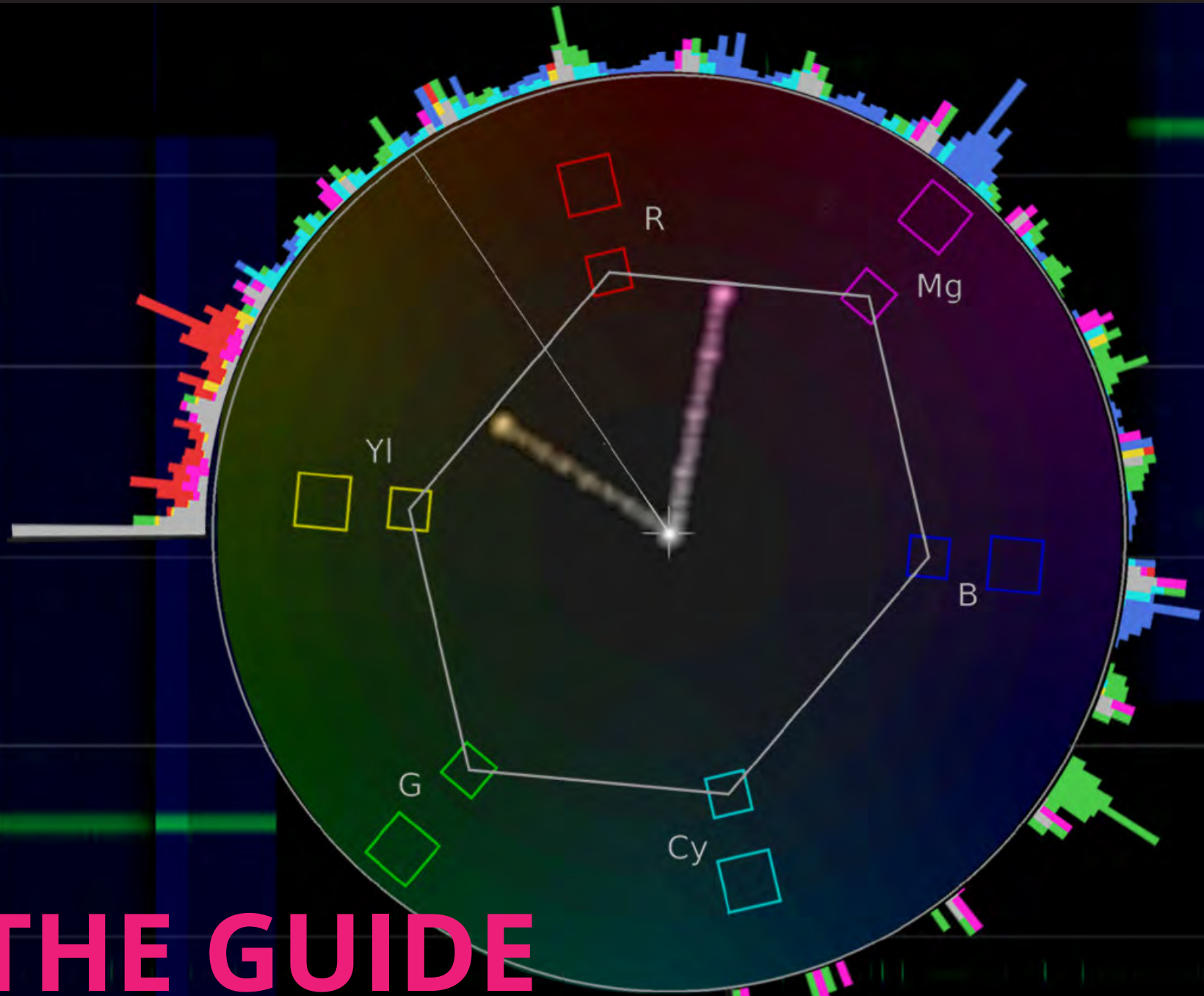


CREATIVE NATIONTM

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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CONTACT

