

MIGHTY FINE STUDIO. ■

WHAT IS AN EMPATHY-FIRST CREATIVE STUDIO?

At Mighty Fine, empathy isn't a value we stamp on the wall. It's how we build. We believe the most powerful brands aren't the loudest ones — they're the ones people actually trust. The ones that show up, stay consistent, and make their communities feel like they belong.

We prioritize underestimated founders and communities because they don't just participate in culture — they shape it. By amplifying them, we're not just helping businesses thrive, we're changing who gets seen, and who gets celebrated.

TWO FOUNDERS. ONE HOUSE.

CRYSTAL & SCOUT.



01 • CO-FOUNDER

CRYSTAL SKY WILLIAMS

EXECUTIVE DIRECTOR

Builds the systems that keep brands consistent, visible, and culturally resonant. Hosts Don't Close This Tab .



02 • CO-FOUNDER

SCOUT SANCHEZ

CREATIVE DIRECTOR

Leads creative direction across brand, content, and production. Translates strategy into work that moves.

The Empathy-First Method

FOUR LAYERS. ONE OPERATING PRINCIPLE.

We start with what matters most — then build everything else light enough to evolve with it.

READ OUTSIDE-IN →

Strategy moves from communities, to culture, to the brand world, to the product — and lands at the work itself.

PEOPLE LIVING THIS

Who exists in this space? Who might be harmed? Whose voices matter?

CULTURE & CONTEXT

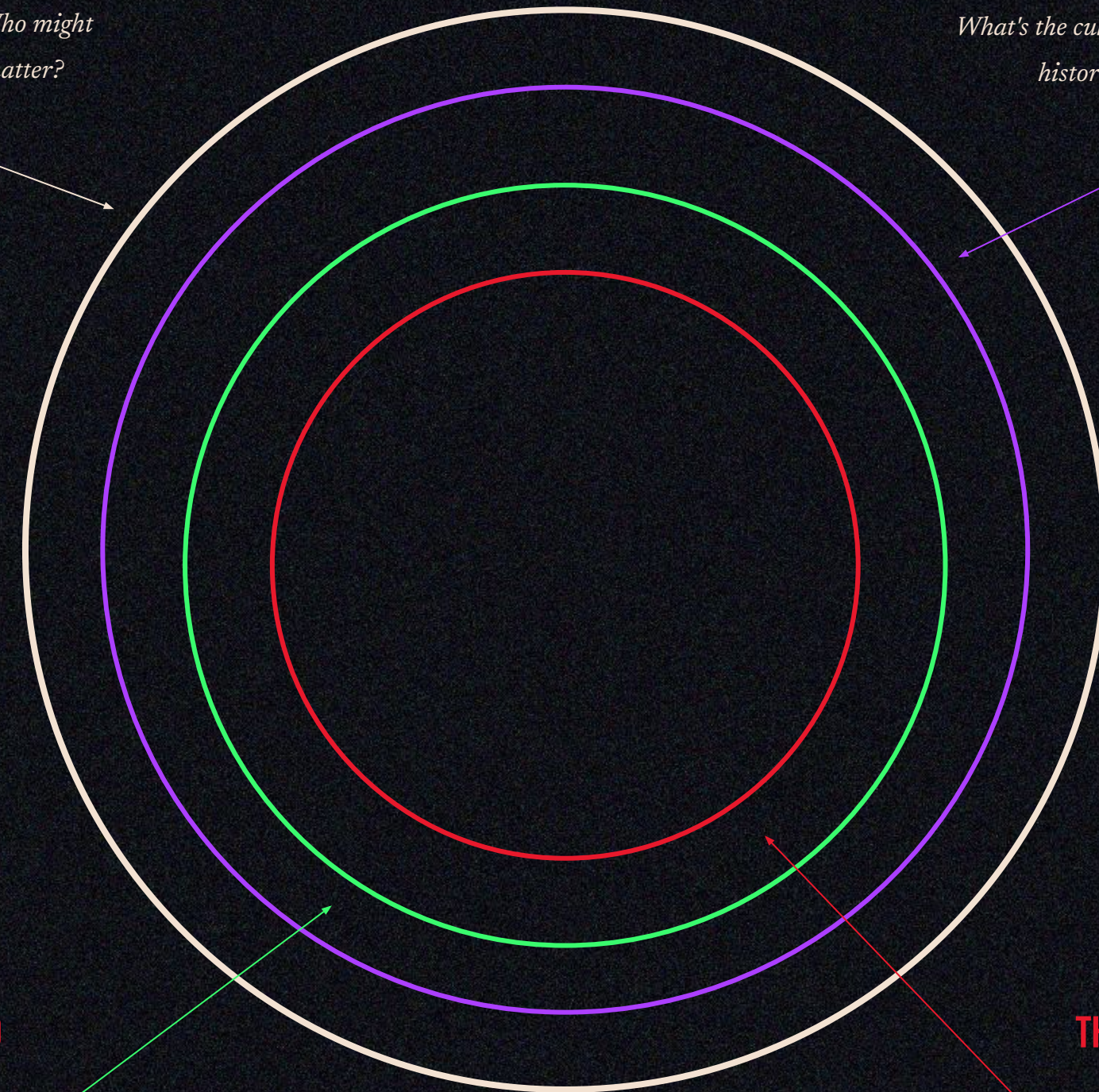
What's the cultural layer? Sensitivities, histories, conversations already happening?

