

WHERE NERD CULTURE GETS CINEMATIC

BE UNCONVENTIONAL HQ

STORIES CRAFT AND CULTURE THROUGH A DIFFERENT LENS



BE UNCONVENTIONAL HQ WAS CREATED TO SHARE A PASSION FOR MOVIES, GAMES, TECHNOLOGY, AND STORYTELLING WITH HONESTY, CURIOSITY, AND A CINEMATIC PERSPECTIVE. WHETHER BREAKING DOWN CINEMATOGRAPHY, EXPLORING GAME MECHANICS, OR GEEKING OUT OVER CREATIVE TECHNOLOGY, OUR GOAL IS TO SLOW DOWN, APPRECIATE THE CRAFT, AND FOSTER A COMMUNITY BUILT ON GENUINE CONVERSATIONS.

NETWORK REACH

19%
SEARCH TRAFFIC

17.9K
30-DAY VIEWS

US
TOP GEO

581
YOUTUBE SUBS

343
INSTAGRAM

547
TIKTOK

AUDIENCE INSIGHTS

Age Split (18-34)	57%
Gender (Male / Female)	83% / 17%
Connected TV	8%
Total Views	338.3K
Top Geos	US, GB, IN

PRODUCTION SERVICES

- ▶ Cinematic Video Essays & Reviews
- ▶ On-The-Ground Convention & Premiere Coverage
- ▶ Editorial & Event Photography
- ▶ Tech & Production Workflow Integrations
- ▶ Dedicated Social Campaigns
- ▶ Brand Integration & Shoutouts
- ▶ Amazon Influencer Product Reviews

PRODUCTION GEAR

CAMERAS

Sony Alpha Cameras
Sony a7IV
Sony a7CR

LENSES

Sony GM II Zoom Trinity
Sony G-Series Primes
Viltrox Lenses

LIGHTING & GRIP

Aputure Studio Lighting
Sony Pro Speedlights

AUDIO

Shure MV6 Dynamic Mic
Sony ECM-M1 & ECM-B1M

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