GOODO STUDIOS

CAPABILITY STATEMENT

Video | Photo | Campaign Creative
Seattle, Washington

Creative that changes what people do, tested before the full media spend.

Goodo Studios is a Seattle production studio making commercials, PSAs, social video and photography for brands, public agencies and mission-driven organizations. We pair cinematic production with performance testing, so every campaign is built on what actually moves an audience.

CORE COMPETENCIES

- Commercials and PSAs with :30, :15 and :06 cutdowns for broadcast, streaming and social
- Short-form social video and paid social creative for Meta, TikTok and YouTube
- Recruitment, outreach and public education campaigns
- Photography: campaign, editorial, event and image libraries
- Concept development, scripting and storyboards
- Brand films, documentary and community storytelling
- Accessible, multilingual delivery: captions, translated versions, audio description and ASL through vetted partners
- Creative testing and results reporting

DIFFERENTIATORS

- **Built to look good and perform.** Every piece is designed to get the most out of each media dollar, and we test hooks, messages and cutdowns before the full buy.
- **Strategy and scripts first.** We start with the campaign's goals and audience, then write and plan so the work speaks to viewers and delivers the public outcome.
- **Proven results.** 100+ companies served across many industries, with a track record of measurable performance and positive ROI.
- **Full-time production team.** Dedicated in-house crew and editors keep every project efficient and streamlined.
- **Our own gear and studio.** Sony FX6 and FX3 cinema cameras, a full lighting package and a Seattle studio, with rental partners for anything else a shoot needs.

PAST PERFORMANCE

Wideframe (Y Combinator W26), launch film
Concept to finished video in 7 days; 50+ brands and agencies onboarded within 75 days of launch.

Royo Bread, performance video campaign
Multiple video ads scaled past $100K in spend, supporting the brand's growth to nationwide Whole Foods distribution.

Bearaby, ongoing brand production
Monthly shoots and a testing framework; founder-led ads became top performers on Meta.

Clients include
Harry's, Kopari, Loop Earplugs, Blume, Marek Health, Wally Health

COMPANY DATA

Legal name	Matthew Gattozzi LLC, dba Goodo Studios
Address	2940 Westlake Ave N, Suite 302 Seattle, WA 98109
Business type	Small business, S corporation
Primary NAICS	512110 Motion Picture and Video Production
Additional NAICS	512191, 541430, 541613, 541810, 541820, 541830, 541890, 541922
Payment	ACH, check, purchasing card

WHO WE SERVE

Cities, counties, state agencies, transit and port authorities, tribal nations, public health, universities, utilities, tourism boards, nonprofits and associations.

Matthew Gattozzi, Founder matthew@goodostudios.com goodostudios.com