- 13 Our clients and contact details
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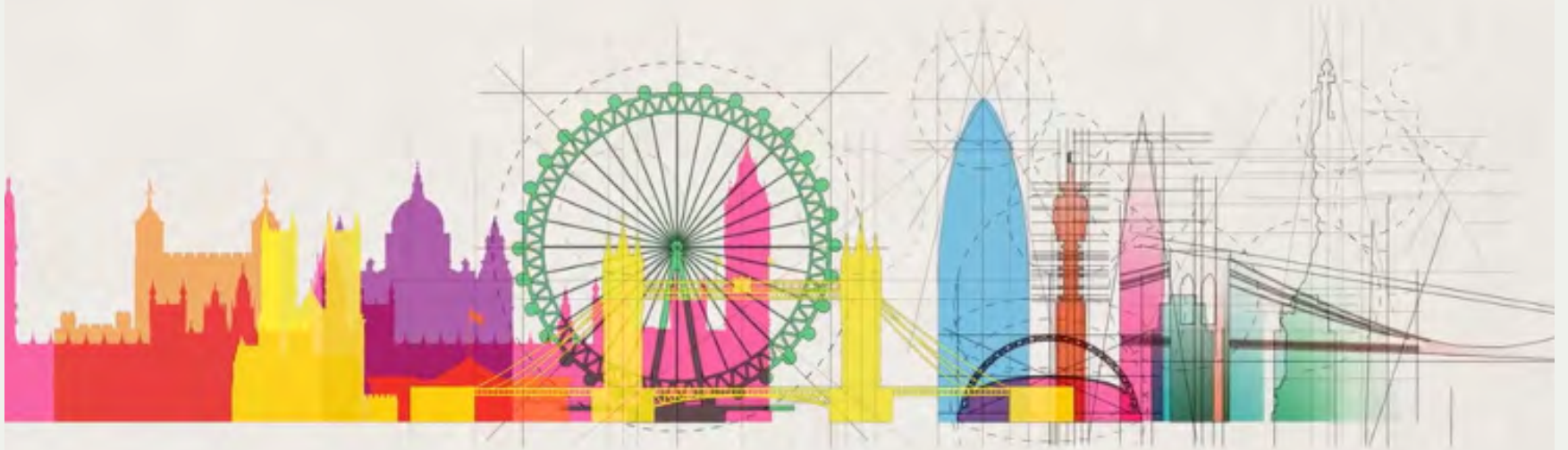
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The publishers and authors have done their best to ensure the accuracy of all of the information provided.

Cover image: logo vectorscopes

WELCOME TO

CREATIVE NATION™

CONTENT PRODUCTION AND CREATIVE PROJECT MANAGEMENT



Established in 2008, Creative Nation are an independent production agency.

We are experienced producers and creative project managers. We produce content and manage creative projects across film and TV, web and digital, graphics, branding, events, education and the arts.

We have a range of industry experts at our fingertips. We work with a diverse, international network of creative and technical professionals.

Our work covers many creative territories

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

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. What can we do for you?

Examples of some of our work follow. Please do not hesitate to contact us should you wish to find out more.

FLYING THE FLAG FOR CREATIVE INDEPENDENCE

OUR WORK CONCEPT DEVELOPMENT



~~Clear is stripping away what isn't needed. It's taking the extra 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 the sources to make sure that they 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*


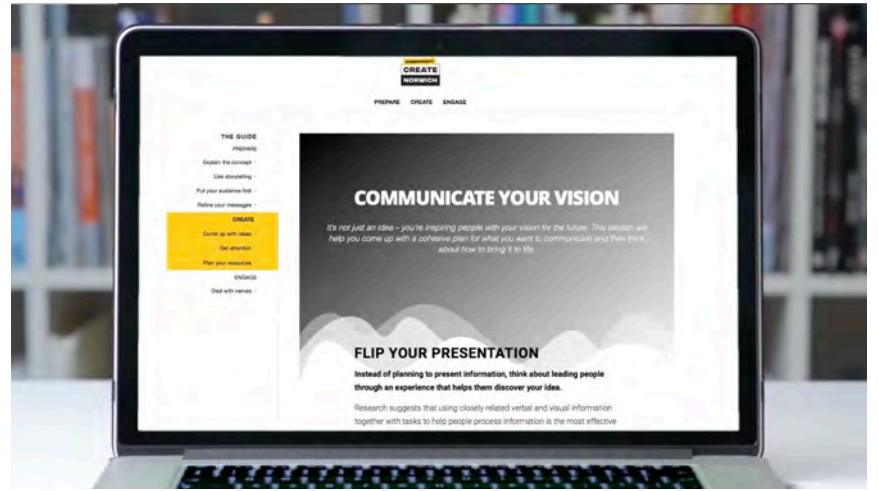
OPPOSITE PAGE TOP TO BOTTOM:

