Detroit agency mentored by Walsh College of Troy, expands to LA and New York

Posted: 04/16/15, 6:03 AM EDT

The Work Inc., a Detroit-based creative digital media agency mentored through Walsh College’s Blackstone LaunchPad program, has announced a partnership with Native of Los Angeles, which immediately expands its creative consulting, commercial video production and post-production services throughout Los Angeles and New York.

“This relationship provides us access to east coast and west coast opportunities as well as solidifies our footprint in the Midwest,” said Jesse Ford, executive producer of The Work. Offering full-scale cinema quality video production from the initial concept to final delivery and distribution, The Work officially launched five years ago.

The team of five partners originally met through their involvement in Detroit’s music scene, either as performers or music venue owners. Members also worked in photography and agency side in advertising. Ford, who co-owned the music venue with two other partners, also worked as an accountant prior to his involvement with The Work.

With both an undergraduate degree and an MBA from Walsh College, Ford used the mentoring services available through his college’s Blackstone LaunchPad entrepreneurship initiative for advice and business connections along the way. “Carol Glynn and the LaunchPad team have been a huge support system for us and continue to support us. I know I can go to them with any business challenge and they can put me in touch with someone with answers to our questions,” said Ford. “I know Carol is always looking out for us. It’s nice knowing you have people in your court.”

The agency’s portfolio includes commercial and digital campaigns for Corvette Stingray, Chevrolet Silverado, Lincoln Motor Company and Herman Miller. The Work directed Ford Mustang’s “Speed Dating” viral video for Team Detroit, which has reached 10 million hits and continues. They have executed music promos for Matt and Kim, rapper Big Sean, The National rock band and produced such short films as “The Pleasure of Sound,” shown at the Detroit Museum of Contemporary Art; and “Tonight, The Streets Were Dark” for fashion label Revive, which screened in theatres.

“Our roots are in Detroit and we are staying in Detroit,” said Ford. “Michigan has a lot of opportunity. We are seeing a lot of individuals returning back to the city from places such as New York and L.A. because they see the creative community building off of each other’s success.”

Last November The Work was selected by Michigan Business and Professional Association as Best of Hatched companies that made it through start-up and are on the way up.

— Submitted by Catherine Ticer