

The Lab



AT FOOD FIGHT STUDIOS

got a big idea?

we're your all-in creative
team to make it happen

our superpowers

in a nutshell

visual branding

creative strategy

content production

research, strategy, & creative combined

We love cooking up new ideas and testing them in the market. We have over 20 years of experience producing unconventional content for individuals, companies, and professional brands on a mission.

[get in touch](#)

Visual Branding / Positioning

You need visuals whether it's a brand launch or a visual refresh and our team of creatives are here to strategize plus execute a comprehensive Brand Playbook or cohesive Visual Templates for your content. On brand and on-point, strategically.

[see our work](#)

creative strategy

Need some strategic advice? Schedule a 1-hour call with The Lab Leadership Team to get a quick hit of strategy based on your initiatives. Come to us with your gut checks, mental blocks, or nuggets of an idea and we will give you actionable recommendations to take that initiative to the next level, or partner with you to get the job done.

[book a call](#)

Ongoing Content Production

Our team of award-winning content producers and creatives will take your audio, brand or ideas to the next level with a steady stream of visuals based on a customized Strategic Plan. Designed to keep momentum and provide your target audience with consistently engaging content.

serving you the right content, for the right people, at just the right time

Through our collective industry expertise, we're invested in creating performance-enhancing visual content that connects. It's not just content for the sake of content – it's strategically crafted visuals on a mission.

like here...

[#animation](#)

/ [#branding](#)

/ [#casestudy](#)

[**BRAND WORK: The Brace Life**](#)

[#branding](#)

/ [#casestudy](#)

[**Amy Morin: Podcast Launch Visual Positioning**](#)

...and here

[#animation](#)

/ [#branding](#)

/ [#casestudy](#)

[Emmy Award Winner: Dreamer Documentary](#)

[#animation](#)

/ [#blog](#)

/ [#codevelopment](#)

[Spartan Race's Unbreakable CEO](#)

let's talk

Have a question or need help with a project? Let's chat and see what we can do for you!

Name

Please enter your name.

Email

Please enter a valid email address.

Phone

Please enter a valid phone number.

What can we help with?

Please type your message.

[SEND](#)

Message failed. Please try again.

Thanks for your message! We'll be in touch soon.