

# CREATIVE NATION<sup>TM</sup>

CONTENT PRODUCTION AND CREATIVE PROJECT MANAGEMENT



## THE GUIDE

# INTRODUCTION



## ABOUT THIS BOOK

Nice to meet you. This is an introduction to Creative Nation, who we are and what we do.

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## OUR WORK

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



# WELCOME TO CREATIVE NATION™

## CONTENT PRODUCTION AND CREATIVE PROJECT MANAGEMENT

We are experienced creative project managers and producers who combine imaginative ideas with practical approaches, honed across a vast range of commercial, broadcast, arts, education and corporate experience.

We identify the most appropriate strategic, creative and technical talent and expertise from across our networks to meet your brief.

Our work includes film and T.V, web and digital, graphics, brand, events, education and training.

Our work covers many creative territories and spans industries.

Our experienced production, creative and technical teams work across the life cycle of projects and campaigns.

We step in when our clients can benefit from extra resource, when they are looking for a specific expertise, or are wanting to do something new or differently.

Established in 2008, we are an independent production agency with access to a diverse, international network of creative and technical professionals.



## FLYING THE FLAG FOR CREATIVE INDEPENDENCE



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# OUR WORK CONCEPT DEVELOPMENT

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Clear is stripping away what isn't needed. It's taking the trouble to find exactly the word you mean. It's putting yourself in your readers' or listeners' place and focusing on what they need to know. It's checking sources are valid.

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 ROUND TABLE

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.

## STORYBOARDS AND MOOD BOARDS

When great ideas need a clear explanation to move them forward, we help bring them to life. From black and white pencil drawings to full colour design concepts.

## PRESENTATIONS 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 also produce concepts, identities and test commercials too.

## CREATIVE CONCEPTS

If you need content that captures your audiences imagination, our creative teams have years of industry experience in doing just that.

### FEATURED IMAGES

THIS PAGE:

*John Wiley & Sons: Communications planning workshop*

OPPOSITE PAGE TOP TO BOTTOM:

*Bskyb/Dirt Showdown: sponsorship: storyboard*

*Merck: animatic storyboard*

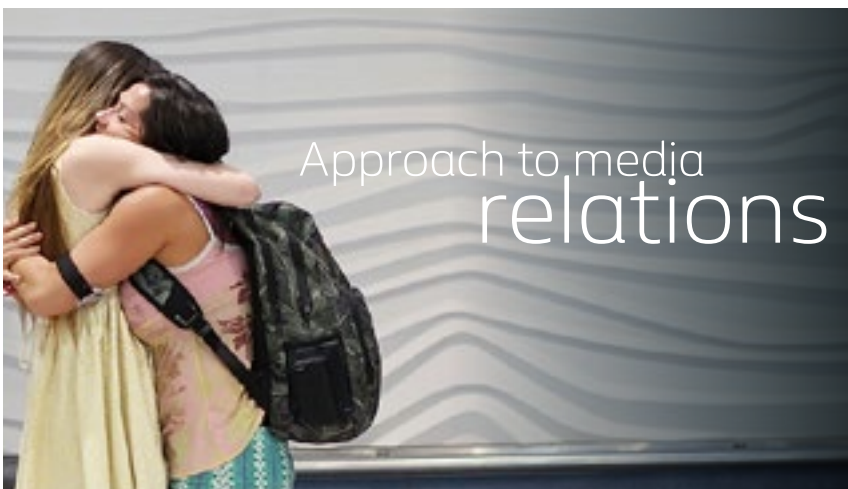
*Ogilvy PR/British Airways: infographics*

*Ogilvy PR/ British Gas: presentation*

*Aegis Media/ Reckitts Benckiser: pitch film*



The way we communicate  
has changed.



Approach to media  
relations



# OUR WORK FILM & T.V.



We're experienced producers of commercial, broadcast, sponsored and corporate film and VR/AR.

From Europe's first 4K super slow motion shoot on the Academy Award winning Phantom Flex, to the worlds first 360 social casino gaming film we've got it all in focus.

We are committed to the development of screen industries. Creative Nation are Bfi Network Partners and deliver film academies in the East of England.

