ONE PARENT.
SIX BUSINESS UNITS.

TALENT. BRAND DIRECTION. LOGOS + IDENTITY. MEDIA. FILM. WEBSITES.
CONNECTED THROUGH DOC N.I.L.

2026 / DOC N.I.L. COMPANY GROUP

Specialist companies.
A connected direction.

DocNIL, also known as DOC N.I.L., is the parent company of DNWide, DN Creative, DN Media, DN Production, DN Websites and Logos & Brand Identity. Each company brings a distinct capability to a project.

DNWIDE	Fitness talent representation, development, casting and bookings. Formerly Fit & Talented.
CREATIVE + LOGOS & BRAND IDENTITY	DN Creative: strategy, messaging and creative direction. Logos & Brand Identity: logos, visual systems and guidelines. logos.docnil.com
DN MEDIA	Advertising strategy, campaign creative, media planning and buying, tracking and optimization.
DN PRODUCTION	Pre-production, video and film production, and post-production. Formerly Opulence Images.
DN WEBSITES	Website strategy, design, development and ongoing maintenance.

FROM THE BRIEF.
TO THE RIGHT TEAM.

Engage a specialist company or combine capabilities across the group. A shared direction connects the work; the proposal identifies the people, responsibilities and deliverables.

01 / DEFINE

DN Creative develops positioning, messaging and creative direction. Logos & Brand Identity develops the logo and visual system. DN Websites designs and develops the digital experience.

02 / CREATE

DNwide coordinates talent. DN Production plans, captures and finishes video and film.

03 / ACTIVATE

DN Media develops advertising, media placement and campaign measurement around the approved work.

Brand direction.
Digital expression.

DN Creative, formerly Opulence Solutions, leads strategy, messaging and creative direction. Logos & Brand Identity leads logos, visual identity systems and guidelines. DN Websites plans, designs, develops and maintains websites.

BRAND FOUNDATIONS

Brand positioning and voice
Messaging and creative direction
Logos & Brand Identity: visual systems
Identity guidelines and asset handoff

DN WEBSITES / DIGITAL EXPERIENCE

Website strategy and architecture
Website design and development
Responsive interfaces
Maintenance and updates

PRACTICAL OUTPUTS

Brand strategy documents
Identity assets and guidelines
Digital art direction
Agreed brand management scope

Video and film.
From script to screen.

Formerly Opulence Images. DN Production creates video and film for corporate teams, operations and brand marketing.

PRE-PRODUCTION

Concept development, scripts, storyboards, shoot planning, crew and location coordination. Define the scope and delivery plan before capture.

PRODUCTION

Commercials, ads, testimonials, explainers, SOP videos, corporate and event video, documentaries, short films and social-first short-form content.

POST-PRODUCTION

Editing, color, sound and finishing. Agree versions, delivery formats, captions and revision scope.

Request a project quote. Equipment, locations, crews, technical specifications and usage are confirmed in the production scope.

Advertising that carries the campaign forward.

DN Media leads advertising strategy, campaign creative, media planning and buying, and campaign measurement.

ADVERTISING DIRECTION

Campaign objectives and audience
Advertising concepts, copy and design
Channel and placement planning
Campaign briefs

MEDIA ACTIVATION

Paid digital media
Traditional and local media
Media buying and activation
Campaign coordination

MEASUREMENT

Tracking requirements
Reporting and interpretation
Testing and optimization
Campaign evidence

Brand direction, talent participation, website development and film production are scoped with the relevant specialist companies.

Fitness talent.
Commercial purpose.

Formerly Fit & Talented. DNwide discovers, develops and represents fitness models, athletes and creators for commercial opportunities.

REPRESENT + DEVELOP

Talent representation
Model development
Market positioning
Agency placement

CAST + BOOK

Commercial casting
Fitness talent selection
Booking coordination
Usage and availability discussions

CREATE PARTNERSHIPS

Creator partnerships
UGC engagements
Brand collaborations
Name, image and likeness opportunities

Talent availability, compensation and commercial rights are confirmed for each engagement.

One specialist.
Or a connected team.

The project determines which companies and capabilities are needed.

A / FOCUSED ENGAGEMENT

A brand strategy brief, talent booking, advertising campaign, website or film. Start with the appropriate specialist company.

B / CAMPAIGN COLLABORATION

Connect DN Creative brand direction with DNWide talent, DN Production assets and DN Media advertising and media.

C / ONGOING SUPPORT

An agreed period of brand direction, campaign management or advertising optimization. Recurring services and individual productions have defined scopes.

Clear responsibilities. Considered execution.

Coordinate the work through an agreed brief, review process and delivery plan.

DIRECTION + DELIVERY

Shared creative direction
Defined company responsibilities
Brand-guideline adherence
Agreed production schedules

REVIEW + HANDOFF

Structured approvals
Organized asset delivery
Defined usage and deliverables
Stakeholder coordination

PROJECT COMMUNICATION

Identify the people responsible for approvals, decisions and scope changes. Agree communication and reporting around the project requirements.

Vendor documentation, insurance requirements and procurement conditions are discussed during evaluation. No certification or registration is implied.

From a single need.
To a connected campaign.

Illustrative scopes, not claims of completed client work or performance.

PRODUCT LAUNCH

DN Creative establishes brand direction. Logos & Brand Identity develops the visual system. DNWide coordinates talent. DN Production creates video and film. DN Websites builds the digital experience. DN Media plans advertising, placements and measurement.

BRAND CONTENT PROGRAM

DN Creative establishes brand direction and content systems. DN Production creates agreed visual assets. DN Media activates the separately scoped advertising campaign.

FITNESS CAMPAIGN

DNwide proposes relevant fitness talent. Additional strategy, production and media capabilities are added when the brief requires them.

Client names, logos, testimonials and outcomes appear only after work and display permissions are verified.

Familiar experience.
A clearer structure.

The DOC N.I.L. group brings the companies together under one parent, with updated names and distinct capabilities.

FIT & TALENTED > DNWIDE

Fitness talent representation, development, casting, bookings and creator partnerships.

OPULENCE SOLUTIONS > DN CREATIVE

Brand strategy, messaging, digital creative direction and brand management.

OPULENCE IMAGES > DN PRODUCTION

Video and film across pre-production, production and post-production.

MEDIA + WEBSITES + IDENTITY

DN Media leads advertising and media. DN Websites leads websites. Logos & Brand Identity leads logo design, visual systems and guidelines.

Talent, strategy, media and production services are not automatically bundled or included.

LET’S DEFINE WHAT COMES NEXT.

Start with the objective. We will identify the relevant companies and capabilities for your brief.

YOUR PROJECT

Share objectives, desired services, deliverables, timeline, market and budget parameters. Identify stakeholders and approval requirements.

THE NEXT STEP

Discuss a tailored proposal. It identifies participating companies, scope, fees, rights, responsibilities and the contracting business for review.

dnwide.com/companies / EXPLORE THE GROUP / DISCUSS A PROJECT