



To whom it may concern:

As a media consultant, Erik at Heavy Edition went above and beyond for Coastal Measures. The footage and photos captured were visually striking, but what truly set them apart was the story they told.

Erik invested the time to speak with our founders, customers, and partners, listening carefully to understand our mission and impact. In doing so, he uncovered and refined a narrative that we ourselves had not fully articulated. He then transformed that story into video assets that have become the foundation of our outreach and engagement.

The work didn't just capture attention — it clarified our message and resonated deeply with our audience. I cannot recommend Heavy Edition and Erik enough for startups seeking to use media not only as a marketing tool, but as a catalyst for growth.

Regards,

Joshua L Humberston, PhD

Founder & CEO

Coastal Measures