



# How We'll Increase the Presence and Profitability of Your Company

If you're like most medium sized businesses involved in the film industry you are currently facing immense pressure from falling DVD sales and increased pressure from online distribution. The increasing complexities of distribution and marketing only make the situation worse.

To ensure your company stands out from the crowd, working with talented design professionals is a must. Whether it's getting more buzz at festivals, impressing investors, improved brand recognition, finding higher value film clients or simply increasing the presence of profitability of your films.

Space Triangle works primarily with US and European film producers, distributors, and media groups. We will help you to achieve higher sales and increased industry recognition.

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## Improved sales and greater industry recognition is a four-step process:

1. Assess and measure all your current design and marketing strategies.
2. Determine the biggest problems in engaging consumer interest.
3. Develop a strategy to overcome these obstacles.
4. Implement your strategy combining marketing and design to increase profitability and exposure.

Space Triangle will work with you to help strengthen the branding and visual impact of your company's marketing and promotional materials. We've worked with film industry professionals from L.A. to Mumbai, and we deliver the best in design based services to the entertainment industry. We have a solid record of success that proves our approach works. We can make it work for you as well.

This document contains detailed information on how we can help to improve the visual impact of your marketing materials. After reading this, you'll understand exactly what we have to offer and what results you can expect. You'll see with whom we've worked and will know exactly what you need to do if you would like to take the next step and discuss a project with us.

'Film industry professionals utilising our approach are winning festival awards and gaining increased recognition for their work.'





## Are some of these statements true for you?

### **As a distributor,**

I don't have time to do everything myself. It's also difficult to attract audiences who are willing to pay me what my films are worth. Finding the right team to work with me to solve my current design and marketing problems is exactly what I need.

### **As a producer,**

Finding investor funding while building my business is much harder than people realise. There's tough competition across the board and finding a real point of difference for my films takes time. I need to improve my brand consistency to attract interest and funding from the right people.

### **As a marketing executive,**

it's hard to find talented designers to create the iconic images my clients expect. Creating the campaign is hard enough, and I don't have time to find the right talent for every new project. Where I can find the right creative team that will work with me to solve problems?

### **As a PR agent,**

I need better materials to create buzz for my campaigns. Everyone expects me to generate 10,000 fans for their film's Facebook page but it's near impossible without captivating images that create curiosity. How can I get people curious about my next campaign?

### **Our clients**

Work in all areas of the entertainment industry, with the majority based in Europe or the USA. Projects that they are working on include film development and launching campaigns to developing their website and improving brand recognition.

### **Our services**

Are for entertainment industry professionals who need better design and marketing materials. Many of our clients don't have the time or desire to source talent and micromanage the development of their projects.

## We will be most successful working together if you have some or many of the following characteristics:

- You are open to exploring various creative avenues in order to get the best result.
- Doing things differently is how you've got this far, and taking calculated risks is the name of the game.
- You are a good communicator who places a high value on inter-personal relationships.
- You value long-term business relationships and creative collaborations that benefit all involved.
- You understand the creative process is a journey.
- You are action oriented and committed to getting things done.
- Valuable contribution to your industry is without exception your number one priority.
- You strive for continuous improvement in everything you do, and expect the same from others.
- Life's too short to not be passionate about what you do.

'The creative process is a journey.'



## What Results Can You Expect?

### **Marketing your business will become easier.**

Although there's a million and one film company's out there, yours will stand out because your presentation is managed by industry professionals who take what they do seriously.

The message of your brand will be communicated clearly and your marketing will result in attention your business would otherwise have not received.

### **Your film and promotional campaigns will get more attention during launch.**

Whether it's launching a new film, company or advertising campaign you are ahead of the curve come launch time because you have the best materials in your marketing toolkit.

You will feel confident in the knowledge your campaign is the best it can be, because your creative team are experts at what they do.

### **You will make more sales.**

Your professionally designed marketing materials go along way in building perceived value in the minds of your audiences, customers and competitors.

More potential customers will see your consistent design, branding and presentation, and happily pay you more for what you are offering.

People make snap judgements based on appearances, be happy because you have used this to your advantage.

## How We Work to Deliver Results

**The advantages of working with a boutique European studio are that your brand will have the international look it needs to attract attention. Here's how we do it:**



### **Meetings via Skype**

Meetings via Skype Video with a clear agenda, measurable results and a list of actionable items at the end of each conversation.



### **Secure Online Payment**

For your added security and convenience, we offer online payment for all international clients.



### **100% Confidentiality**

Projects are 100% Confidential and we sign Non-disclosure Agreements for all projects in early stages of development.



### **On Time or the Next One's Free**

Quick response is guaranteed with our 'On Time or the Next One's Free' guarantee that ALWAYS ensures timely delivery for your project.



### **Communication via Email**

We communicate via email so you can respond to us at your convenience and you'll always have a record of our conversations.

Above all, we are flexible because every project is unique.

## Services

Our ability to create the single iconic image to maximise impact and sell your campaign is what makes us stand out from the crowd. We work with many talented individuals worldwide to deliver the design and marketing materials you'll need to promote your films, and your business.

We make your life easy by solving any and all design and marketing related problems you have.

Whether you need key art, refreshed branding for your company, a new publication for investors or a better social media profile, we can help. We'll always help you to improve your brand consistency and presentation, and by having us on your team, you'll have less to worry about.

We offer the full suite of design and visual marketing services whether motion or print. Our number one priority is looking after you as our client.

