

Demo Reel

A Gift for Laughter Productions, Inc.



Challenge: The Collaborative partnered with A Gift for Laughter Productions, Inc., a TV Production Company creating compelling, funny, and exciting programming. Together, they will soon be offering a wide range of television shows for audiences to enjoy today and remember tomorrow. An initial task was to create a short demo video to highlight an upcoming documentary: A Gift for Laughter—a feature length “docu-comedy” telling the remarkable story of the Jewish contribution to American comedy. The demo video needed to be compelling, memorable, enjoyable and most of all, bring in investment money.

Solution: We created a demo video with original interviews of comedy experts, directors, agents, combined with archival clips of the greatest routines and performances. The demo reel gave an introduction to the remarkable story of the overwhelming Jewish contribution to comedy (in spite of being such a small percentage of the population) and its influence on comedy performers of all backgrounds.

Results: The video is being used during the funding phase of the project. The potential investors who have watched the video have already begun providing the needed financial backing to take the project to the next level. An additional benefit of the video will be to use it as a “teaser” to studios that will also be enlisted to be part of this important heritage project.

