

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



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

FILMMAKING

HANDHELD

PETS

FRIENDSHIPS

TREND REPORT

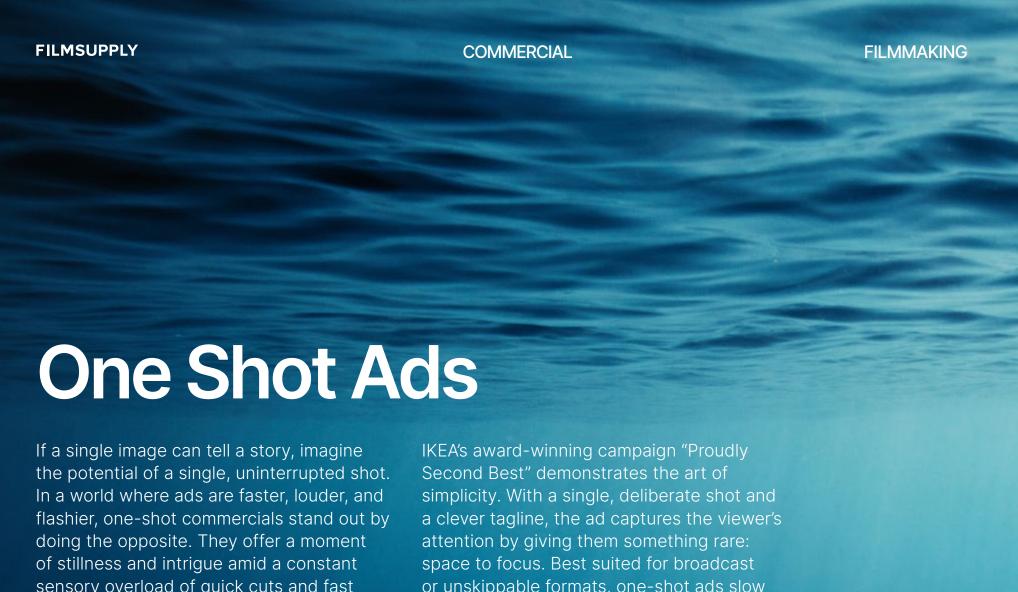
RELATIONSHIPS

LIFESTYLE

DOCUMENTARY

FILMSUPPLY

COMMERCIAL



sensory overload of quick cuts and fast action—a pause that demands attention. 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