Merck: *Animatic storyboard*

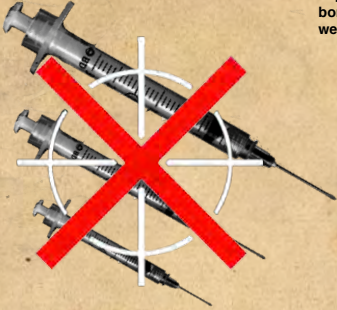
WeCreateNorwich: *Communications workshop*

MSF: *#NotATarget film poster presentation*

Ogilvy PR/British Airways: *Infographics*



Medecins Sans Frontieres supported health structures were bombed or shelled every single week in 2015.



We provide free medical care to people who need it. It doesn't matter which country they are from, which religion they belong to, or what their political affiliations are. All that matters is they are human beings in need.

#NotATarget

The way we communicate has changed.



OUR WORK FILM & T.V.



We are experienced producers of commercial, broadcast, sponsored and corporate film.

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

We are also committed to the development of screen industries. Creative Nation are BFI Network Partners and deliver two Film Academies in the East of England.

FEATURED IMAGES

THIS PAGE:

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

BFI Film Academy

OPPOSITE PAGE CLOCKWISE:

BP: *Orby, 'How to'* film series

Kama Games: 360 video promo

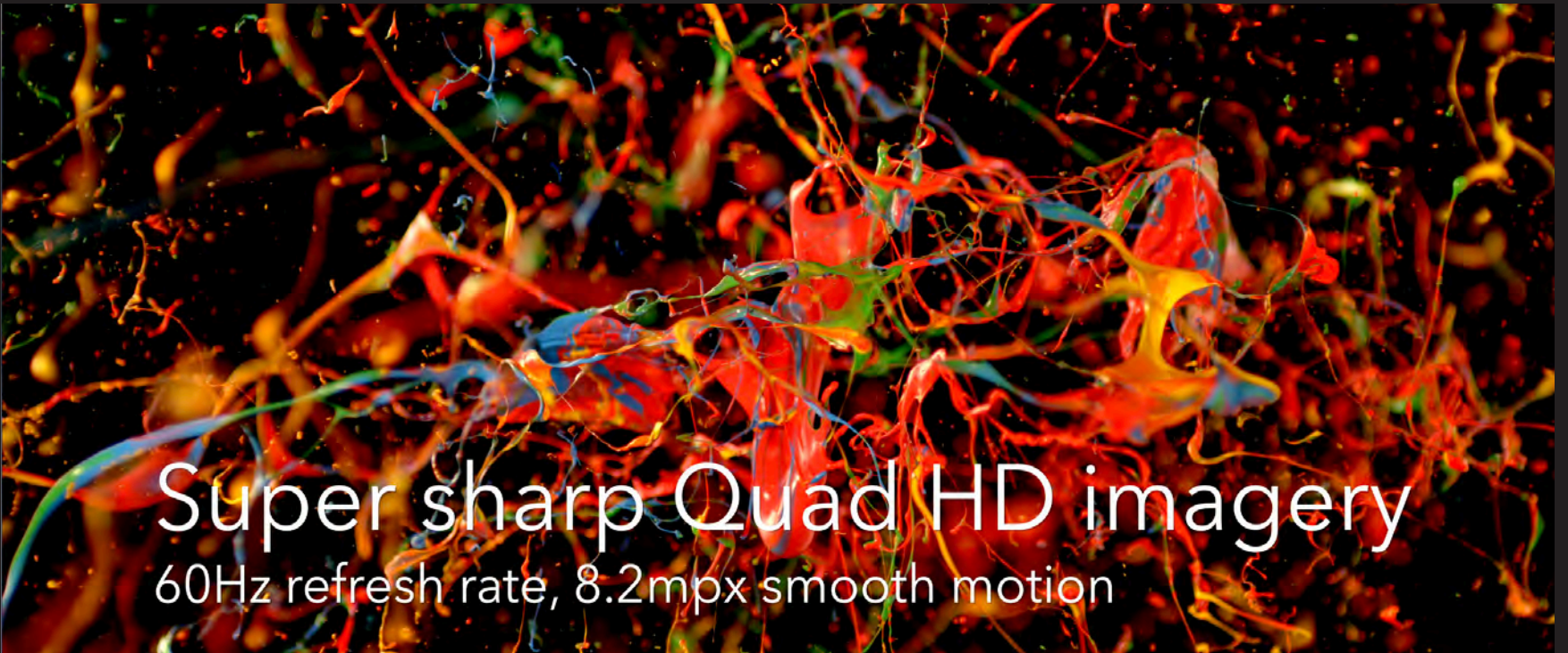
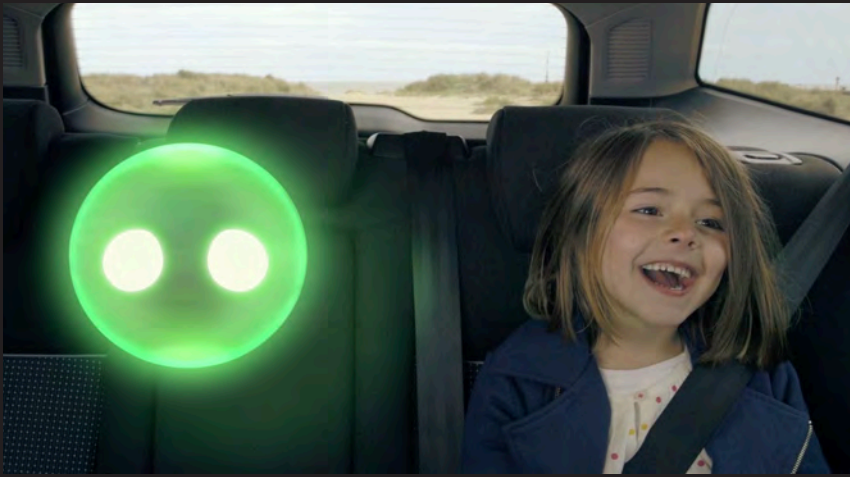
Christie: 4K super slow motion

