



Small Business
Development Center
Saint Vincent College

Helping businesses
start, grow, and prosper.

Matthew Fridg
Headspace Media

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Westmoreland County

Industry:

Film Making
Documentaries
Digital Marketing

Year Founded:

Early 2020

SBDC Assistance:

Business Plan Development
Industry Benchmarking
Market Research/Study

St. Vincent College SBDC

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headspace media

Digital Marketing and Content Creation

Owner Matthew Fridg first approached the St. Vincent College Small Business Development Center early in 2018. Matthew was a referral from the City of Latrobe's Community Revitalization Program and was one of the initial tenants in their incubator space. Matthew had worked for numerous successful companies and projects over the years and felt the timing was right to venture out on his own.

Award-winning filmmaker and marketer, Matthew Fridg, officially started Headspace Media at the beginning of 2020. But the Headspace Media team has been working for years creating results-focused marketing and video content for brands nationwide.

From the beginning, his passion was to create emotional experiences through filmmaking to enlighten and entertain audiences. He used these passions and skills to help advertising agencies create commercials and branded content for their clients. However, he continued to witness these agencies fail.

For the last ten years, he has been working to understand how people and the internet work so he and his team can do what those agencies couldn't do, deliver results. He uses a whole arsenal of digital marketing tools available to help brands connect with their prospects and customers to drive sales and growth. He believes the future is still very much video and will constantly create award-winning video content, but now he does it through the marketing process to ensure every brand, every campaign, every piece of content has the best chance to make an impact with its audience.

One of Matthew's initial projects was to create a documentary film showing the consumer loyalty of convenience stores "Sheetz vs. WaWa". There is much subject matter and consumer stories and the project will move forward as the budget allows.

Matthew's most recent project was a short film shot in Western Pennsylvania during the pandemic. "Saving Amelia," which was named Best Local Film at the 2020 Pittsburgh Shorts Film Festival, was aired on local PBS station WQED. The movie follows sisters who find an old two-way radio with the ability to communicate with the past. They end up talking to famed aviator Amelia Earhart and trying to save her before what turned out to be her last flight. He shot it during quarantine in April 2020 with his daughters as the film's leading ladies.

Assistance provided by the SBDC included detailed industry research from database VerticalIQ. Business buying habits and promotional expenditures were also researched and incorporated into his planning process. Project costs and office space were made available with assistance from the Latrobe Community Revitalization Program in addition to owner equity.

Success Story