FAMILY

LOCALS

LONG TAKE

VINTAGE

ZOOM

RURAL





FILMMAKING



Bold, Saturated Colors

TREND REPORT

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

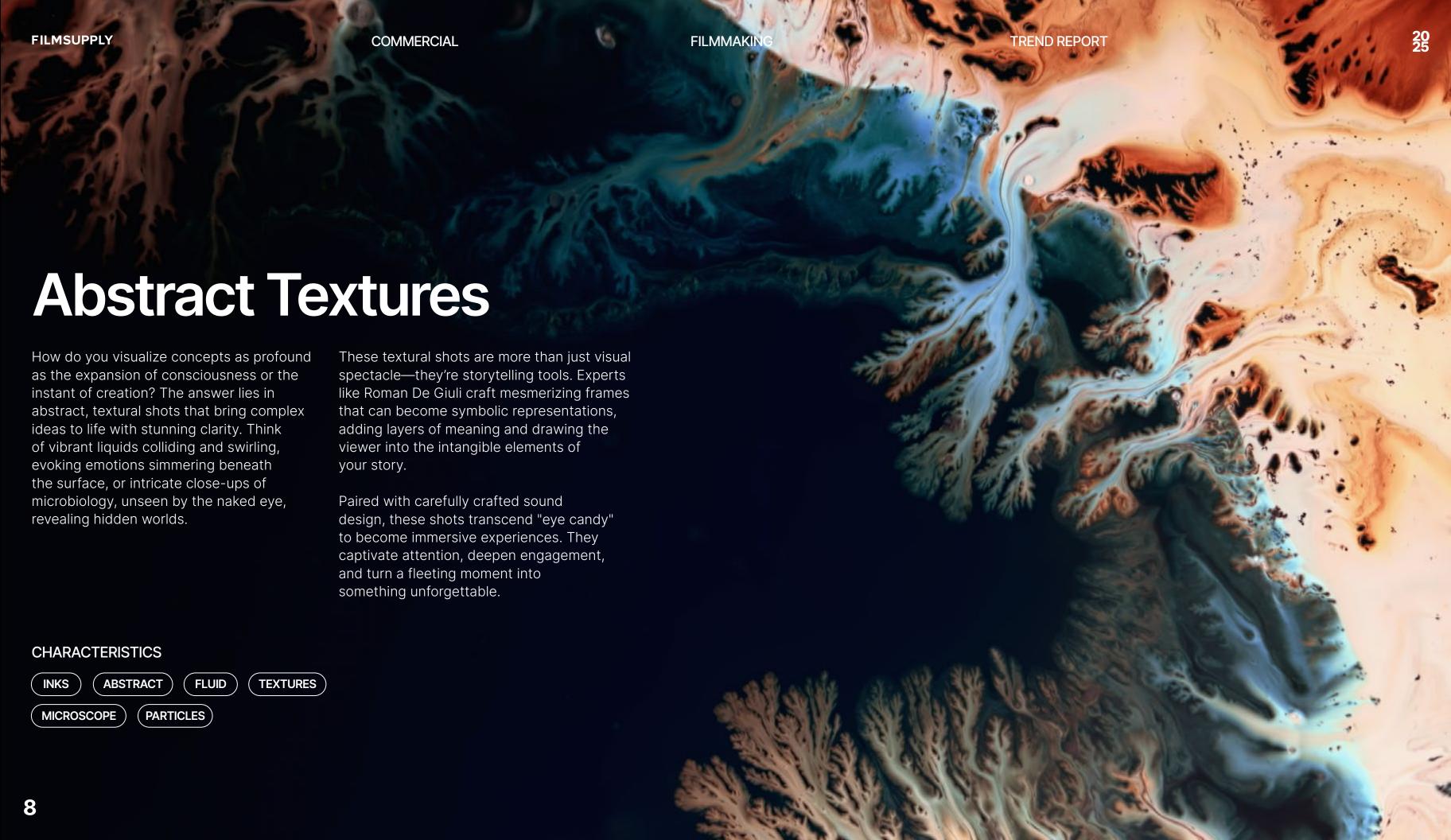
BLUE

ORANGE

YELLOW

RED

CONTRASTING COLORS





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

