

Cinch.
M E D I A

SERVICES

THE MISSING LINK

We are the missing link between production and marketing departments.

The best marketing content is made on set. Having a designated digital producer on your production is a necessity. Someone who is across the schedule, sits in the production meetings, has the relationship with cast and is there on the floor filming.

The result isn't just better content, it's content that couldn't exist any other way and a marketing strategy lives and dies on good content.

The landscape had changed and a trailer, an EPK interview and a red carpet no longer converts audiences.

Your marketing assets need to speak to your audience and tap into the conventions of the apps they spend time on, think social first content and YouTube specific videos. You don't need a trailer, you need a slate of content.

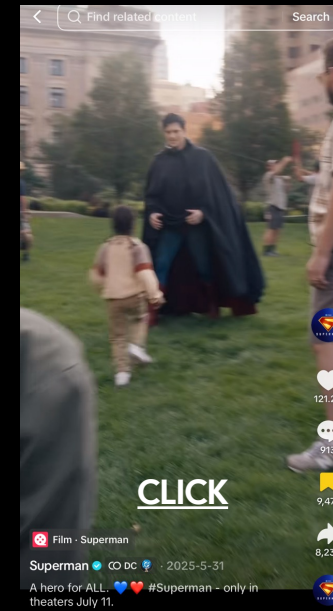
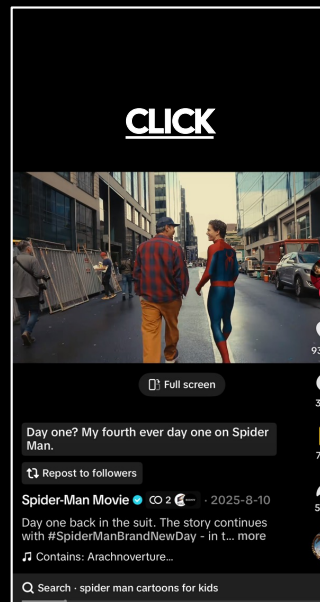
This is not EPK it's content that speak directly to your audience.

Start with the end in mind. Build your audience from the source.

MARKETING

Has changed along with the shifting media landscape.

Creating entertaining and high converting content on platforms audiences spend time is crucial.



Cinch Media Services

02.

OUR SERVICES

STRATEGY

- Create an audience analysis and digital strategy
- Liaise with distributor/ marketing team on goals
- Devise a digital content list

PRE PRODUCTION

- Brief in all HODs
- Brief in all cast & cast agents
- Attend production meeting
- Deliver digital schedule

SHOOT

- Capture all on set content
- Produce key art/ EPK interview
- Produce digital shoots as req.
- Interview key creatives and cast
- Review schedule changes
- Liaise with Coord & 2nd Ad on digital requirements for call sheet
- Influencer management if req.

POST

EDIT & DELIVERABLES

- Edit all deliverables
- Seek approvals from cast and producers
- Deliver assets along with delivery sheet

SOCIAL MEDIA MANAGEMENT

- Devise social strategy
- Create social channels
- Post on channels
- Community management

INFLUENCER MANAGEMENT

- Liaise with influencers at launch.
- Liaise with crew and cast on posting personal assets.

04.

OUR WORK

ON SET DIGITAL PRODUCER

FEATURE: HOTEL HOTEL HOTEL HOTEL

A24: Hyper Object, Princess Pictures
Dir: Michael Shanks
Cast: Daniel Kaluuya
Wrapped May 2026

SERIES: SEPARATED AT BIRTH

ABC, Princess Pictures
Cast: Nazeem Hussain, Urzila Carlson
Wrapped May 2026

FEATURE: WILDERNESS

Wrapped: December 2025
Wilderness Films Pty Ltd
Cast: Yael Stone, Mirrah Foulkes

FEATURE: STAKE OUT

Wrapped: September 2025
Good and Done Productions, Princess Pictures
Cast: Danny Huston, Brenton Thwaites, Charlie Fraser



On set, Separated At Birth

ABOUT US

Natalie Lynch is a leading digital media and audience strategist redefining how Australian screen stories find and grow their audience.

Founder of Cinch Media and with over 15 year's experience across production, broadcast, and digital innovation, Natalie bridges traditional film and television with new age digital media. Her mission is clear, to empower producers and storytellers to take control of their digital strategy, amplify their reach and future-proof their projects in an ever-evolving media landscape.

A former producer with Fremantle and the Seven Network with a Masters in Screen Business, Natalie stands at the forefront of the movement to make Australian content thrive on global platforms.

MEDIA LINKS:

IF.COM.AU
[TV TONIGHT](#)
[IF](#)
[TV TONIGHT](#)
[MUMBRELLA](#)
[NY TIMES](#)

[IMDB](#)

SOCIALS:

YOUTUBE: www.youtube.com/@CinchMedia
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06.



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