





## XBT91 | Chicago, IL Media Production Company

XBT91 is short for Exhibit 91. A partnership between Rendell Smith and Alex Donewald. Previously two freelance videographers, they combined their creative abilities to pursue something larger than themselves. As self-taught cinematographers and editors, they think differently and feed off of each others creative energy to produce content far beyond what either of them could create alone. Since teaming up, they have partnered with [influencers](#) and [companies](#) to create unique and shareable media in many forms.

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## ***CLIENT WORK***

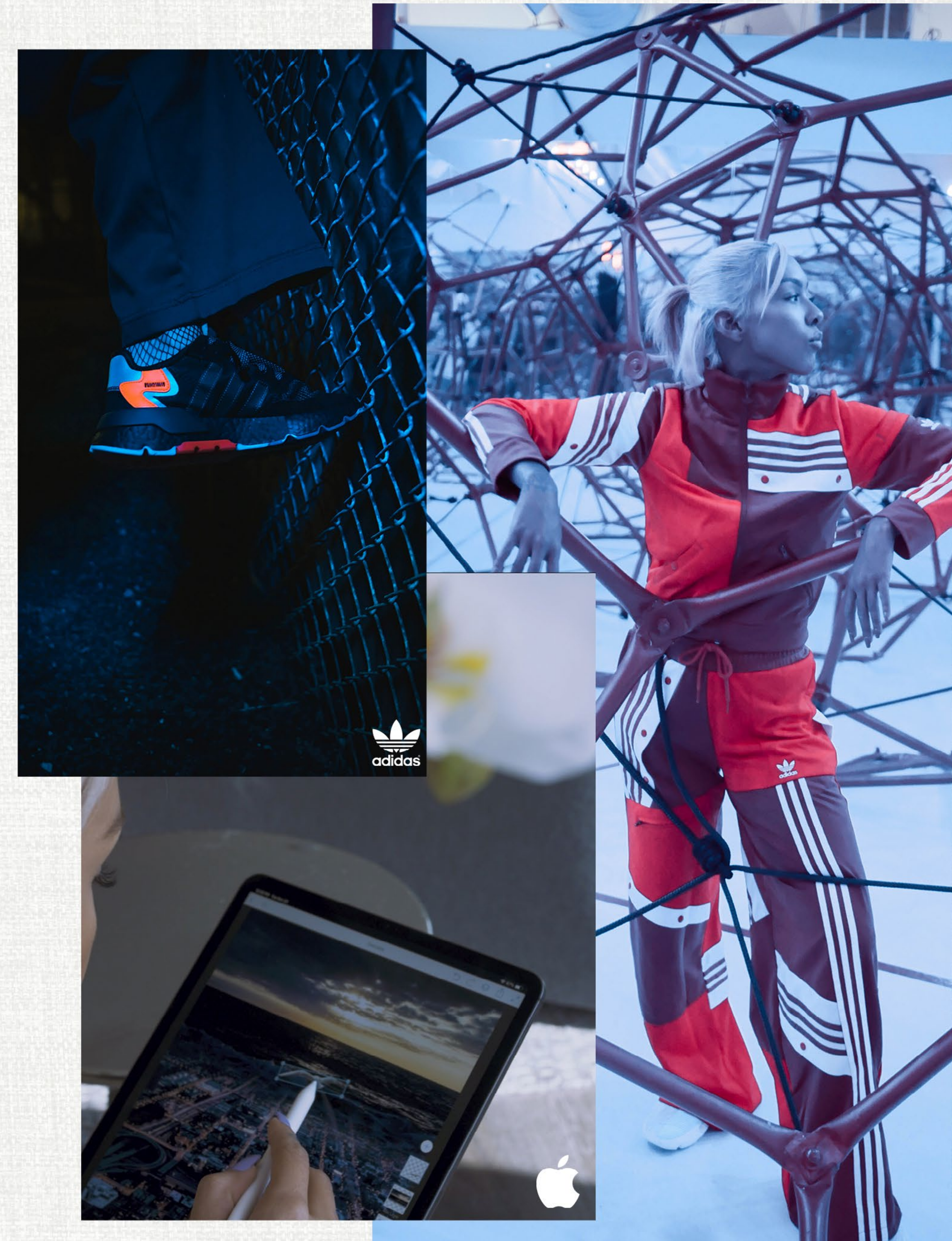
### ***SWOPES - SOCIAL MEDIA BRANDING***

We originally teamed up with Swopes to cover some live events for her IG stories. After building an aesthetic that fit her vibe we were asked to help create more targeted branding content for her official feed. With an audience of over 250,000 she was someone we had to impress. Since our collaboration started we have helped create content for amazing companies such as; [Adidas](#), [Apple](#), [Listerine](#), [Method](#) & more!

Through these projects for such reputable businesses, we have formulated a process to complete complex deliverables under pressure and quick deadlines.

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SWOPES







## ***FESTY BESTY - CREATIVE AD***

The founders of popular festival clothing brand “Festy Besty” were releasing a new moto-inspired collection. As one of their first targeted releases, they needed to make sure the reveal was something memorable.