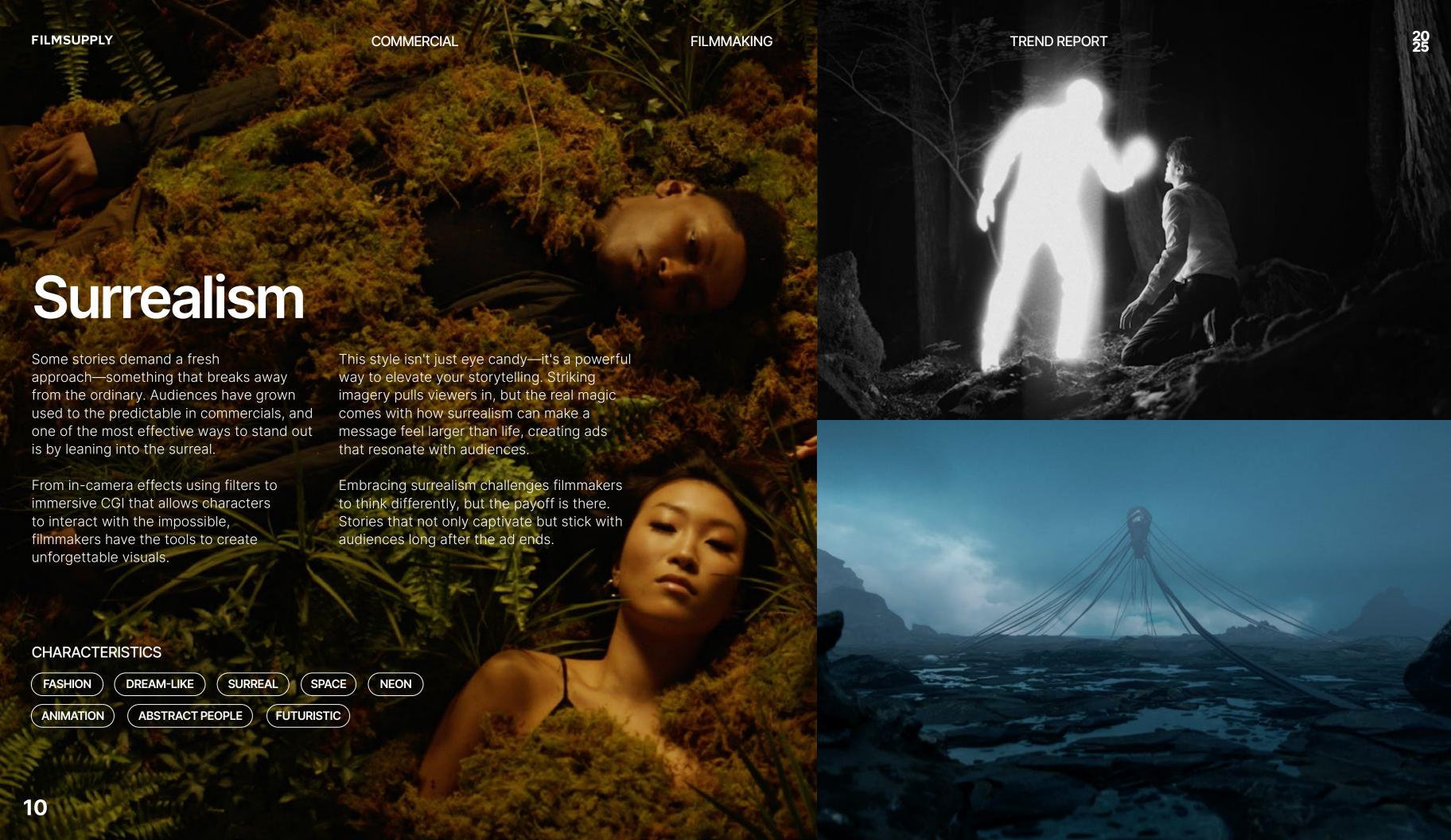
CULTURAL TRADITIONS

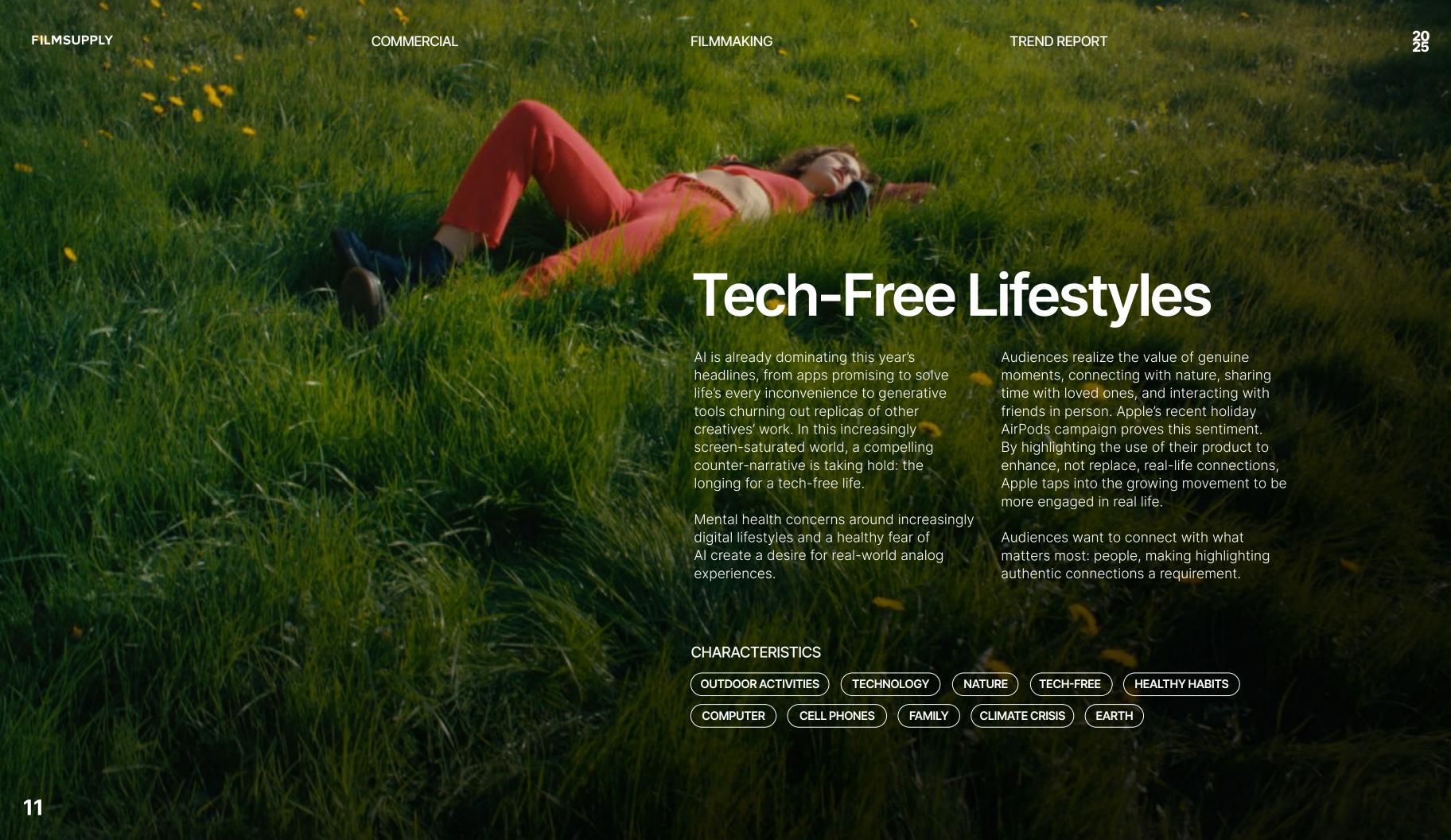
TREND REPORT

POWERFUL WOMEN

ASIAN AND PACIFIC CULTURE

SHARED PASSIONS





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 Al-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.

Browse Footage