## Film Marketing Package

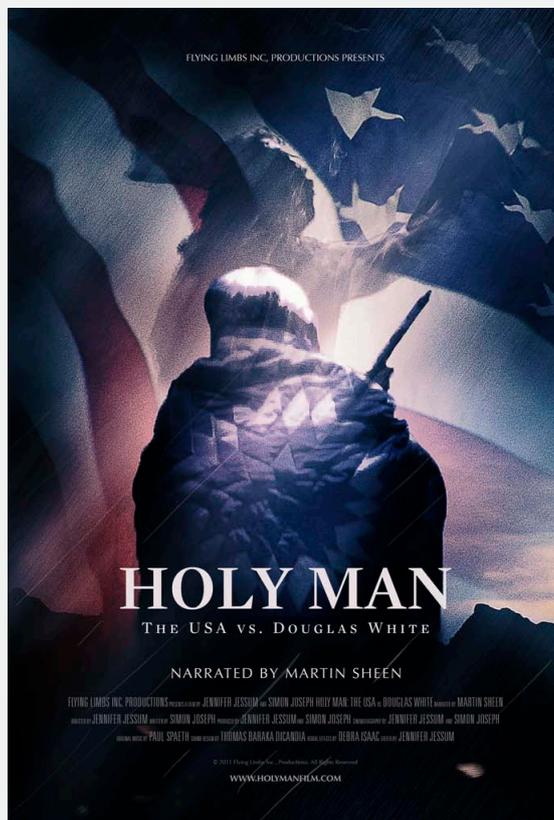
Including your One Sheet and ALL the most important elements in your film marketing arsenal come festival time.

- Key Art
- Main Poster
- Teaser Poster
- Film logo and branding
- Website
- Motion Poster (for online)
- Postcards
- DVD disc, cover & sleeve design
- Festival Guide Print Ads
- EPK design
- Film specific business cards
- Stickers
- Screening Flyers
- Social Media backgrounds

## Visual Marketing Services

We also offer the full range of visual marketing and design services:

- One Sheets / Posters
- Album Covers
- Teasers
- Illustration
- Photography
- Logo and Identity Development
- Names and taglines
- Visual strategy
- Style guides
- Packaging
- Investor Presentations
- Online graphics
- Publications, reports and magazines
- Press Kit Design
- Art Direction
- Sketches
- Booth and Event Design
- Home Entertainment Packaging
- Video Game Packaging
- 3D Modeling
- Outdoor Advertising
- Point of Purchase
- Sales Material
- Motion Posters
- Trade and Consumer Ads



Above : Holy Man, The USA vs. Douglas White. 2011



Above : AVA Takeover. (Andy Moor) 2011

### So, what's it all cost?

Our goal is always to help you minimise costs, while increasing the impact of your brand.

We will always tell you the complete cost of your project before any work commences. As soon as we have determined the scope of your project we will give you an all-inclusive price for your product that does not change. We keep our pricing system as solid, simple and reliable as possible.

## Client List

Please meet some of our past and current clients. All around the world we've provided everything from film posters and album covers to branding and investor presentations.

### Film and Theatre

Client	Company	Location
Udana Fonsaka	Grindout Productions	Colombo, Sri Lanka
Leigh Gregory	Bright Tomorrow Productions	LA, USA
Greg Anderson	Desert Palm Productions	Las Vegas, USA
Ben Steel	Ben Steel Films	London, UK
Bob Burton	UVM Productions	LA, USA
Sanjiv Jaiswal	Rudraksh Adventure Ltd.	Mumbai, India
Atif Mizra	Raising Desi Productions	LA, USA
Trevor Hughes	Frame-on-Frame	London, UK
Marina Schron	Director	NY, USA
Tawnya Foskett	Director	NY, USA
Bill Gosline	Director	Hawaii, USA
Jennifer Jessum	Flying Limb Productions	LA, USA
Doug Kirby	'Bald 'N' Hairy	London, UK
Adrian Corbett	Swan Hill Council	Swan Hill, Australia

### Media, Publishing and Music

Client	Company	Location
Calvin Miller	Mitec Media	Melbourne, Australia
Daniel Davis	AVA(Armada)	Amsterdam, Netherlands
Josh Mitchell	Wicked Pissa PR	Boston, USA
Chris Rodwell	CR2 Records	London, UK
Jill Meachem	Express Yourself Marketing	Halifax, Canada
Donnie Osbourne	Don E Productions	Chicago, USA
MZ WOOD	Deuce Management	Melbourne, Australia
Claire Glenn	Fairfax Festival	Melbourne, Australia
Steven Dawson	Outcast Theatre	Melbourne, Australia





## Contact

As our client our goal is always to make your life easier in whatever way we can. We take responsibility for managing your project from beginning to end, so it is one less thing for you to worry about.

We've made it easy to get in touch, and it all starts with an email or a phone call. We are here to answer any of your questions and always respond to enquiries within 48 hours.

Thank you for your time and consideration.

Sincerely,

James Miller  
Media & Communications

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### Client Feedback

For our latest feature film "Train To Kandy", we needed a poster that was the most professional and would best represent the film. Chris and James immediately understood the theme and the tone of the film and came up with great artwork.

Because of the short noticed dates of the promotional campaign the poster design needed to be done in a very small time frame. They were most helpful, and always would respond quickly, even on weekends. I will definitely be recommending their service to the other film makers.

*Udana Fonsaka, Grindout Productions*

Space Triangle went above and beyond what I ever expected a graphic design team would do. They taught me the importance of a consistent image but most importantly helped me create an identity that is so true to myself and my music.

We worked together and developed not just my EP cover, but an array of event posters, promotional pictures, logos, the layout and design for my website and the list goes on.

Space Triangle helped me develop and communicate what makes me unique as an artist. Their work speaks for itself!

*MZ WOOD, Artist, Australia*

"We've made it as easy as possible to get in touch"