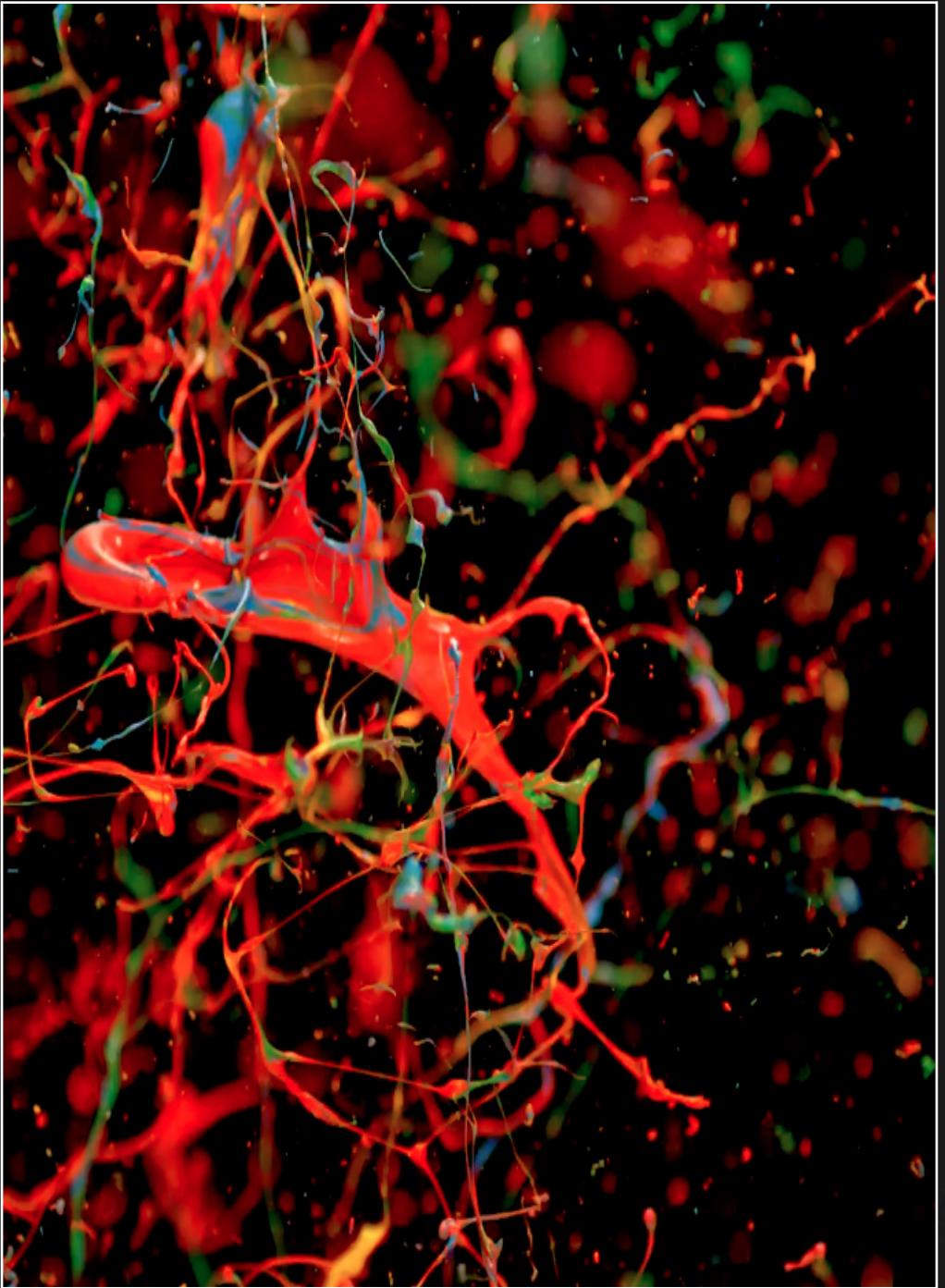


FLYING THE FLAG FOR CREATIVE INDEPENDENCE



## ABOUT THIS BOOK

An introduction to Creative Nation.  
A one stop creative management  
and production hub for studios,  
agencies and brands.