THE BRAND WORLD

What brand identity are we building? What does it stand for in this space?

THE INDIVIDUAL & THE PRODUCT

What's the actual thing we're making? How does it serve the layers above?



SIX THINGS WE DO **RELENTLESSLY** WELL.

01

BRAND STRATEGY & DEVELOPMENT

Naming, messaging, identity systems built to last.

02

CREATIVE DIRECTION & DESIGN

The visual point of view, applied everywhere.

03

CONTENT & VIDEO PRODUCTION

Editorial-grade shoots from a director-led production arm.

04

SOCIAL MEDIA & CAMPAIGNS

Organic, paid, creator programs, GTM strategy.

05

DIGITAL & WEB DESIGN

Sites that match the brand, not the template.

06

READY-TO-DEPLOY IDENTITIES (coming soon!)

Mighty Fine Goods. Curated, quick-turn brand systems.

SERVICE · 01

BRAND STRATEGY & ID.

from \$12k

Naming. Messaging. Visual identity. Built as a system that holds together when the work scales.

THREE TIERS			
	ESSENTIALS	IDENTITY SYSTEM	FULL STRATEGY
AUDIT	Light competitive	Detailed audit	Full market audit
DIRECTIONS	1 moodboard	2 directions	2-3 directions
LOGO	2-3 concepts	3-5 + lockups	Full suite + alts
PALETTE	Basic	Expanded	Full system
GUIDELINES	Mini guide	8-12 pages	60-100+ pages
COLLATERAL	Choose 3	5-8 items	Full system



SERVICE · 02

CONTENT & PHOTO.

from \$10k

Director-led production from concept to delivery. Editorial crops. High-contrast. No lifestyle stock. No product-on-white.

INCLUDES

- Styled photography (props, wardrobe)
- Talent + model coordination
- Stop motion + GIF
- Short-form & long-form video
- Add-on still package



PACKAGING DESIGN.

from \$10k

*Shelf is a battlefield. Packaging is the weapon.
Strategy, structure, compliance — engineered
for one SKU or a full line.*

THREE TIERS			
	PER SKU	FULL DEVELOPMENT	FULL SUITE
DIRECTIONS	1-2 creative	3 directions	2-3 strategic
SKUS	1 SKU	Up to 3	Up to 10
AUDIT	Basic compliance	Shelf analysis	Line architecture
REVISIONS	1-2 rounds	Up to 3	Up to 5
RENDERS	Basic 3D	2-3 renders	High-res + vendor
STRUCTURE	Existing	Existing	Custom

SERVICE · 04

SOCIAL MEDIA.

from \$10.5k · 3 month minimum

Organic + paid + creator programs. Strategy, calendar, community, comms – delivered as a system that doesn't go silent.

PACKAGE · A

ORGANIC MGMT.

4 weekly posts + stories. Daily monitoring. Monthly reporting.

PACKAGE · C

INFLUENCER PROGRAM

5 influencers + product seeding, whitelisting, insights.

