

FILMSUPPLY

Trend²⁰²⁵ Commercial Filmmaking Report

The trends your clients will crave.

In 2025, the demands of commercial filmmaking are higher than ever. Today's audiences are more discerning, demanding content that feels authentic and emotionally resonant. Trends are evolving rapidly, demanding filmmakers to adapt and innovate constantly.

At Filmsupply, we see a lot across the commercial industry, and we see it at scale. We're trusted by the world's most imaginative brands and agencies to provide authentic, story-driven footage for over 15,000 commercial projects each year.

Because we sit at the intersection of those creating briefs, shooting films, and post-production, we have a front-row seat to how the advertising landscape changes and continues to evolve daily. Our commercial filmmaking trend report is an exclusive resource designed to empower filmmakers like you with the insights needed to create impactful work that resonates with an ever-changing audience.





Unique Points of View

Ask any DP, and they will tell you that a beautiful frame is the most effective way to captivate audiences. But in the world of commercial filmmaking, this isn't enough anymore. With ads competing for audiences' shorter attention spans, keeping viewers engaged requires dynamic camera movements and framing.

Technological advances—smaller cameras, FPV drones, probe lenses, and robotic arms—have empowered filmmakers to break boundaries and reimagine what's possible.

Unique camera placements, like a protagonist's first-person perspective or the viewpoint of an inanimate object, invite the audience into a story in new and engaging ways. The camera can be placed almost anywhere with little to no creative restraints, allowing filmmakers to avoid the mundane without compromising image quality or budget.

By daring to place the camera where it's never been, there is a clear opportunity to deliver the unique, unforgettable experiences that today's audiences crave.

CHARACTERISTICS

- FPV AERIALS
- TWISTING/DUTCH
- SUBJECT POV
- UNIQUE POV
- POV
- DYNAMIC CAMERA MOVEMENT
- SMART PHONE

Analog Footage

When faced with bringing the past into the present, nothing works faster to connect your audience to your story than footage shot on film. Nostalgia is a powerful storytelling tool that can ground your narrative in reality like nothing else. From vintage footage to textural film grains, audiences instantly connect with this timeless aesthetic. There’s a warmth and authenticity that only real film can bring to a project—qualities that digital often struggles to replicate.

While digital filmmaking has become the industry standard, top filmmakers increasingly turn to film to infuse their work with depth and texture. As director Brady Corbet of *The Brutalist* puts it, "Digital photography versus shooting on celluloid is the difference between painting with watercolor and painting with oil."

Filmmakers who embrace this trend this year will find that film's tactile quality remains a powerful way to evoke emotion, craft timeless visuals, and stand out in a digital-first world.

CHARACTERISTICS

- FILMSTOCK
- VINTAGE
- ARCHIVAL
- ANALOG



Docu-style

Documentary-style shooting has experienced a significant surge in popularity in recent years, a trend that will continue into 2025. More and more brands are looking for ways to authentically connect with their audiences. Brands like the Farmer's Dog are a timely example of the success of this style of ad, capturing the profound bond between pets and their owners. In their acclaimed commercial “Forever,” directed by Goh Irromoto, they emotionally depict the dog lover’s lament in a touching message: Nothing matters more than more years together. They struck a chord with viewers by combining documentary-style shooting with a moving narrative of a life enriched by a pet.

This ad style resonates because it reflects life as it is: honest, emotional, and deeply human. Leaning on the beauty of natural light and a naturalistic shooting style, audiences are transported to the story's emotional core. It’s not about polished perfection. It’s about creating a visual language that feels personal and draws viewers into the narrative.

In 2025, filmmakers will be tasked with crafting stories that don’t just sell a product but connect with audiences on a human level, making this style of ad essential for all filmmakers to master.

CHARACTERISTICS

- PORTRAITS
- HANDHELD
- PETS
- FRIENDSHIPS
- RELATIONSHIPS
- LIFESTYLE
- DOCUMENTARY

One Shot Ads

If a single image can tell a story, imagine the potential of a single, uninterrupted shot. In a world where ads are faster, louder, and flashier, one-shot commercials stand out by doing the opposite. They offer a moment of stillness and intrigue amid a constant sensory overload of quick cuts and fast action—a pause that demands attention.

IKEA’s award-winning campaign “Proudly Second Best” demonstrates the art of simplicity. With a single, deliberate shot and a clever tagline, the ad captures the viewer’s attention by giving them something rare: space to focus. Best suited for broadcast or unskippable formats, one-shot ads slow the pace, creating a sense of intrigue that viewers can’t look away from. This year’s most effective ads might not be the loudest, but the ones that whisper.

CHARACTERISTICS

- LOCALS
- LONG TAKE
- VINTAGE
- CITY
- FAMILY
- ZOOM
- RURAL



Bold, Saturated Colors

Color has always been a cornerstone of storytelling in advertising. But now it's taking on a bolder and more intentional role, becoming central to brand identity. Brands like Jaguar are redefining expectations with hyper-saturated palettes and art directions seamlessly merging fashion, design, and advertising. While the rebrand is open for debate, Jaguar's advertising's striking use of color and patterns creates an otherworldly aesthetic that demands attention.

This evolution is also reflected in the creator economy, drawing inspiration from A24 releases *Euphoria*, where dramatic washes of blue, purple, and orange saturate the frame. When it comes to set design, we can follow interior design trends, favoring colorful, individualistic settings that feel real and hyper-curated. Gone are the days of neutral backdrops; color is a dynamic storytelling tool today.

