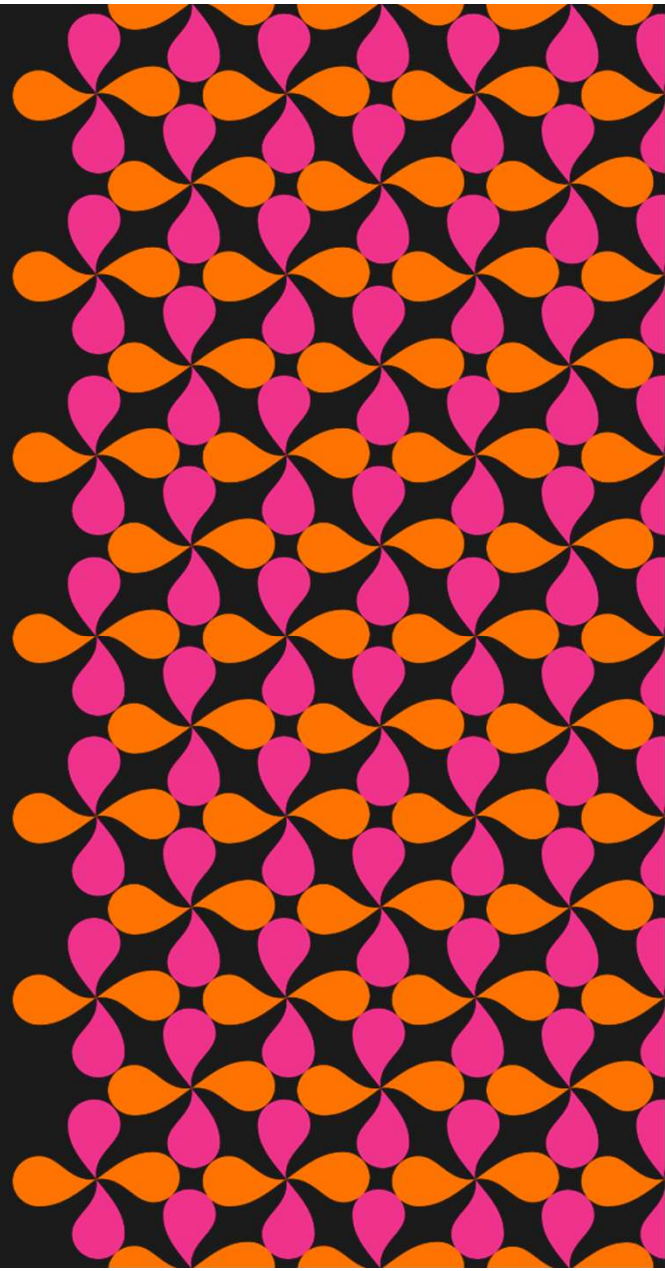
# JUICE FILM
# MANIFESTO

*What we believe. How we work. Who we are.*

juicefilm



## THE JUICE FILM ETHOS

***We believe production is about more than making films.***
***It is about making things happen.***

We believe great work begins with great people — diverse voices, different perspectives, shared purpose. We believe everyone deserves to feel seen, respected and valued, and that the strongest work comes from creating space for people to contribute, grow and thrive.

We believe in creative ambition, matched with intelligent production. In finding solutions where others see obstacles. Being calm when things get complicated and always committed.

## DOING GOOD BY DOING

***We believe in doing good by doing.***

We actively practice sustainability. We support organisations doing meaningful work in our communities. We invest in people, create opportunities and look for ways to leave a positive footprint — creatively, socially and environmentally.

**At the heart of Juice Film is Ubuntu:**

***"I am because we are."***

Because no film is made by one person. No success happens in isolation. We are shaped by the people we work with, the communities we are part of and the world around us.

## THIS IS JUICE FILM

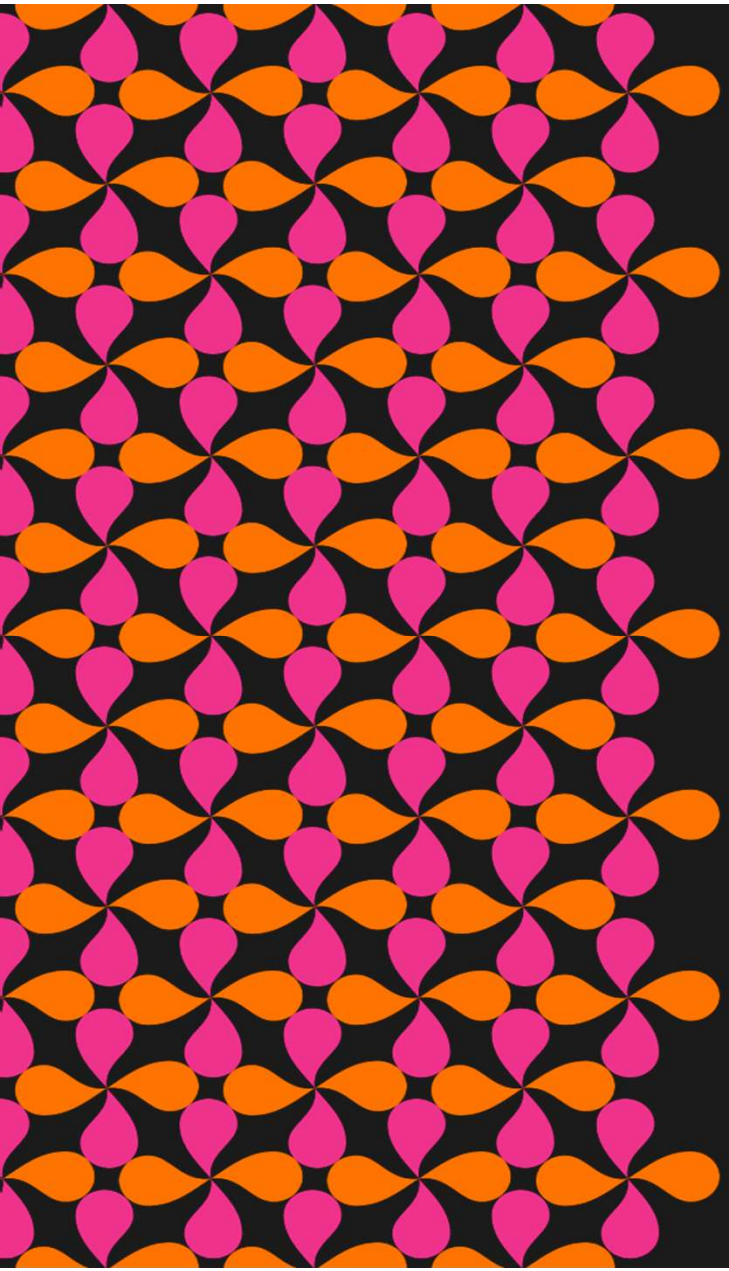
We believe South Africa has extraordinary talent, creativity and possibility, and we are proud to take that spirit to the world.

We believe the best work is made when excellence and humanity exist side by side.

***This is what drives us.***

***This is what we stand for.***

***This is Juice Film.***



# A team that lives its values.

*Through creativity, care and collaboration, we bring that same energy to our clients, our crews, our community and our planet.*

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