Sky/Cabin in the Woods: TV sponsorship idents

Penguin Random House:

Season's Readings film series

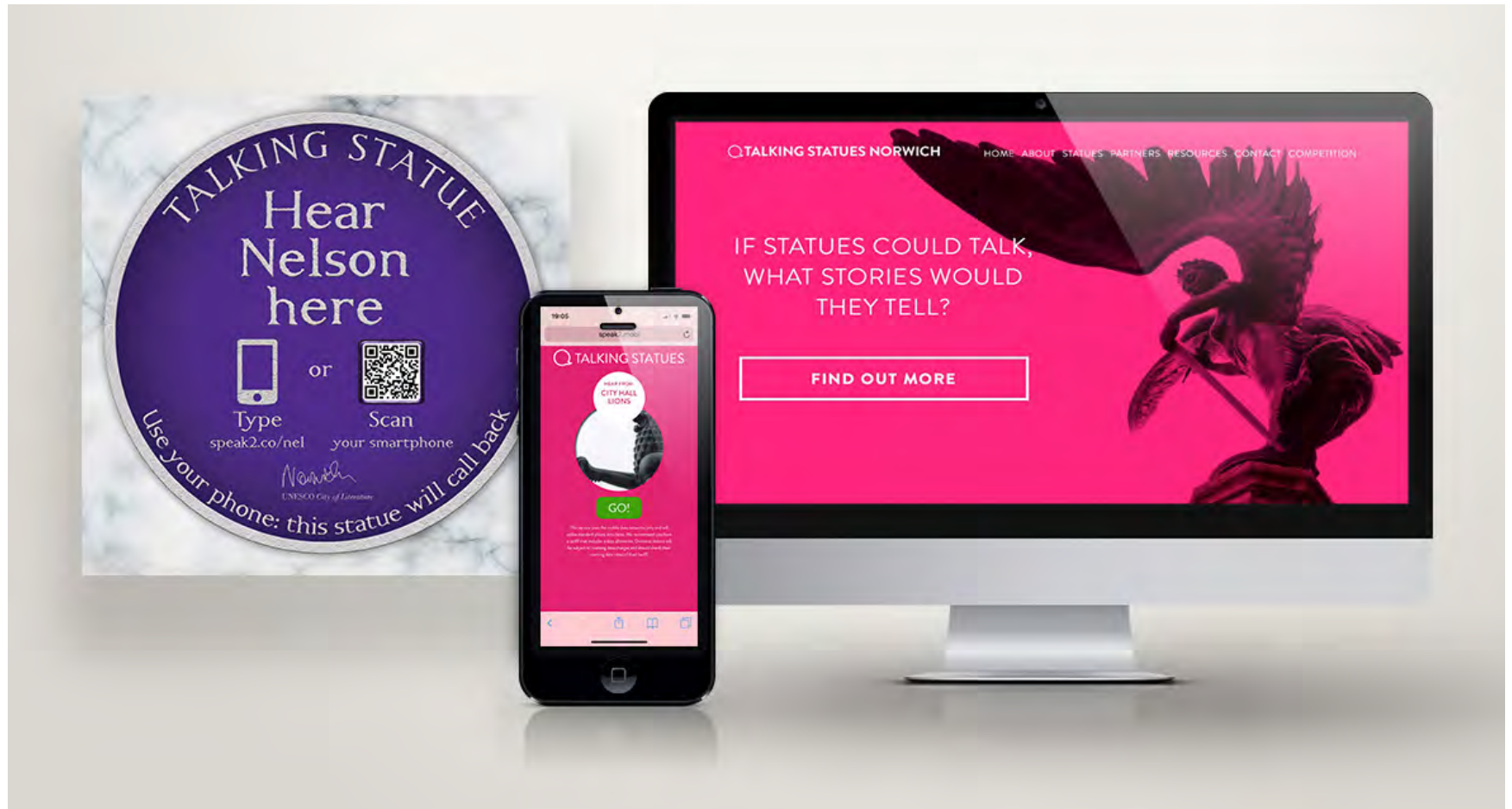




Super sharp Quad HD imagery
60Hz refresh rate, 8.2mpx smooth motion



OUR WORK DIGITAL



We are experienced in using digital media