## FEATURED IMAGES

THIS PAGE:

*Sunraysia: TV Commercial*  
*BFI Film Academy*

OPPOSITE PAGE CLOCKWISE:

*HM.Gov: Buy your Own Home*  
*film series*

*BP: 'How to' film series*

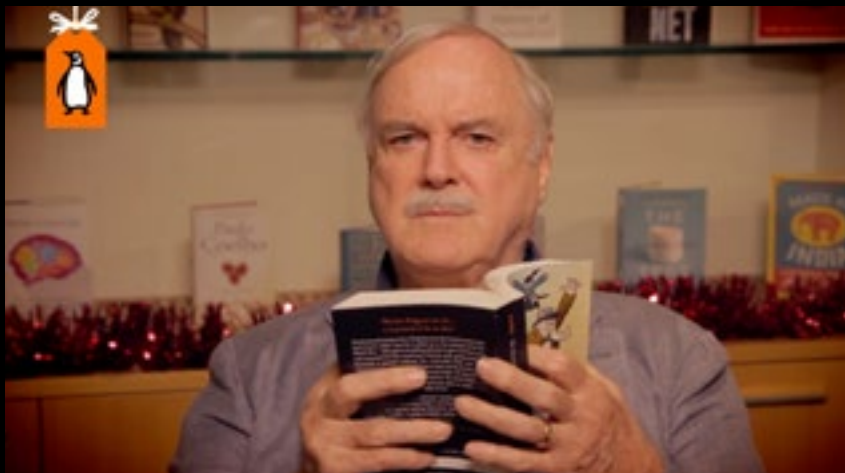
*John Wiley and Sons: Corporate*  
*film series*

*Penguin Random House Group:*  
*Season's Readings film series*

*Cabin in the Woods: TV sponsorship*  
*idents*







# OUR WORK DIGITAL



We are experienced in using digital media to create interactive events in the real world and in producing current and topical content for social media campaigns.

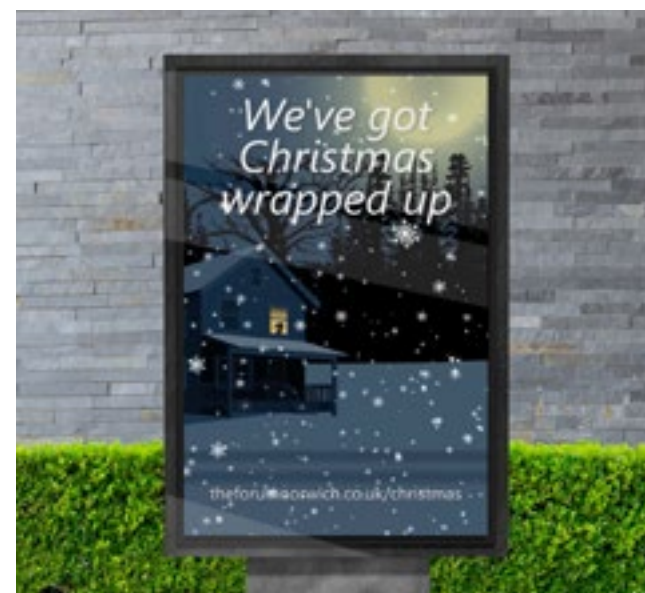
We'll create you engaging photography, film, graphics, animation to use across all digital platforms and devices.

We also produce copy that's powerfully clear and concise.

## FEATURED IMAGES

*THIS PAGE CLOCKWISE:*  
**Talking Statues Norwich:**  
interactive public arts trail  
**The Forum Trust:** Digital OOH  
animation

*OPPOSITE PAGE:*  
**John Hoyland:** website and online  
portfolio.  
**Kama Games/Pokerist:** 360 online  
social casino film  
**American Express:** web series





