

Customer Spotlight

How Even/Odd found their community and built a thriving creative studio with Vimeo

Even/Odd is a creative studio and production company founded by filmmaker duo Malcolm Pullinger and Mohammad Gorjestani. What started as a filmmaking partnership has grown into a full-service operation based in San Francisco and Los Angeles, operating globally.

Over the past decade, the studio has evolved from creating original projects to making award-winning work for major brands like Nike, Instagram, and Spotify.



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years as a Vimeo user



99

videos on Vimeo

Challenge

Filmmakers want their work to be seen, and filmmaking is inherently collaborative. For Even/Odd's founders, Malcolm Pullinger and Mohammad Gorjestani, this created a fundamental challenge when they first started the company: How do you find the right





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"I didn't really know where to find other filmmakers," Mohammad recalls. They needed more than just a place to post their work. They needed to connect with other creators and brands who could provide inspiration, collaboration opportunities, and help establish their reputation.

As Mohammad puts it, "the line between doing something and not doing something is very thin," and finding the right community and platform to showcase their work professionally was crucial for turning their passion into a sustainable creative business.

"Vimeo has figured out how to celebrate the most interesting new voices and build a



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— Malcolm Pullinger,
Founder and Executive Creative Director

Solution

The Vimeo platform empowers creators from around the world to share their work and connect, which gave Even/Odd the community and online presence they needed to build trust and visibility among potential clients and collaborators.

Vimeo was built for people who care deeply about their work, which helped Even/Odd establish credibility while their business was still small. "If you were using Vimeo, you were very serious about what you were doing, and naturally you wanted to become a part of that community as well," Mohammad explains.

What impressed them most was how intuitive everything felt. It was “in sync with how a



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creative workflows in a way that felt natural, and features worked exactly how they as filmmakers needed them to: easy embedding, password protection for client work, and a professional video player for sharing their work.

Outcome

The real breakthrough came with their film "Refuge." After screening at South by Southwest, the film earned a Vimeo Staff Pick. "When you get a Staff Pick, you're like, okay, it's not just me, we made something that resonates with other people," says Malcolm.

That recognition opened doors — as Even/Odd acquired additional Staff Picks, awareness for the studio grew — and clients started taking notice. Vimeo was almost like a business development tool, building trust before they had even met clients in person. The studio started to work with iconic brands on highly creative projects. Various team members, including their current Managing Director, also discovered their work on Vimeo and joined the team.



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established creative studio with offices in San Francisco, Los Angeles, and New York, with Vimeo remaining central to how they operate and connect with the world.

“Everyone's journey is unique. There's no one mold, and that's what makes it special. People come to filmmaking from so many different places, and I think that's what's great about Vimeo. It's always been this place to celebrate that.”



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