

storylab digital.

FIELD NOTES

ISSUE 001

IDEAS WORTH REMEMBERING.

DIFFERENT.

ON PURPOSE.



sld.

Curiosity has always changed the world. •

I didn't start StoryLabDigital because I wanted to make videos. I started it because I became fascinated by the ideas behind them.

Over the years I've worked with businesses of different sizes, across different industries, on projects ranging from corporate films and websites to AI learning platforms and animated series. One thing kept repeating itself.

The businesses people remembered weren't always the biggest. They weren't always the loudest. They simply had the courage to think differently.

Somewhere along the way, creativity became predictable. Marketing became louder instead of smarter. Businesses started chasing algorithms instead of attention, creating more instead of creating better.

I believe we've reached a point where the world doesn't need another piece of content. It needs better ideas.

Ideas that make people stop. Think. Smile. Question something. Or simply remember.

That's why StoryLabDigital exists. Not to produce more, but to create work worth remembering.

Field Notes isn't a brochure. It isn't a capability statement. It's a collection of observations gathered from building brands, solving problems, experimenting with AI, creating films, asking uncomfortable questions and discovering that curiosity almost always leads somewhere better.

If there's one thing I hope you take away from these pages, it's this:

[Different isn't a style. It's a decision.](#)

Welcome to our Field Notes. Let's see where curiosity takes us.

Chris Combrinck

FOUNDER - STORYLABDIGITAL



Most businesses don't need more content. They need **something worth remembering.**

Every day, thousands of videos are uploaded. Thousands of campaigns launch. Thousands of websites go live.

Most disappear before the day is over. Not because they were badly made because they gave nobody a reason to remember them.

StoryLabDigital exists to change that.

We don't begin with cameras. We don't begin with software. We begin with curiosity.

We don't create content. We create ideas.

Sometimes those ideas become films. Sometimes they become animation. Sometimes AI learning experiences. Sometimes websites. Sometimes something that doesn't exist yet.

StoryLabDigital partners with ambitious businesses, agencies and founders who understand that attention is earned, not bought.

Film

THE MEDIUM CHANGES

Animation

THE MEDIUM CHANGES

AI

THE MEDIUM CHANGES

Learning

THE MEDIUM CHANGES

Digital

THE THINKING DOESN'T

Curiosity creates better business.

The medium changes. The thinking doesn't.

01

Brand Films

Ideas that stay with people long after the screen goes dark.

02

AI Experiences

Human creativity, enhanced, never replaced by AI.

03

Animation

Turning complexity into clarity, one frame at a time.

04

Learning Platforms

Education people actually want to engage with.

05

Digital Experiences

Websites built around ideas, not templates.

06

Creative Partnerships

We don't stay external for long. We become part of your team.



Alexander Forbes

Created the complete Save Squad animated series, ten episodes designed to make financial literacy engaging, memorable and accessible.

ICTS Academy

Designed and developed the Academy website, structured the online learning platform, and created AI avatar instructors to deliver scalable educational content.

EBnet

Produced webinars, podcasts, educational campaigns and AI-enhanced content supporting South Africa's financial advisory industry.

Fairheads

Data storytelling, reporting dashboards, automation and strategic visual communication.

Motswedi

Corporate storytelling and brand communication through film.

Datagr8

Creative digital communications.

ALEXANDER FORBES — THE SAVE SQUAD

"Great ideas don't simplify information. They make people care enough to understand it."

Ten animated episodes. One mission: make financial literacy something people actually remember.

"What impressed us most was not just the final product, but the way Chris approached every challenge. Whether it was video production, digital content, webinars, or creative problem-solving, he always found a way to make things work. StoryLabDigital feels less like an external service provider and more like an extension of your team."

LEON - COO, EBNET

"Working with Chris and StoryLabDigital has been an absolute game changer. From concept to final delivery, every project was handled with creativity, professionalism and incredible attention to detail."

JUSTIN - CTO, DATAGR8

We ask different questions.

INSTEAD OF

"What video do you need?"

WE ASK

"What do people remember?"

INSTEAD OF

"What's your budget?"

WE ASK

"What's the opportunity?"

INSTEAD OF

"What should we make?"

WE ASK

"Why does this deserve to exist?"



Curiosity over conformity.

Ideas before deliverables.

Different. On purpose.

Use AI to amplify creativity.

Never stop asking better questions.

Great work earns attention.

Ideas outlast campaigns.

Build partnerships. Not projects.



Let's build
something
worth remembering.

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