**ISABELLI MEDIA RELATIONS LAUNCHES BELLI FILMS**

*Leading Marketing Firm Launches Video Division to Enhance Digital Storytelling*

[**Isabelli Media Relations (IMR)**](http://www.imrchicago.com/) – a leading marketing firm based in Chicago, IL with clients nationwide – has announced the launch of **Belli Films**, an in-house production division providing innovative videos to augment clients’ digital campaigns.

Led by **Multimedia Director Joseph Fandel**, Belli Films was founded upon a growing need for video services that deliver on both exceptional quality and competitive pricing. Belli Films creates striking, cinematic images at an exceptional value, empowering clients to effectively reach their target audience with videos filmed on state-of-the-art equipment and produced with the highest of standards.

Belli Films is a natural extension of Fandel’s work with IMR, where he has produced videos for the agency’s clients since 2013.

“It is essential that businesses today deliver digital content that viewers want to share with their friends and followers,” said Fandel. “Video storytelling – more than any other medium – has the power to attract that audience, hold attention and create a call to action.”

IMR’s new division makes video production available to all, with service packages available for businesses in industries ranging from hospitality, travel and beverage to real estate, healthcare and consulting. Event coverage – for festivals, galas, launch parties and more – also fall under Fandel’s purview.

“We believed in the power of video when we started IMR in 2011,” said **COO and Partner John Wilkerson**. “As an essential tool in the digital age, we have always included it as part of our packages for clients hiring the firm for marketing and PR services. To take our video offerings a step further broadens our ability to serve clients in all industries, bringing their stories to life in a visually enticing way.”

Belli Films answers the call to a range of needs – including customized social media content, website placement, anthem reels, video news releases, in-room television content for hotels and more. Fandel specializes in working with clients one-on-one to determine a customized concept that will resonate with the right audience.

Services include:

* **Videos for brand websites.** Greets online visitors, enticing them to increase their time spent on the site.
* **Custom content for social media.** Sparks the interest of Instagram followers and Facebook friends, inspiring shares, engagement and new followers.
* **Product Demos.** Shines a light on a clients’ latest product in a studio-like environment, or demos it in the field.
* **Event or organization sizzle reels.** Captures the spirit of a business or an event, encouraging a call to action amongst customers, attendees and sponsors.
* **Video releases.** Replaces long, drawn-out press releases and brings the message to life with people, places and captivating images.

In addition to video filming and production, IMR’s marketing team is available to all Belli Films clients to consult on avenues for content delivery.

“Our collective team can work with our clients to maximize usage of their video content,” added Wilkerson. “In addition to offering stunning visuals, we can advise on the most meaningful way for businesses to share their message. The entire process is managed from concept to distribution.”

For more information, please visit imrchicago.com or email [**partners@imrchicago.com**](mailto:partners@imrchicago.com)**.**

**About Joseph Fandel**

Joseph “Joey” Fandel joined IMR in 2013 and brought with him a passion for creativity and design. He has since overseen and expanded the scope of the agency’s video and graphic design arms, and worked with the firm to launch Belli Films in 2018. During his tenure he has worked with clients across a wide variety of industries and directed countless projects, including televised commercials, in-room video for leading hotels and specialized content for social media platforms. He prides himself in being an early adopter of new technology; a must in an ever-changing media landscape.

Born and raised in central Illinois, Joseph has been passionate about filmmaking since an early age. He eventually followed that passion to Bradley University in Peoria, IL, where he received a Bachelor’s Degree in Electronic Media Production. Prior to joining IMR, he began his career interning and freelancing for several different creative agencies, including Northwestern University’s Advanced Media Production Studio.

Joseph lives in Chicago and loves the cultural opportunities that the city creates, from new restaurants to arthouse movies. But mostly he spends his free time binge-watching Netflix.

**About Isabelli Media Relations**

Isabelli Media Relations (IMR) is a full-service marketing agency specializing in strategic communications, public relations, social media, video and graphic design. The firm’s clients include a range of restaurants, hotels, beverage companies, culinary events and industry experts – both in Chicagoland, and in several states throughout the U.S. Founded in 2011, IMR’s approach relies on specialized strategies that creatively marry what we love about traditional marketing efforts and what we know about digital media and its power to drive business. For more information, visit [www.imrchicago.com](http://www.imrchicago.com).

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