PACKAGE · B

CREATOR PROGRAM

5 creators / month. Sourcing, contracts, paid amplification.

PACKAGE · D

STRATEGY IN A DAY

Audit, pillars, 1-month sample plan, recorded walkthrough.

WEB DESIGN & BUILD.

FIVE TIERS · FIGMA DESIGN + RESPONSIVE				
TIER ·I ESSENTIALS UP TO 5 PAGES Standard build · Basic SEO · Client copy	TIER ·II STRATEGY + CUSTOM UP TO 8 PAGES Light custom · Basic SEO · Copy for 5 pages	TIER ·III ADVANCED UP TO 12 PAGES Fully custom · Advanced SEO · Editorial/blog	TIER ·IV ECOMMERCE UP TO 8 PAGES Commerce · 10 products · Light animations	TIER ·V CUSTOM COMMERCE UP TO 12 PAGES Fully custom · 20+ products · Full system
\$15K \$30K +				

A short list. On purpose.

SELECT CLIENTS.

THE RENATURAL	280M	CRAP EYEWEAR	W PLUS
MAREN COSTA	FRANK'S ROOMS	JAJAJA	THEATRE ADVOCACY PROJECT
+ FOUNDERS	CULTURAL BRANDS	INDEPENDENT LABELS	ORGANIZATIONS

CASE STUDIES.

*Franks Rooms. 280M. Crap Eyewear. JAJAJA.
Four projects. One operating principle:*

MAKE IT MEAN SOMETHING.

FRANK'S ROOMS.■

A film about the way in to the big city.

Frank's Rooms is a New York subleasing platform. We made them a film that doesn't sell apartments — it recognizes what it costs to look for one. *Doors* follows Ari, 24, certain she's found the one: red walls, her favorite color, her whole future in a layout. She doesn't get it. Shot across seven New York locations and cut for segmented social delivery. The work is a feeling, not a listing.

SERVICES DELIVERED

[WATCH HERE](#)

PRODUCTION · CREATIVE DIRECTION · EDIT · COLOR · NARRATIVE · SOCIAL





280M

COLLECTIVE ACTION

We believe the solution is people everywhere standing together in nonviolent collective action, civil disobedience, and boundless imagination. We are here to dismantle the destructive systems that got us here—and build regenerative, equitable ones in their place.

ALTE HAAS GROTESK

LEKTON

HITCHCOCK

CASE STUDY ·19

280M.

A global organizing brand for the climate decade.

We worked with Maren Costa to build 280M end-to-end: brand voice and identity, a Framer site, and a Typeform-to-Airtable pledge workflow that turns visitors into a movement. Closeout doc, training notes, ongoing scope on the table.

SERVICES DELIVERED

BRAND STRATEGY · IDENTITY · WEB (FRAMER) · PLEDGE WORKFLOW · COPYWRITING

CRAP EYEWEAR.

Sunglasses brand. We made them slow down.

A brand commercial built around the line Only For A Moment. Director-led production through Mighty Fine Stories. Editorial-grade narrative, music-led pacing, festival-cut and social cuts delivered as one system.

SERVICES DELIVERED

[WATCH HERE](#)

BRAND FILM • DIRECTION • PRODUCTION • EDIT • COLOR • SOCIAL CUTS



CASE STUDY · 21

JAJAJA.

French house. Mexican food. Mexico City content.

A French food brand making Mexican products needed visuals that didn't read as a tourist's pinboard. We produced on-the-ground in Mexico City – content shoot with local talent, local light, and a brand voice that treated the audience like the room they were already in.

SERVICES DELIVERED

PRODUCTION · CREATIVE DIRECTION · CONTENT SHOOT · PHOTOGRAPHY · SOCIAL MEDIA MANAGEMENT



Didn't see what you came for?

WE BUILD CUSTOM.

The deck is a starting line, not a menu. If your project lives in the white space between two services — or three, or all of them — that's the conversation we want.

A SHORT NOTE

HELLO@ MIGHTYFINESTUDIO.COM

MIGHTY FINE STUDIO

STUDIO

MIGHTYFINESTUDIO.COM

EMAIL

HELLO@MIGHTYFINESTUDIO.COM

INSTAGRAM

@MIGHTYFINESTUDIO

CITY

NEW YORK