

EVENTS & EXPERIENCES

Launches, activations, events and experiences that deserve a life beyond the day itself.

GROWING BUSINESSES

Start-ups and established businesses looking for a creative partner as their brand evolves.

We tailor the creative approach to the audience and the brief. We do not assume every brand needs the same format, tone or platform.

Not content for content's sake.

The goal is not to fill a feed. It is to make every piece of creative work serve a reason.

IDEA FIRST

We start with the message and the audience, not simply a list of shots or posts.

VISUAL CRAFT

Our production roots bring an eye for composition, pacing, detail and story.

PLATFORM AWARE

We consider how people actually watch and interact with content on each channel.

CONNECTED THINKING

Campaign concepts, photography, video and social content can work together instead of feeling disconnected.

FLEXIBLE COLLABORATION

We can support a single deliverable, a campaign launch or an ongoing content relationship.

BUILT TO BE REMEMBERED

We aim for clear ideas and distinctive execution, not generic creative that blends into the scroll.

OUR CREATIVE PROMISE

**We listen carefully, challenge assumptions
constructively and make considered work that
respects the brand, the audience and the objective.**

The right creative support for the job.

Engagements are tailored to the size and needs of each project. The options below are starting points, not fixed packages.

CAMPAIGN PROJECT

A defined creative assignment for a launch, promotion, product, event or brand initiative.

CONTENT DAY

A planned production session to create a coordinated set of short-form videos, photographs and agreed social assets.

ONGOING CONTENT PARTNER

A recurring monthly collaboration for brands that need a consistent flow of content and creative support.

CREATIVE DEVELOPMENT

Support with campaign ideas, creative direction, messaging and visual planning before production begins.

Before work begins: scope, deliverables, timeline, review rounds, usage requirements and payment schedule are confirmed in writing.

Independent in voice. Connected in craft.

Offscript is positioned as the creative campaigns and brand-content sister brand to Five Stops Media. The relationship connects strategic creative thinking with a production foundation in film and photography.

OFFSCRIPT Creative campaigns Social content Brand storytelling Creative direction	FIVE STOPS MEDIA Film production Photography Commercial production Visual execution
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LET'S MAKE SOMETHING THAT MATTERS.

Have a campaign to launch, a product to introduce or a brand that needs a fresh point of view? Let's talk about what you want to achieve and how we can bring it to life.

CONTACT

Email: [Add business email]

Phone / WhatsApp: [Add contact number]

Instagram: [Add Instagram handle]

Location: Zimbabwe • Available for selected projects beyond Zimbabwe

OFFSCRIPT

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A Five Stops Media company

Before external distribution, replace contact placeholders and add approved client work, testimonials and case studies. No unverified results or client claims have been included.