

Welcome to Twin Oaks Communications

We are a full service creative and production company working in all media. Our clients range from TV Networks and other Production Companies to Corporations and their Agencies to Trade Associations and Non-Profits. We create content for television, the web, DVD, podcast, and just about any form of distribution. No job is too small or too large. When you engage Twin Oaks you work with only the best people and resources: experienced, top quality experts utilizing state of the art equipment appropriate for each step of the process.

Why We See Everything As A Story

Whether it's a television program, commercial spot, corporate video or live presentation, our approach is to grab people's attention with a good story.

Storytelling, done well, is the basis for the most effective communication; whatever your purpose, whomever your audience. It's an ancient human tradition that works. That's why we always look for (or create) the story—the most interesting story—in whatever we're doing. Whether your goal is to entertain, sell, motivate, train or convince your audience you must first get their attention and then keep them engaged. Particularly in business, we often forget to look at things from the audience's point of view. The more dry, the more technical the material—say a financial report—the greater the need to humanize it in the form of a story. You may have heard an accountant say, "The numbers tell the story." Maybe they do, to a CPA! For the rest of us we need explanation, interpretation, meaning and a little drama to put those numbers (and any other information) into perspective, to put them into human terms...and make them memorable.