## Contents

- 1.....About this book
- 2.....Welcome and About
- 3.....What we do
- 4.....Trip advisor
  
- Our work
- 5.....Creative Nation Roundtable  
Storyboarding and Concept development
- 6.....Presentation and Pitch materials
- 7.....Film and TV
- 8.....Web and Digital
- 9.....Events
- 10.....Graphics and Brand Development
- 11.....Photography and Retouching
- 12.....Creative Nation Network  
Secret Service  
Rates  
Our clients
- 13.....Getting home

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The publishers and authors have done their best to ensure the accuracy and currency of all the information provided.

# Welcome to CREATIVE NATION

A ONE STOP CREATIVE MANAGEMENT &  
PRODUCTION HUB FOR STUDIOS,  
AGENCIES & BRANDS.

Creative Nation is a unique hub of creative thinkers and doers, combining imaginative ideas with practical approaches honed across a vast range of commercial, broadcast and corporate experience.

Established in 2008, we are an independent, remote agency. We produce content across film & TV, web & digital, graphics & branding development and events.

Creative Nation is an out of house resource to our clients. We work collaboratively across the lifecycle of campaigns and projects, stepping in when our clients can benefit from extra resource and when they are looking to do something new or differently.



# WHAT WE DO

## Concepts and Development

Whatever you're after, we'll start by taking a thorough look at your strategic aims and needs. Then we'll bring together a talented team who'll make sure that our thinking and outcomes match your requirements.

- **Creative Nation Roundtable** - We have a range of industry experts at our fingertips. And if you're facing a difficult business challenge, from creating a crucial brief to producing a complex multimedia campaign, they bring fresh approaches and wisdom based on vast experience to the table. Just tell us what you want to achieve and we'll not only hand-pick the ideal people to help you achieve it, but we'll help you plan how to make it happen, too.
- **Storyboarding and mood boards** - When great ideas need a clear explanation to move them forward, we bring them to life.
- **Presentation and pitch materials** - Need a creative way to present your work and achievements – at a small meeting or a major conference? We'll make sure you show them at their best. What's more, we produce concepts, identities and test commercials for pitches too.

## Content Creation

Broadcast, digital, print and events, you name it and we produce effective content for it – from resourcing, shooting and editing to illustrating, photographing, designing, building and much more.

- **Film and T.V.** - We're experienced producers of commercial, sponsorship and broadcast content, including titles and idents, 3D design, Vfx and sound design.
- **Web and digital** - As online audiences expect more graphics and video, we'll help you to create engaging content alongside copy that's powerfully clear and concise.
- **Graphics and Branding Development** - Because we work on many different platforms, we can develop your brand identity across online, print and broadcast media.
- **Events** - We develop bespoke experiential events that immerse visitors in your brand, as well as video and printed content that boosts your presence at any event. Immerse yourself here.
- **Creative Nation Secret Service** - We are white labelled by many of our clients on a variety of creative and strategic projects.

## Content Delivery

We know that creating fantastic ideas is only half the job. The other crucial half is making sure you have the finished product when and where you need it. So, once we've developed the content you're looking for, we'll deliver it in any format to wherever you need it, anywhere in the world.

- **Reversioning** - When you need multi-language, regional reversioning for broadcast and digital media, we deliver. And with transcription ready content, we make sure that any other language versions aren't just an afterthought.
- **Broadcast Delivery** - Whatever broadcast, digital or print format you need, we'll produce and distribute it to anywhere in the world. And, of course, we make all the relevant legal checks against codes of practice.
- **Aftercare** - Our service doesn't end once we've handed over the content. In fact, we offer training, handbooks, instructions- all you need to get the most out of what we've produced. And after that, if you have any more questions, we're always available.
- **Archiving** - Just let us know what you need for your archives and storage and we'll make sure you get it. We'll also keep copies of our work for your insurance.

Image: American Express online series

## Trip Advisor

With access to an incredibly diverse network of creative and technical professionals, Creative Nation combines the benefits of the traditional agency model with low overheads. Which means, whether you're a studio, agency, a broadcaster, a local business or a global brand, you can be sure that your budget will be spent on the work, not overheads.

# OUR WORK- CONCEPT DEVELOPMENT

## CREATIVE NATION ROUND TABLE

We have a range of industry experts across our network. Just tell us what you want to achieve, and we will bring fresh approaches to the table.



1.



2.

## STORYBOARDS AND CONCEPT DEVELOPMENT

When great ideas need a clear explanation to move them forward, we help bring them to life.



5.

