

The Oyster Room

Global Creative Studio

Asia Pacific / USA / Europe

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Powerful brand engagement. Creative that cuts through.

Founded by Anton Watts and Gavin Harrison, The Oyster Room blends cinematic storytelling with photography, film, AI, CGI, VFX, music and sound design. We create authentic visual and audio experiences that feel real, not artificial, grounded in craft, taste and emotional connection.

SERVICES

● Creative Direction

● Production

● Photography

● Motion

● Mixed-Media Content

● AI, CGI & VFX

● Experiential & Immersive Content

● Post Production & Sound Design

● Creative Consulting

How we Roll.

Creative Thinking. Technical Evolution. Seamless Integration.

Automotive, Technology & Lifestyle

Deep experience creating premium content for Tier 1 automotive, EV, technology and lifestyle brands.

Tier 1 fluency

Two decades fluent in the demands of global brands.

Integrated Content Production

Photography, film, CGI and mixed-media content delivered through one connected creative vision.

One Production. One Vision.

A connected production workflow delivering greater efficiency and creative consistency.

AI-Driven CGI & VFX

Photorealistic environments, products and seamless compositing.

Realism as a discipline

Extending photography and motion through seamless CGI and AI integration.

Experiential

Creative direction and visual content for immersive brand activations and live experiences.

Experiential impact

Creating connected brand experiences that deepen audience engagement.

The Full Catch.

Discover

Creative strategy, insight, narrative and concept development.

Build

AI imaging, CGI, VFX, motion and digital asset creation.

Visualise

Creative direction, world-building, look development and previsualisation.

Craft

Editorial, colour, sound, finishing and creative optimisation.

Produce

Photography, live action, virtual production and location capture.

Launch

Integrated content designed for digital, social, experiential and connected media.

Creative consulting: Bridging strategy, production and emerging technologies to create authentic, authentic brand experiences worldwide.

CLIENTS

Two decades of Tier 1.

BRANDS

AIA	Absolut Vodka	Adobe	American Airlines	American Express	Apple
Audi	BMW	BMW Group	Bentley	Best Buy	Cadillac
Dodge	FIFA	Ferrari	Fisker	Ford	GE
Gucci	Helmut Newton	Hilton Hotels	Honda	Hummer	Hyundai
Infiniti	Kia	Land Rover	Lexus	Lincoln	Mercedes
Mobil 1	Nissan	OnePlus	Phase One	Philips Global	Polestar
Porsche	Samsung	Snapchat	Steelcase	Subaru	T-Mobile
Tesla	Toyota	VW	Vogue	Vollebak	Volvo
Wired					

AGENCY PARTNERS

AMV BBDO	BBDO Paris	BBH	Campbell Ewald	Carmichael Lynch	David & Goliath
Designory	Deutsch	FCB	GTB (WPP)	Goodby Silverstein	Grabarz & Partner
Grey London	Hudson Rouge	Innocean	Innocean Berlin	Jung von Matt	Leo Burnett
McCann-Erickson	Mother London	Publicis	RPA	Saatchi & Saatchi	Scholz & Friends
Service Plan	TAG	TBWA/Chiat/Day	Team Mazda	Team One	The&Partnership