



# TheHive

**Remote production service that captures stories  
directly from communities you care about**

MAK MENDE

A photograph of two young women in a dimly lit room, looking intently at a smartphone. The woman in the foreground is wearing a white short-sleeved shirt with a small red polka-dot pattern. The woman behind her is partially visible. The phone is resting on a colorful, patterned surface. The overall mood is one of focused attention and connection.

**This pandemic is forcing us into isolation.  
There is no better time than now to foster connections.**

A close-up photograph of a hand holding a white, pleated surgical mask. The mask is held by the top edge, and its white elastic straps hang down. The background is a blurred crowd of people, suggesting a public setting. The text is overlaid on the image, with the phrase 'unable to fly in crews' highlighted in a red box.

**Impact driven organisations struggle how to show the impact of Covid-19 on people and projects while unable to fly in crews.**

A hand holding a smartphone on a selfie stick against a clear blue sky. The phone is held in a pinkish-purple grip, and the black selfie stick extends downwards. The background is a gradient of light blue to white.

Almost everyone has a **good mobile phone** these days.

But not everyone is a **good storyteller.**

**OUR SOLUTION:** [The Hive](#)

## User generated video with professional *editorial support*

With the right creative and technical direction, anyone can produce great content.

MAKMENDE knows how to coordinate and provide editorial guidance when working with User Generated video (UGV).

Our network of world wide *local producers* can operate as coordinators through WhatsApp.

They quickly gather the footage needed to tell your story.



User generated content is 5x **more likely to convert viewers** than non-UGV.

This type of content is **trusted by people** because it is authentic, credible (not sponsored) and free for use.

agricultor of  
mini vegetables  
for export  
# We Got This



# Recent portfolio cases

MAK MENDE

SOS Child Villages International

## #KidsStayStrong

Every child deserves a family in which they can feel safe and secure, even more so in times of crisis.

How can SOS connect with their audience and keep that message top of mind?

What if we let children remind us of how it *feels* to be part of a family?

12 x 90 seconds [episodes](#)



I turn to my mum and dad  
and my whole family.



My dad worries us most because  
he gets sick all the time.

Spark

## Thank you.

All around the world entrepreneurial spirit is changing lives and communities during COVID -19

These are the people that SPARK works with and supports, so we think that now is a great opportunity to show our appreciation for what they are doing, or trying to achieve. Now is the time to acknowledge them.

6 x 90 sec [episodes](#)

**Loice Nyambura**  
Tailor Entrepreneur



Lately we have been afraid of this pandemic because it has continued to spread.

CARE and Red Cross

## Now you hear us

All around the world, communities are adapting to a global pandemic.

But some, are being forced to be more resilient, than others.

Youth have solutions & must be heard. Because we're not all in this together, we're in very different environments.

4 x 60 sec [episodes](#)

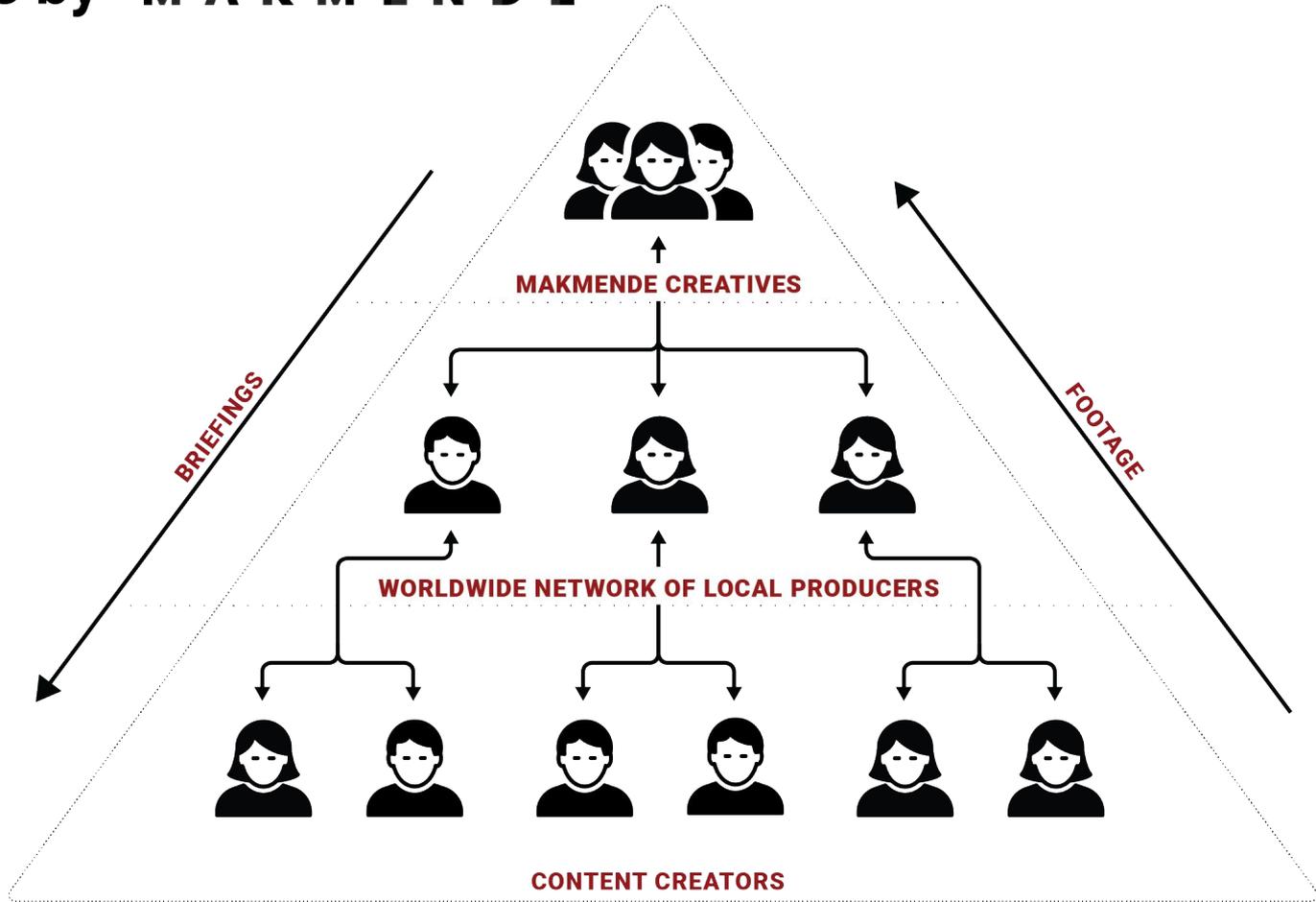


## **HOW** does TheHive work:

- 1.** Amsterdam based creatives **translate your communication messaging** into short and easy to follow up briefings for non-professionals
- 2.** Briefings are shared with **your beneficiaries** who start gathering the footage with their phones. **Our worldwide network** of local journalists **provides support.**
- 3.** Once the footage is sent back to us, we **edit the content** for different platforms. Post production forms the finishing touch.

**M A K M E N D E**

# The Hive by MAKMEDE



A photograph of two young boys sitting on a concrete ledge outdoors. Both boys are wearing white surgical face masks. The boy on the right is holding a smartphone and looking at the screen. The boy on the left is looking towards the phone. A blue and orange container is visible on the ledge behind the boy on the left. The background shows green foliage and a blurred building.

Stories can bring  
people together, or tear us apart.

**We choose to connect.**



**Do you want to get your  
story out there?**

**Contact us to learn how [TheHive](#) can help you.**

**[hello@makmendemedia.com](mailto:hello@makmendemedia.com)**