



MYBACKYARD (MYBK YD)

STORYTELLING, PHOTOGRAPHY AND VIDEOGRAPHY CAPTURE THE FABRIC OF PHILADELPHIA'S MANY DIVERSE COMMUNITIES.

www.xhilarate.com



OVERVIEW

Wandering through the captivating streets of Philadelphia's vibrant neighborhoods, we unearth captivating tales woven into the fabric of everyday life. My Backyard, fondly referred to as "MYBK YD," revels in the honor of revealing these extraordinary narratives. Meeting the diverse and inspiring individuals who shape these communities, we delve into their personal stories, illuminating the unique allure that Philadelphia holds.



ENGAGE

Capturing Moments, Captivating Audiences: Engaging with MyBkYd isn't just about observing; it's about forging personal connections with the heartbeat of Philadelphia. Through intimate photography and heartfelt videography, we delve into the lives of small business owners, artists, and purveyors, capturing the essence of their passions and struggles. MyBkYd is more than a lens; it's a bridge that connects you directly with the individuals who infuse life into the diverse neighborhoods of Philadelphia, creating a tapestry of shared experiences that invites you to be a part of something truly special. Furthermore, by showcasing the resilience and creativity of these local heroes, MyBkYd serves as a platform to amplify their voices, allowing their stories to resonate and inspire a wider audience. Every image and video clip becomes a testament to the vibrant spirit woven intricately throughout the city, sparking empathy among those who engage with our content.



SERVICES

- Brand Strategy
- Brand Identity / Look and Feel
- Content Creation
- Website Design (UI / UX / CMS)
- Photography and Videography
- Social Media
- Public Relations
- Copywriting / Editing / Script Writing
- Storytelling

EXCITE

Elevating Ordinary to Extraordinary: Prepare to be excited on a personal level as MyBkYd transforms everyday stories into extraordinary journeys. Our focus goes beyond the cityscape, zooming in on the dreams and aspirations of the small business owners, artists, and purveyors who make Philadelphia unique. Feel the excitement as we unveil the passion behind each storefront, the creativity within every studio, and the dedication within local markets. Our vibrant visuals and storytelling breathe life into the seemingly mundane, turning everyday stories into captivating adventures. MyBkYd invites you to not just witness but actively participate in the thrill of discovery, igniting a curiosity that sparks a personal connection with the heart and soul of the community.

INSPIRE

Inspiration From a Personal Lens: MyBkYd is a conduit for personal inspiration, transcending boundaries to empower small business owners, artists, and purveyors. As we eventually extend our lens beyond Philadelphia, the goal is to inspire a global community to actively support and connect with the individuals who shape the character of their cities. MyBkYd inspires you to engage, not just as an observer, but as a participant in the collective narrative of humanity. Together, we foster a sense of unity that celebrates individual stories.



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