

honest stories for
better brands.

bridge city media



Certified



Corporation



We're a Portland-based video production and branding agency for today's businesses and changemakers.

Interviewees get camera-ready for a big Friends of Timberline shoot.



You trust us
with your
stories, we
bring them to
life with care
and integrity.



As a team of artists, strategists, and big-picture thinkers, we bring over two decades of experience in brand strategy and video production. Since 2016, we've served 100+ businesses and nonprofits across our city and beyond, telling stories that address the biggest issues of our time. And as a B Corp and Benefit Corporation for Good, we back our values with action and accountability.

Our work has gone on to be recognized in Expertise's 2020 and 2021 lists for Best Advertising Agencies of Portland. In 2022, Manifest named us in their top 10 Visual Effects Companies in Portland. We're proud to be the highest-rated video production company in Oregon on Google.

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Founder Erik
Croswell monitors
sound at Best
Buddies Oregon's
anFriendship Walk.



our services

Lead Editor
Anchitta Noowong
discusses edits for
a client project.

OUR SERVICES

Video Production

Go big with a showstopping commercial or keep it streamlined for your website landing page.



Entrepreneur Amy Powell poses at a shoot for her website videos.

Company "About" Videos

Tell a story that blends seamlessly with your site.

We showcase your brand and expertise, for everyone to see. We write the script, shoot the shots and weave it all together for an inside look at your company that sets the tone for your website.

Digital Galas and Fundraisers

Nurture lasting donor relationships.

We create gala experiences that inspire. Our productions elevate stories from the communities you serve, blending pre-produced content with live-streamed elements that help you exceed fundraising goals.

Advertising Campaigns

Propel your brand and hit your targets.

We tell stories that bring together both heart and pitch. Whether it's a short social spot or longform commercial, we back our creative chops with hard-hitting strategies that leverage your ad budget to reach your people.

Training and Testimonial Videos

Train your team and show social proof.

We help you build efficient workplaces and show off your best work. We introduce your audience to industry experts and happy clients through training and testimonial videos that set your company up for success.

2D Animation and Infographics

Paint a larger picture with facts and figures.

We make your impact visual. Incorporating 2D animation and infographics into our productions allows us to speak to the numbers behind your work while keeping viewers engaged and informed.

OUR SERVICES

Brand Strategy + Design

Shape your brand
to reach your
people.



Hartswell founder
Kristen Bowers on a
shoot for her new
About video.



Brand Strategy

Grow your brand with smart strategy.

We take photos that pack a punch. We direct the lighting, props, and set that reflect the flavor, texture, tone, and nuance of your product and brand.

Brand and Messaging Guides

Build a brand your audience can rely on.

We create guidelines that align your brand across all your platforms and products. Our guides create organized systems of type, voice, images, and color that reflect the full personality of your brand, in fine detail.

Copywriting

Amplify your voice with meaningful messaging.

We strengthen your brand with copy that hits the mark. From scripts to websites, blogs, and social posts, we build your voice for a consistent look and feel, no matter where your words are found.

Print Media Design

Put it in print for lasting impressions.

We create print collateral that deepens your brand's physical presence. Whether it's brochures, business cards, packaging, or signage, we develop sharp, thoughtful designs that combine form, function, imagery, and message.

OUR SERVICES

Brand Photography

Make your audiences
stop mid-scroll.



A SoxeoS model holds a sandal at a fall brand photography shoot.



Product Photography

You make the product, we'll make it gorgeous.

We take photos that pack a punch. We direct the lighting, props, and set that reflect the flavor, texture, tone, and nuance of your product and brand.

Food Photography

Create images that look as good as it tastes.

We make good food look even better. We handle the creative direction, you get expert food photography that keeps its freshness.

Lifestyle Photography

Capture moments that bring your viewer into your story.

We create intrigue with images that capture the feeling of the moment. Don't just say it, show it — with key scenes and detail shots that complement your words, values, and actions.

Event Photography

You run the show, we'll handle the cameras.

We take the shots that build momentum long after the final round of applause. Bring us to your next fundraiser, conference, or opening night to create images that tell your story and reach new audiences.

OUR SERVICES

Digital Marketing

Build a platform
that elevates your
band.



A model poses at a
brand photography
shoot for Opsivity,
a local startup.



Social Media Management

Grow your reach and turn likes into actions.

We can fully run your accounts across multiple platforms, or integrate with your marketing manager to provide curated content calendars. We keep it current by carefully analyzing your metrics and building strategies that give wings to your goals.

Content Creation

Get noticed, on all the platforms.

We take the photos and images that top the feeds. Our posts, reels, and videos make your brand known, so you get to spend your time doing what you do best.

