

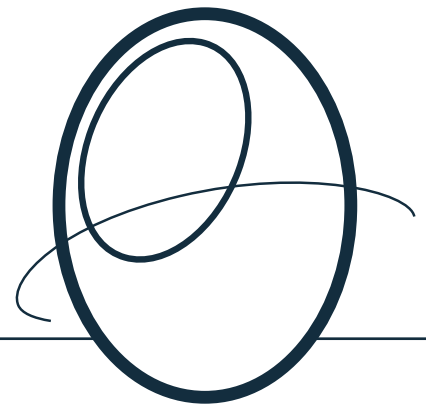
// Design Services

E-learning, Inductions, and Presentations

Communicate visually, create a clear narrative and transfer knowledge

Whether the objective is to assist the audience in understanding an initiative or a product we successfully deliver complex messages. In print or on screen we create visually stimulating materials which evoke an emotional or intellectual response. Visually consistent with existing brand equity we are equally adept at creating or extending branding.

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ABOVE // Stills from the Tommee Tippee 'Closer to Nature' bottle animated product presentation ©thumb

01// Product Presentation

Creating competitive advantage for the client's product

Client // 21st Century Media for Tommee Tippee
Brief // to clearly demonstrate the features and benefits of the "closer to nature" bottle.

When a product is complex, customers need straightforward information to successfully appreciate its benefits. If the objective is to get the customer to respond logically or rationally to the product benefits, then an explanation using 3D animation is the clearest and most effective option. It may be the only option where a product is large, will not operate out of its normal environment or there are safety issues. Animation enables a focus on what is important, removing or minimising distractions.

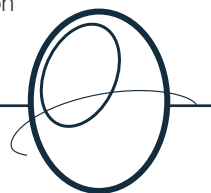
This animated sequence featuring a baby's bottle was part of an award-winning video - the NE Royal Television Society Award for 'Best Promotional Video' in 2006, credited by the panel as 'a case study in selling'. For use with potential customers, it clearly demonstrated the advantages the product had over its competitor. Stills were also produced for the sales team to incorporate into their own presentations.

Features //

- Show the internal components of a complex product
- Dynamically focus on product features
- Demonstrate a product that cannot be physically present due to size issues, safety constraints or prior to production
- Not location specific
- May be deployed across multiple media - web, DVD or print
- May be used in conjunction with or independently of live footage

Benefits //

- Communicate something impossible with live shots
- Educate and shape customer opinion
- Customers are able to "see" the product and better understand its benefits at any location
- Easily re-purposed for use in many markets/languages
- Multiple distribution/delivery channels
- Customers may relate more to a product animation which is combined with live footage





ABOVE // Example shots of the GBA marketing materials including website (www.gbaserVICES.com), brochure, exhibition stand and flyers @thumb

02// Marketing Materials

Rebranding to differentiate the company within their industry

Client // GBA Services
Brief // to rebrand the company and apply the style across a range of promotional communications

The presentation of a company to its customers is fundamental to its success. We create exciting and memorable designs from branding and corporate ID to layouts and illustration. These are transferable across various traditional and new media including stationery pack, online presence and marketing collateral.

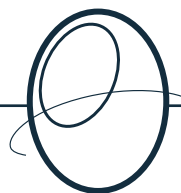
For GBA we created a range of dynamic, visually consistent printed and online marketing communications which position GBA as specialists within the transport industry. We developed a strong identity for each new company division to reflect GBA's hi-tech approach.

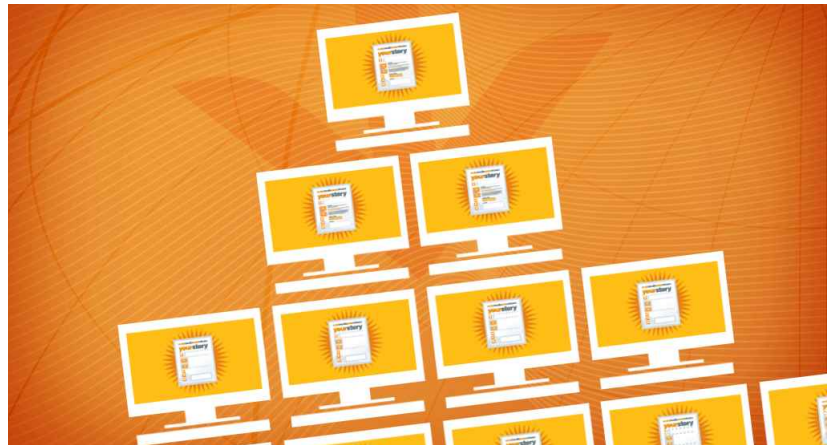
Features //

- Visually consistent online and traditional marketing collateral
- Animated web site conveys information and retains interest
- Enhance the transfer of knowledge
- Improve readability
- Communicate across a variety of media

Benefits //

- Present a professional image
- Differentiate your company and stand out from your competition
- Considered and long-lasting design strategy
- Manage perceptions
- More effective reach





ABOVE // Stills from the RealWire animations ©thumb

03// Effective Communication

Dynamically conveying complex messages

Client // RealWire
Brief // to create a series of graphic animations to explain the advantages of public relations within the online media world

A dynamic presentation is essential when it is going to be repeated, distributed or the messages are considered valuable. We can ensure that you successfully engage the audience with consistently delivered complex information. Using the most appropriate blend of media we deliver readily understandable information to a variety of audiences on DVD, CD-ROM or the web.