They approached us with the idea of a moto-inspired creative ad. They knew this commercial needed to reach the masses of the festival culture, so they reached out to instagram dance sensation Gabby J. David. With a focus on Gabby’s natural talent as a dancer, we created a moving look-book of all the motocross inspired designs and combined them with fun music and editing to bring the collection alive. Since the release, the commercial has accrued over 17k views! We’re very proud of how the vision was executed, check out the finished product below!

***SEE MORE***

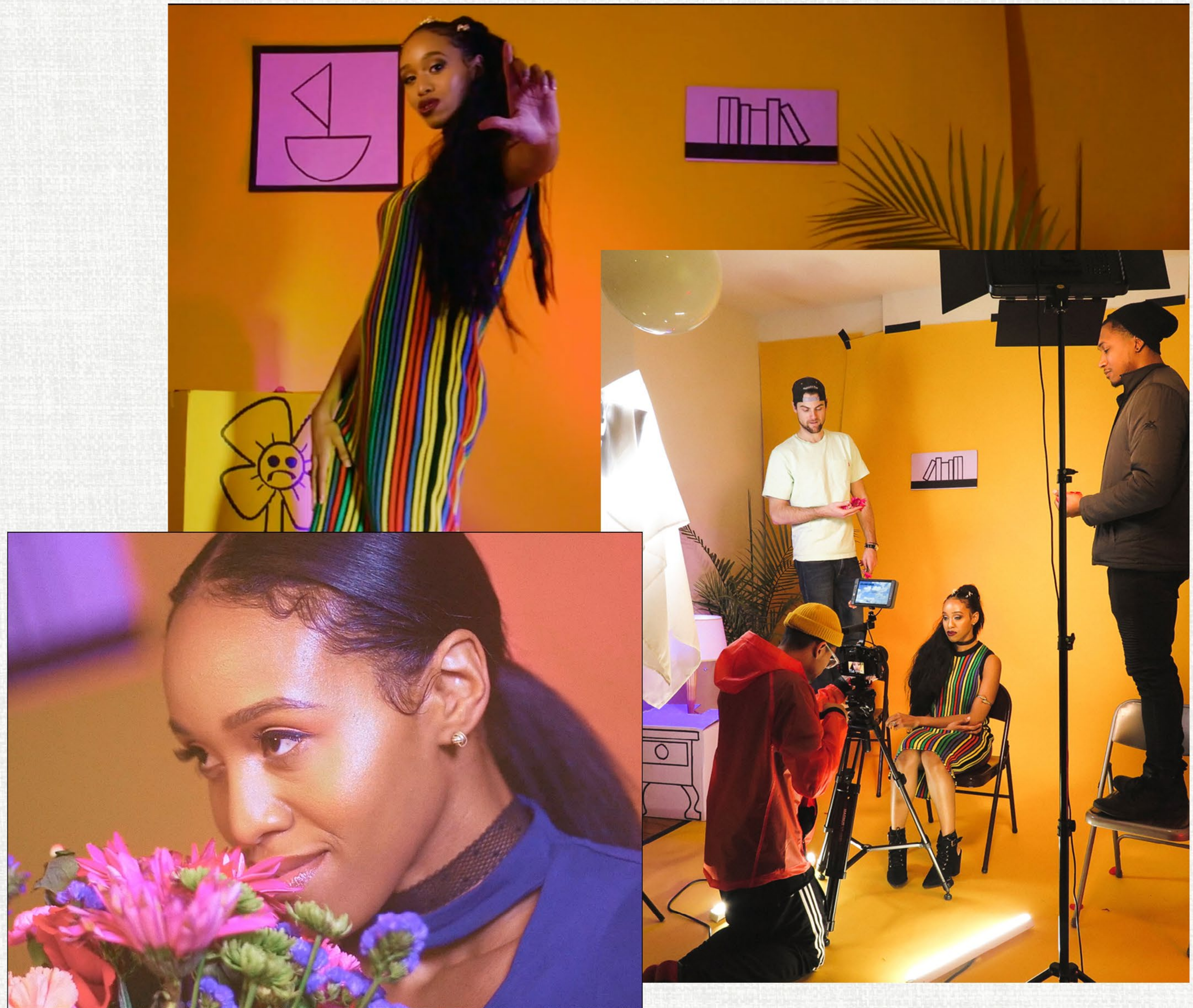




## ***EYEDEKAY - "ROGER" MUSIC VIDEO***

The "Roger" music video was a true testament to create something from nothing. The artist Eyedekay wanted a visual experience that she would be proud of and which would help her stand out in a sea of videos that seem to repeat the same formula. We got to the core message of the song and decided to go for that nostalgic feeling of 90s tv show "Sister, Sister" with a modern twist. We utilized bright backgrounds to pair with her bright personality, simple hand drawn accent pieces to make the set completely customizable, and moveable for her to destroy at the end in symbolic gesture to remove the fake-ness in our everyday lives.

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***THANK YOU***

**XBT<sup>91</sup>**

REACH OUT TO PUT YOUR NEXT PROJECT ON DISPLAY

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