# John Hoyland

Search

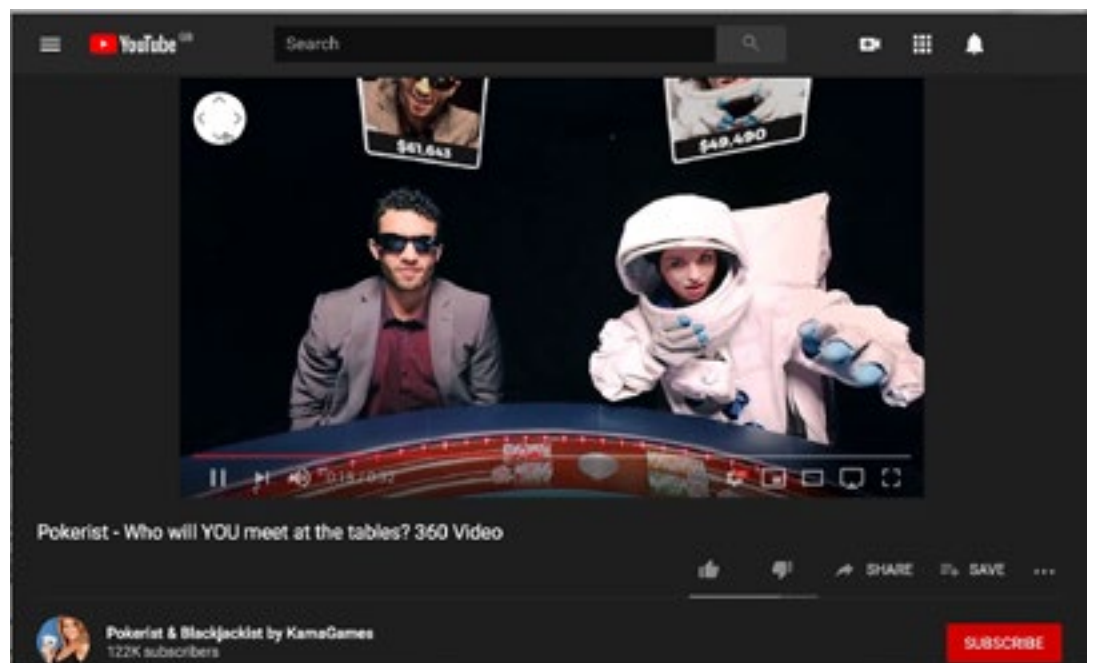
[Home](#) [About](#) [Paintings & other work](#) [Exhibitions](#) [Collections](#) [Press & Media](#) [Catalogue raisonné](#) [Contact](#)



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

## Beautiful Geometry: William Boyd on John Hoyland

I bought my first John Hoyland in 1994. It was a predominantly red abstract with a rectangle of acid green at the bottom, painted in 1964. It was at auction – Christie's – and, as it turned out, I was the sole bidder. Auction houses are a



# OUR WORK DESIGN



**WORN AGAIN LOOP**

## A uniform approach to recycling your old uniform.



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**

We create unique identities and creative collateral for new products, services and initiatives.

We develop and transform existing brand collateral and communications across digital, print, moving image and experiential.

We design and create bespoke books, museum and exhibition pieces and experiences.

## FEATURED IMAGES

*THIS PAGE CLOCKWISE:*  
**ABC Trust - The Art of Futebol:** curation and exhibition design  
**Worn Again/M&S:** print and digital design

*OPPOSITE PAGE CLOCKWISE:*  
**Shhhh City Guide:** production design  
**Suffolk Artlink/Lowestoft Folk:** curation, book design and museum exhibits





# OUR WORK EVENTS



We develop bespoke experiential events that immerse visitors in your brand, as well as film, interactive and printed content that boosts your presence at any event.

Our experience spans product launches to corporate parties and specialist festival areas.

We produce events end to end including concept development through resourcing to managing the event itself.

## FEATURED IMAGES

THIS PAGE:

**Vodafone:** global launch event

**Fox One Stop Media:** Fox House event

**Mindshare:** Club Mindshare, Cannes

OPPOSITE PAGE CLOCKWISE:

**Festival Republic/Latitude:** Inbetween-ers area

**Fox One Stop Media:** Fox House brand immersion events

**ABC Trust - The Art of Futebol:** curation, Selfridges exhibition and Bonhams auction





Henham Park, Southwold, Suffolk

**LATITUDE**  
2018

Thursday 12 July - Sunday 15 July

KIDS  
AREA

TEEN  
AREA

ENCHANTED  
GARDEN

SCHOOLS



LET'S WORK TOGETHER



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