

News Release

For Immediate Release

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Local Company Develops Big Corporate Branding Project

WINNIPEG – September 12, 2007 – Following its rapid growth and expansion into four divisions across three cities, internationally acclaimed firm Frantic Films contracted Winnipeg-based Velocity Design Works to create its corporate identity and brand. With a workforce of 160 scattered across offices in Winnipeg, Los Angeles and Vancouver, Frantic Films' rapid expansion didn't come without growing pains.

“Over the years our company evolved, diversified and matured but our brand remained unchanged. It was becoming clear that our image and messaging wasn't resonating with our target markets anymore”, says company COO Ken Zorniak. “Velocity recognized the disconnect and proposed a re-branding of our company that reflected our new level of sophistication. Also, the campaign incorporated all four of our diverse divisions into one consistent and professional looking corporate image.”

Although Frantic Films has many talented artists on staff, they recognized that corporate brand development requires specialized expertise. As a result, management conceded the daunting communications task to Velocity Design Works. “Many companies attempt to develop their brand internally only to fail as a result of the lack of expertise”, explains Velocity creative director and owner Lasha Orzechowski. “Velocity provides complete brand management including strategy, corporate identity and collateral design, programming, marketing, advertising, PR and production management under one roof. It allows us to deliver a unified and consistent brand for our clients”.

So far Velocity's brand management for Frantic has paid off. “The resulting brand has clearly helped the company reach the next level of sophistication and professionalism”, says Zorniak. As Frantic continues to land accounts with some of the biggest Hollywood movies and visual effects directors, the messaging must be getting through. Subsequently the new Frantic Films brand designs have been recognized for excellence by receiving an International Summit Award, and through recent inclusion in several respected design publications including CREATIVITY AWARDS VOLUME 34 by David E. Carter (Harper Design Publishers), GLOBAL CORPORATE ID2 (Carter – Harper Design Publishers) and COLOR MESSAGES AND MEANINGS (Eiseman – Pantone Color Institute).

Frantic Films is one of Canada's leading production and post-production companies for film and television. Frantic provided visual effects services this year for the Warner Bros. picture SUPERMAN RETURNS, which was honoured at the 79th annual Academy Awards by receiving a nomination for best visual effects.

You can view Frantic's brand on Velocity's site at www.velocitydesignworks.com and Frantic's new content managed website designed by Velocity at www.franticfilms.com

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