1. Intelligent Health, Round Table
2. Dirt 3, sponsorship storyboard
3. Merck, animatic storyboard
4. Nokia, film storyboard
5. Carat, concept storyboard



4.



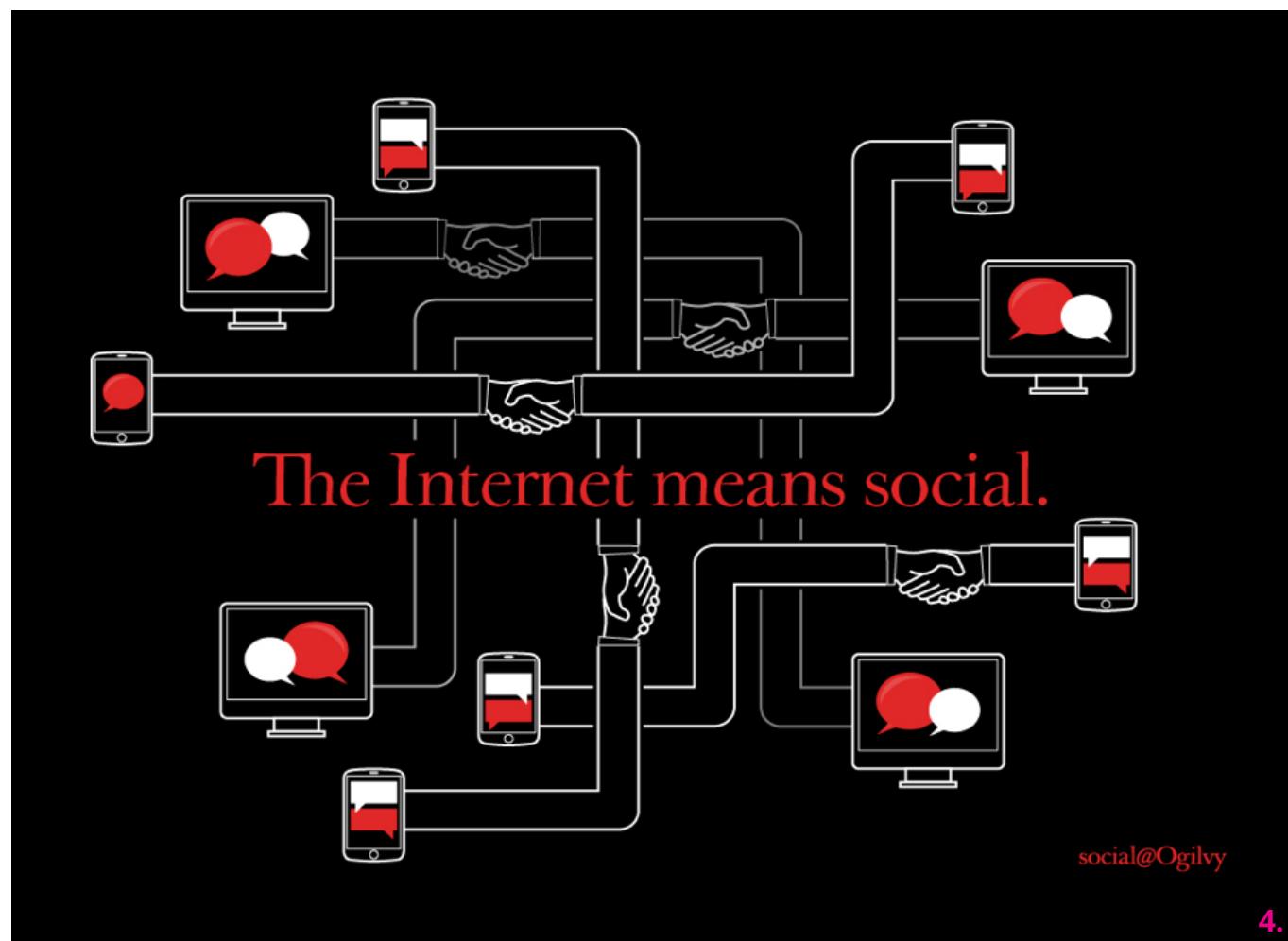
3.



## PRESENTATION AND PITCH MATERIALS

We enable you to present your work and achievements creatively, for a variety of uses from internal meetings to conferences and awards submissions. We produce concepts, identities and test commercials too.