Filmmakers should approach color with intention. Monochromatic tones evoke intimacy, while contrasting palettes inject tension and energy. The palette you choose could be the most memorable part of your story.

CHARACTERISTICS

GREEN

BLUE

ORANGE

YELLOW

RED

CONTRASTING COLORS

Abstract Textures

How do you visualize concepts as profound as the expansion of consciousness or the instant of creation? The answer lies in abstract, textural shots that bring complex ideas to life with stunning clarity. Think of vibrant liquids colliding and swirling, evoking emotions simmering beneath the surface, or intricate close-ups of microbiology, unseen by the naked eye, revealing hidden worlds.

These textural shots are more than just visual spectacle—they're storytelling tools. Experts like Roman De Giuli craft mesmerizing frames that can become symbolic representations, adding layers of meaning and drawing the viewer into the intangible elements of your story.

Paired with carefully crafted sound design, these shots transcend "eye candy" to become immersive experiences. They captivate attention, deepen engagement, and turn a fleeting moment into something unforgettable.

CHARACTERISTICS

INKS

ABSTRACT

FLUID

TEXTURES

MICROSCOPE

PARTICLES



Authentic Diversity

Authentic representation of diversity is more than a trend—it’s a requirement. Audiences demand genuine, inclusive stories that reflect the world as it is and want to see characters they can identify with. For filmmakers, this means using genuine and inclusive locations and narratives.

Representation isn’t just about inclusion—it’s about connection. When underrepresented communities see an honest depiction of their stories, trust is built, and brand love follows.

The challenge lies in finding characters that align with this evolving expectation. Whether highlighting diverse cities, intimate family moments, or underrepresented cultural traditions, authentic characters guarantees every audience feels seen and valued.

CHARACTERISTICS

- LGBTQ+
- BLACK CULTURE
- YOUNG ADULTS
- CULTURAL TRADITIONS
- POWERFUL WOMEN
- ASIAN AND PACIFIC CULTURE
- SHARED PASSIONS

Surrealism

Some stories demand a fresh approach—something that breaks away from the ordinary. Audiences have grown used to the predictable in commercials, and one of the most effective ways to stand out is by leaning into the surreal.

From in-camera effects using filters to immersive CGI that allows characters to interact with the impossible, filmmakers have the tools to create unforgettable visuals.

This style isn't just eye candy—it's a powerful way to elevate your storytelling. Striking imagery pulls viewers in, but the real magic comes with how surrealism can make a message feel larger than life, creating ads that resonate with audiences.

Embracing surrealism challenges filmmakers to think differently, but the payoff is there. Stories that not only captivate but stick with audiences long after the ad ends.

CHARACTERISTICS

FASHION

DREAM-LIKE

SURREAL

SPACE

NEON

ANIMATION

ABSTRACT PEOPLE

FUTURISTIC



Tech-Free Lifestyles

AI is already dominating this year's headlines, from apps promising to solve life's every inconvenience to generative tools churning out replicas of other creatives' work. In this increasingly screen-saturated world, a compelling counter-narrative is taking hold: the longing for a tech-free life.

Mental health concerns around increasingly digital lifestyles and a healthy fear of AI create a desire for real-world analog experiences.

Audiences realize the value of genuine moments, connecting with nature, sharing time with loved ones, and interacting with friends in person. Apple's recent holiday AirPods campaign proves this sentiment. By highlighting the use of their product to enhance, not replace, real-life connections, Apple taps into the growing movement to be more engaged in real life.

Audiences want to connect with what matters most: people, making highlighting authentic connections a requirement.

CHARACTERISTICS

OUTDOOR ACTIVITIES

TECHNOLOGY

NATURE

TECH-FREE

HEALTHY HABITS

COMPUTER

CELL PHONES

FAMILY

CLIMATE CRISIS

EARTH

Interpretive Dance

Whether inspired by TikTok trends or the larger-than-life success of films like *Barbie* and *Wicked*, dance is experiencing a renaissance in advertising. From hypnotic, dream-like choreography to chaotic, high-energy movement, dance injects a dynamic spontaneity that cuts through the noise of modern media. People love to dance, and when used in advertising, it captivates viewers instantly, creating a spot that resonates.

What makes this trend particularly powerful is its adaptability. Sweeping camera movements tied to musical cues elevate the art form, drawing audiences into a blend of motion and sound. This versatile style enhances the storytelling and leaves a lasting impression.

Song and dance, one of advertising's oldest standards, is proving its timelessness. In an increasingly crowded marketplace, filmmakers and brands can ensure their message stands out by embracing this resurgence.

CHARACTERISTICS

DANCE

EXPERIMENTAL

BALLET

MODERN DANCE

GROUP



The Standard in Footage Licensing

With shrinking budgets, tighter deadlines, and an ever-expanding list of deliverables, filmmakers face more pressure than ever. But within these challenges lies an opportunity to push creative boundaries, embrace new resources, and deliver stories that truly stand out.

Filmsupply is here to help you take those challenges head-on. With pre-cleared, story-driven footage sourced from real short films, spec ads, and passion projects by some of the world's top filmmakers, Filmsupply allows you to maximize your budget and streamline your workflow—without sacrificing creativity or quality.

Discover the world's most cinematic footage with AI-powered search tools, advanced filters designed specifically for filmmakers, and curated collections that make finding the perfect shot fast and intuitive. The future of filmmaking is in your hands, and Filmsupply is here to make it easier than ever to bring your vision to life.

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