

CREATIVE BRIEF

12/14/2015

GP STUDIOS

GEORGIA PACIFIC

BACKGROUND

GP Studios (formerly Georgia Pacific Television & Photography), is a full-service production studio centered in the heart of Downtown Atlanta, providing videography, photography and motion graphics to both Georgia Pacific-internal and external clients. Their current brand identity and reputation does not reflect their capabilities or ideals.

OBJECTIVE

To reposition GP Studios as the number one resource for Georgia Pacific employees to get creative results in the fields of videography, photography, motion graphics and design. The new brand identity will accurately reflect the capabilities and amiability of GP Studios. With the relaunch of the brand identity, our objective also includes our goal to create new relationships with external clients and establish an external reputation as a worthy and capable production facility in Atlanta, GA.

TARGET AUDIENCE

Our target audiences can be broken down into 3 categories. Our primary target audience would be internal GP employees* looking for creative help to execute their projects. Our secondary target audience would be external clients looking for a creative post-production studios that can provide a full range of assets and capabilities.

*Important to note that most of our internal clients are 50/50 m:f

MESSAGE

With a genuine passion for visual storytelling and design, GP Studios brings understanding and thoughtfulness to your creative approach. For our internal clients, we provide a level of expertise and knowledge of GP's products that no other creative studio can provide.

COMPETITION

Currently, our specific internal competition is Koch Creative, in addition to the general competition of external vendors. Externally, our competition is a combination of the numerous production houses in Atlanta as well as local soundstages/facility rental.

DISTINGUISHING CHARACTERISTICS

- Thoughtful approach to design/storytelling projects
- Understanding of compliance standards for GP as well as other large companies/networks
- 30 years of production experience
- Huge soundstage and production assets available on site
- Strong foundation and sense of fidelity from our parent company: Georgia Pacific
- In-house team as well as workstations to allow for freelancers

CREATIVE CONSIDERATIONS

- Use the “GP Blue” as a tie-in to the mother company
- Fresh, youthful, modern
- Bright energetic colors
- Find balance between all capabilities of the studio: Production, Motion Graphics, Photography, Facility Rental, Event Production, etc.
- Create a fresh personality for the studio. Total overhaul.
- Avoid sounding corporate
- Avoid black, heavy, dark, metallic, overtly 3D
- Clean, black and white with 3-4 pop colors; color blocking
- Geometric shapes. Rigid lines.
- Natural Materials: wood, cork, etc.
- Avoid organic swoopy shapes with colors + gradients. Looks way too 1999
- Playful typography

TONE

- Down to Earth
- Creative
- Hip/Spunky
- Capable
- Enthusiastic