1. Almhof pitch film
2. EToro pitch document
3. Reckitts Benckiser pitch film
4. Ogilvy PR, Social media Infographic
5. British Gas pitch brochure



# OUR WORK- CONTENT CREATION

## FILM AND TV

We're experienced producers of commercial, sponsorship and broadcast content; including titles and idents, 3D design, VFX and sound design.

1. American Express, online series
- 2, Pokerist, 360 commercial
3. Sunraysia, TV commercial
4. AoC, corporate film
5. HM Gov, online infomercial series



**BEAT THE STREET.**

THE GLOBAL WALKING COMPETITION FOR SCHOOLS  
Read The Daily Beat >

Log out X

HOME LEADERBOARDS ABOUT

Hi Isabel, Welcome - LET'S PLAY!

Bravo! You have scored 1 Points in Level 4

LEADERBOARDS

Your Score:  
 1 Beats in Level 4      7 Beats Overall      3% Overall

Your School's Score:  
 292 Beats in Level 4      2259 Beats Overall      12% Overall

Battle of the Cities:  
 LONDON 22%      READING 27%

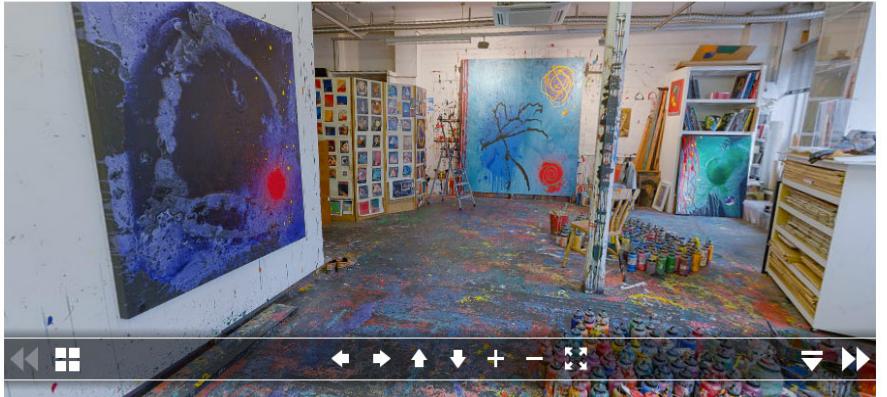
Your Health:  
 2% POWER UP WITH MORE MILEAGE

HELP CONTACT US

1.

John Hoyland

Home About Paintings & other work Exhibitions Collections Press & Media Catalogue raisonné Contact



Welcome to the website of the late John Hoyland (1934-2011), one of Britain's leading abstract painters. Collected here is a selection of [Hoyland's work](#) showing his progression from the hard-edge works of the early 1960s through to the intensely subjective paintings that marked his final decade

*"Paintings are there to be experienced, they are events."*



In the studio

Take a virtual tour of Hoyland's sketchbooks and scrapbooks to find out more about how he worked.

[See sketchbooks & scrapbooks... >](#)

2.

WEB AND DIGITAL

We create content for online environments including web design, video and graphics alongside copy that's powerfully clear and concise.

1. Beat the Street, branding and online environment

2. John Hoyland, website design

3. Penguin Books, online film series

4. Afro Supa Hero, interactive film

**AFRO SUPA HERO**

INTERNATIONAL SLAVERY MUSEUM

An exhibition celebrating the importance of role models and icons

13 May to 11 December 2016

FREE ENTRY

liverpoolmuseums.org.uk/afrosupahero



4.



Season's Readings from us all

Click to unwrap more!

3.

8.

# OUR WORK- CONTENT CREATION



## EVENTS

We develop bespoke experiential events, as well as video and printed content that boosts your presence at any event.

1. Aegis Media, annual conference opening film
2. Vodafone, campaign launch
3. TLC, channel launch Cannes
- 4-5. Fox house. event





1.

## GRAPHICS AND BRAND DEVELOPMENT

We develop brand identities across online, print and broadcast media. We also create graphics, print layout and illustrations.

1. Art of Futebol, event branding
2. Plus, rebrand
3. Worn Again, brand development
4. Aegis Media, communications branding



4.

A uniform approach to recycling your old uniform.