PPC Campaigns

Get your spot seen.

We manage your ad campaign and fine-tune it to your target audiences. With expertise in Google, Facebook, and Instagram ads, along with some of the smaller players, we build campaigns and strategies that think smart for the best returns.

E-Commerce Strategy

Your store starts here.

We fill carts with smarter strategy. Taking your product or service to market (and doing it well) requires thoughtful planning, targeted messaging, and a brand that shines. That's where we come in.



our process

Our crew captures a moment of action at a shoot with the local startup Opsivity for their big platform launch

We're a team of artists, strategists, and big-picture thinkers.

Together, we bring over two decades of
experience in brand strategy and video
production.



Crew members
monitor cameras at
a shoot for realtor
Shayla Sharp.



**Erik
Crosswell**

**FOUNDER +
DIRECTOR**



**Anchitta
Noowong**

LEAD EDITOR



**Mattie
Ngo**

**PROJECT
MANAGER**



**Cassidy
Keola**

**MARKETING
SPECIALIST**

As a B Corp, we back our values with action.

OUR VALUES

Genuinely Honest

We take our responsibility as advertisers seriously, building honest, ethical, and empathetic storytelling into each project we take on.

We say no to greenwashing, wokewashing, and the poster child. We say yes to honest strategies and content that reflect the full, genuine character of your company while speaking directly to your audience.

Kind

We know that the best work comes from strong creative partnerships. And we also know that the world of advertising and video production is unfortunately known for being fast-paced and sometimes even cutthroat.

We see kindness as more than just creating a community of clients, but building a practice of close listening, honest feedback, and just the right amount of silliness on set.

No Frills

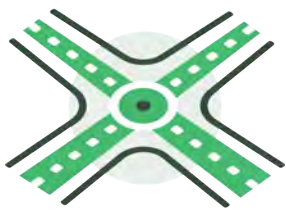
(Unless that's what you're looking for.) We're not here to sell you anything you don't need. When discussing your company goals and challenges, we always bring a touch of pragmatism to the table to make sure we're keeping you on track and on budget.

If we think your work is great but you've got some steps to take before you're ready for video, we'll tell you so.

We build stories that deepen your brand and support strategic calls to action. Here's how:



A subcontracted filming day with one of our local media partners.



EXPLORATION

We start each project with fresh eyes.

We dive deep to understand who you are, how your audience finds you, what they see, and what they might not be seeing yet. This is when we gather *all* the information (and files) we'll need later down the line.



BIG IDEAS

The best ideas start big.

This is where we think beyond the first idea to the second, the third, and the ones beyond that. We brainstorm to see the challenge from all angles, and we don't zoom into our solution until we understand which concept makes the best fit and *why*.



STRATEGY

The strategy is the bone and muscle.

We take our winning idea and make a roadmap, beginning with your brand and leading to your bottom line, without fail. Concepts become strategies when they target audiences, strengthen campaigns, and support measurable outcomes.

A SIMGolf bartender pours a signature cocktail for a video and brand package on their opening night.



PRODUCTION

This is where the sweat comes in.

Our careful planning and rock-solid strategy comes to life as we shoot your project, design your assets, write that tagline, and edit your spot til it's just what you're looking for. We bring together the best of our best for collaborations like you've never seen.



LAUNCH

It's go time.

This is when your project meets its audience, your content hits the feed, and the pieces of your brand click into place. We're here to guide you to the finish line and beyond, tracking analytics and making sure your project hits our targets.



our clients

Charles Matschek
appears for an
interview for
Friends of Timber-
line's 50th anniver-
sary feature-length
documentary.

Get to know some of our incredible clients who trust us with their brands.



“They did a tremendous amount of pre-work to deeply understand my business so they could create a product that would serve my business needs

They were extremely careful and thoughtful during the day of our video and photo shoot to ensure the safety of all involved and in the end exceeded my expectations with the final product.”

— **Dr. Carol Parker Walsh, Founder + Owner | Dr. Carol Parker Walsh**

“I reccommend BCM for any company looking to grow their business with professional videos.

BCM did a whole digital media package for my business, SIM Golf. We are very satisfied. The videos provided were amazing, very high quality and professional.”

— **Nick Kassab, Owner | SIM Golf**

“They did great work and I’m so appreciative of their care in helping our community tell its story.

They are always quick to respond and take great care in the quality of their work. I've enjoyed working with them and plan to hire them again in the future.”

— **Mohamed Salim Bahamadi, Founder + Director | HAKI Community Organization**

Mohamed Bahamadi of HAKI speaks with Oregon Food Bank's Tirsit Valentine for their 2022 Hunger Hero video feature.



Let's talk
about your
next project.

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