


# Influence Studios Expands Video Production Studios to Meet Growing Demand for Commercial Content

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GLENDALE, AZ - June 02, 2026 -
Influence Media LLC, a Phoenix-based production company, has announced the expansion of its studio facilities and production capabilities to accommodate increased demand for commercial video content across multiple platforms. The expansion includes enhanced post-production suites, additional equipment inventory, and pre-built movie sets designed to streamline production workflows for brands and independent filmmakers.

The expansion comes as businesses increasingly prioritize visual storytelling for digital-first audiences, driving demand for commercial video production services that can deliver content across broadcast, streaming, and social media platforms. The company's enhanced facilities now feature dedicated spaces for various production needs, from intimate podcast recordings to full-scale commercial shoots.

"The media landscape has fundamentally shifted, and brands need partners who understand both the technical and strategic aspects of visual storytelling," said Skyler Mullins, co-owner of Influence Media LLC. "Our expanded capabilities allow us to handle everything from initial concept development through final distribution, ensuring consistency and quality at every stage of production."

The upgraded facilities include state-of-the-art video editing suites equipped with advanced color grading systems, sound design capabilities, and CGI compositing tools. These enhancements enable the studio to handle complex post-production requirements for projects ranging from broadcast commercials to streaming content and social media campaigns.

Video Production Studios in Phoenix have experienced significant growth as Arizona continues to attract film and television productions seeking diverse locations and favorable production conditions. Influence Media LLC's expansion positions the company to serve both established brands and emerging businesses requiring professional video content.

The studio's pre-built movie sets offer clients cost-effective alternatives to location shooting while maintaining production value. These controlled environments allow for efficient scheduling and consistent lighting conditions, particularly beneficial for commercial clients working with tight deadlines and specific brand requirements.

"We've designed our expansion around the evolving needs of modern content creators," explained Steffan Collins, co-owner of Influence Media LLC. "Whether a client needs a thirty-second commercial or a comprehensive content library, our integrated approach ensures their message reaches the right audience with maximum impact."

The company's service portfolio encompasses pre-production planning, including conceptualization, script writing, and storyboarding; full-scale production with professional crews and equipment; and comprehensive post-production services featuring motion graphics, 2D and 3D animation, and sound design. This end-to-end capability allows clients to maintain creative consistency while streamlining project management.

Influence Media LLC has collaborated with major brands including Nike, Amazon, and Microsoft, as well as numerous small and medium-sized businesses seeking to enhance their digital presence. The studio reports producing over 5,000 pieces of content annually, reaching audiences exceeding 50 million viewers across various platforms.

The expansion reflects broader industry trends showing continued growth in video content consumption and the increasing importance of professional production values in corporate communications. As businesses compete for audience attention across multiple channels, the demand for versatile production partners capable of delivering platform-specific content continues to rise.

Influence Media LLC operates from its Glendale, Arizona facility, offering comprehensive production and post-production services to clients throughout the Southwest region and beyond.

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## Influence Media LLC

*Influence is Arizona?s leading creative powerhouse?uniting Influence Studios, Influence Marketing, and Influence Rentals under one roof in Glendale. We provide video production, photography, and marketing solutions for businesses and creators alike.*

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