WASH 30 WEAR WORN RECYCLE

At M&S we have responsible ways to recycle your used staff uniform, including 'downcycling', a process that takes your old uniform and turns it into other useful materials such as wipers for the automobile industry or furniture stuffing. And also 'upcycling' which turns old uniform into new products that can be used again by the business. It's all part of helping M&S achieve our PlanA goal of zero waste to landfill. So go on, wear out your uniform with pride.

PlanA DOING THE RIGHT THING

YOUR M&S

3.

Registered Charity No. 1031595

embrace the positive

Supporting People with Learning Disabilities

[www.plus-services.org](http://www.plus-services.org)

Registered in England No. 2782712.

2.

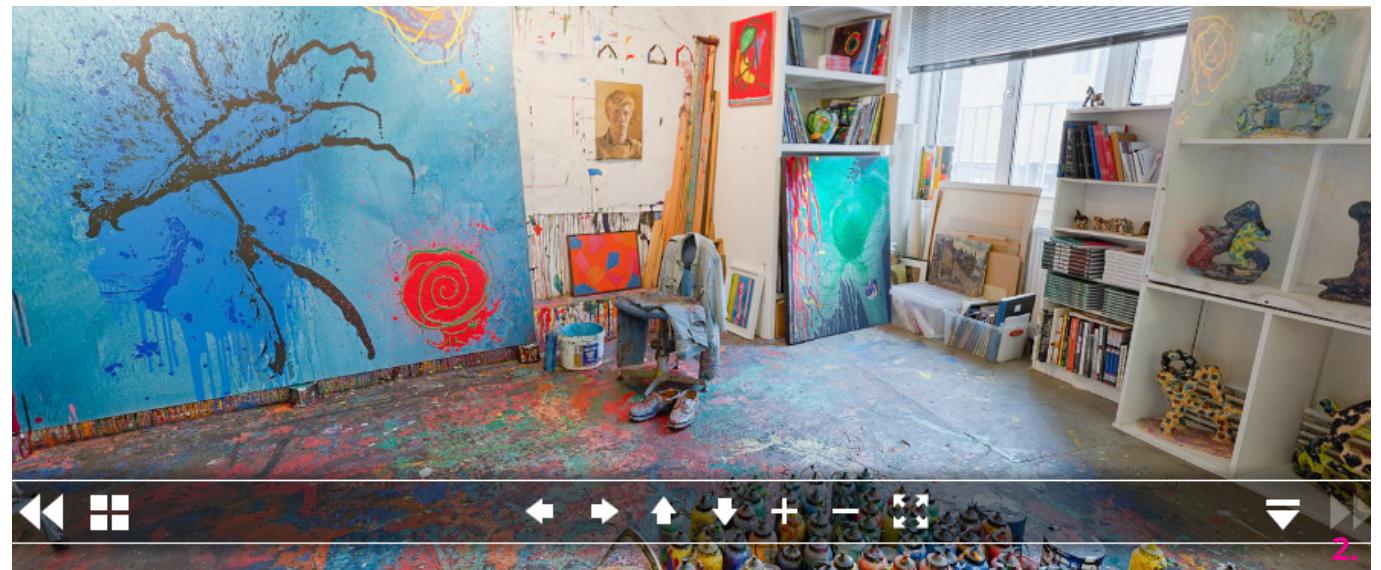
10.

# OUR WORK- CONTENT CREATION

## PHOTOGRAPHY AND RETOUCHING

We create photography for commercial, corporate and promotional use.

1. Next, web ready photography
2. John Hoyland, 360 panoramic interactive
3. Kofi Allen, Holi Festival
4. Next, web ready photography



## CREATIVE NATION NETWORK

We identify the most appropriate talent and expertise from across our global network to meet your brief. Our senior management team manages this process and you have a dedicated producer.

## CREATIVE NATION SECRET SERVICE

We are regularly white labelled, so much our work is not publically showcased. The chances are we have produced the kind of work you may be looking for. Please contact us if you would like us to go undercover for you.

## CREATIVE NATION RATES

We do not have a rate card and prefer to cut our cloth accordingly. One size does not fit all. We are scalable and cost effective because we focus your budgets on The Work. Once we know what you want to achieve, we will deliver a transparent proposal, tailored to meet your needs.

## OUR CLIENTS

We are proud to have worked with, be trusted and retained by truly global brands and agencies.





[www.creative-nation.co.uk](http://www.creative-nation.co.uk)

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T : + 44 (0) 203 070 2526

#### Acknowledgements:

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#### Company info:

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