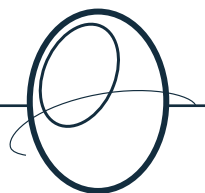
We created a series of animated presentations to help people understand the concepts of online PR. The animations convey complex messages in a dynamic and effective way. They have attracted a large online audience, are being used to help educate the communications industry and establish RealWire as an industry leader.

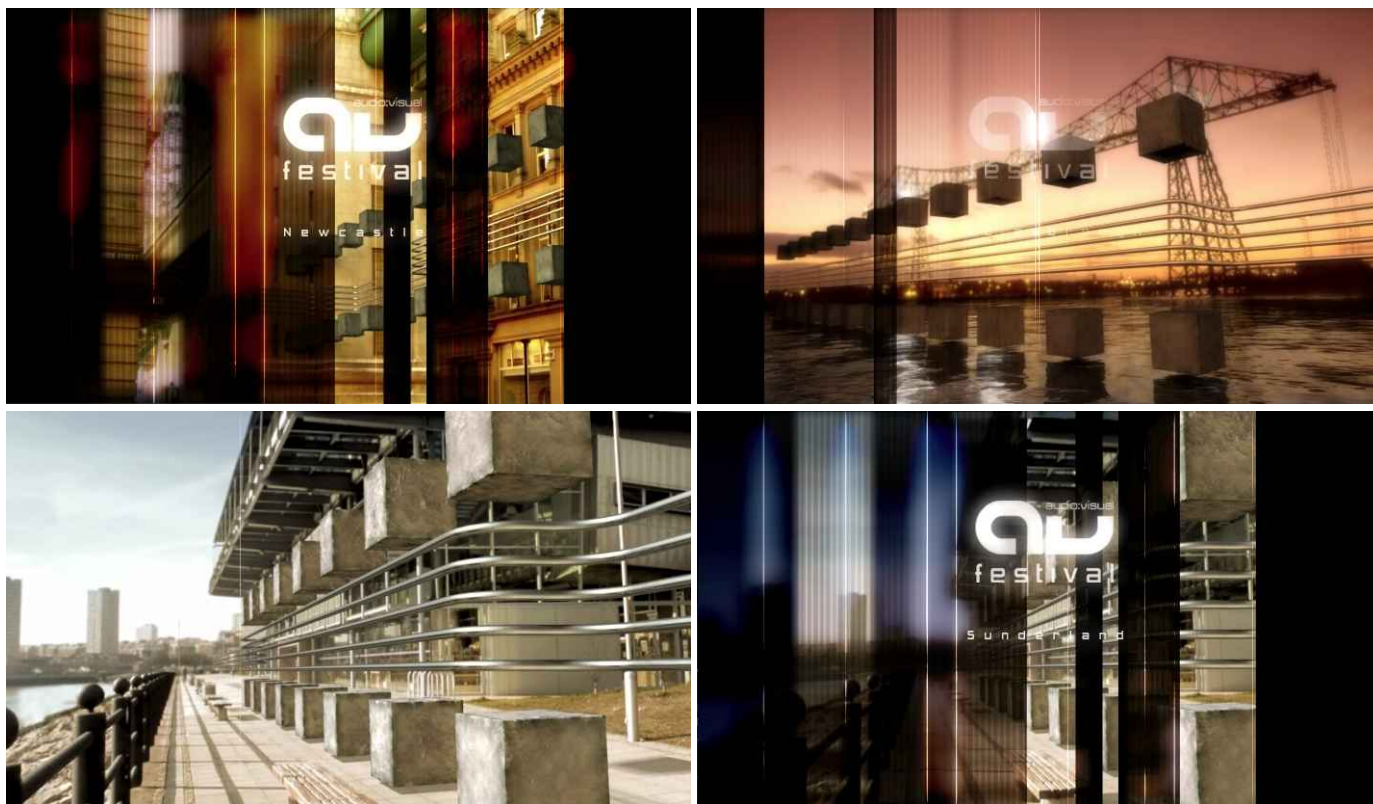
Features //

- Flexible delivery, either standalone or with voice over
- Visually engaging and reinforce brand/organization identity
- Rapid delivery method
- Intelligent use of infographics to convey complex information

Benefits //

- Many channels to the audience
- Memorable, and so aid better retention of information
- Critical messages can be distilled in less time
- Infographics improve audience comprehension





ABOVE // Stills from the AV Festival Regional animated Idents ©thumb

04// Festival Ident

Giving a major festival a regional identity

Client // Tyneside Cinema for AV Festival
Brief // to create a consistent visual theme across three geographic locations

For use in a showreel, an advertisement or other marketing communication motion graphics are any combination of 2D or 3D animated graphics, text, photography and film. Additionally conceptualising information allows for more effective audience comprehension. Whether the outcome is a narrative or simply a mood, motion graphics are increasingly called upon as a powerful vehicle for delivering complex or aesthetic messages.

Using our strong design skills and multi-skilled approach to 3D animation, music and video effects, we created a themed video sting for each of the three participating locations. The format and style served to strengthen the visual identity of this international festival of electronic arts featuring visual art, music and moving images.

Features //

- Attractive and eye-catching
- Highly aesthetic treatments are possible
- Potentially dense arrangement of information
- Intelligent use of infographics to convey complex information
- Recognisable landmarks with difference

Benefits //

- Memorable
- Visually distinguish from competition
- Rapid delivery
- Infographics improve audience comprehension
- Thought provoking