and in producing current and topical content for social media campaigns.

We'll create you engaging photography, film, graphics, animation and presentations 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*

Covid safety animations

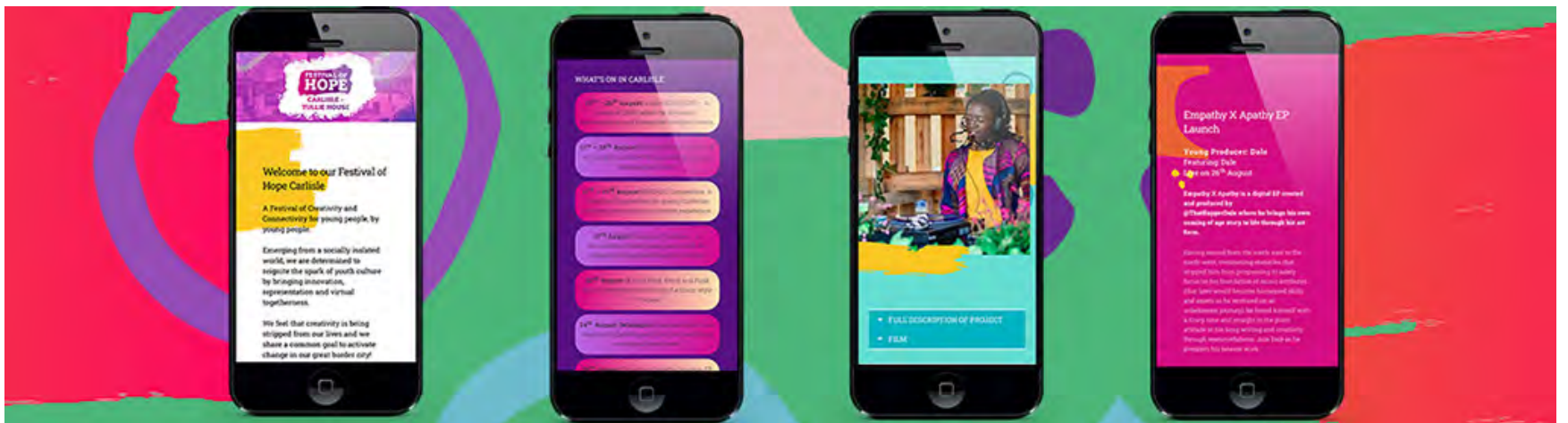
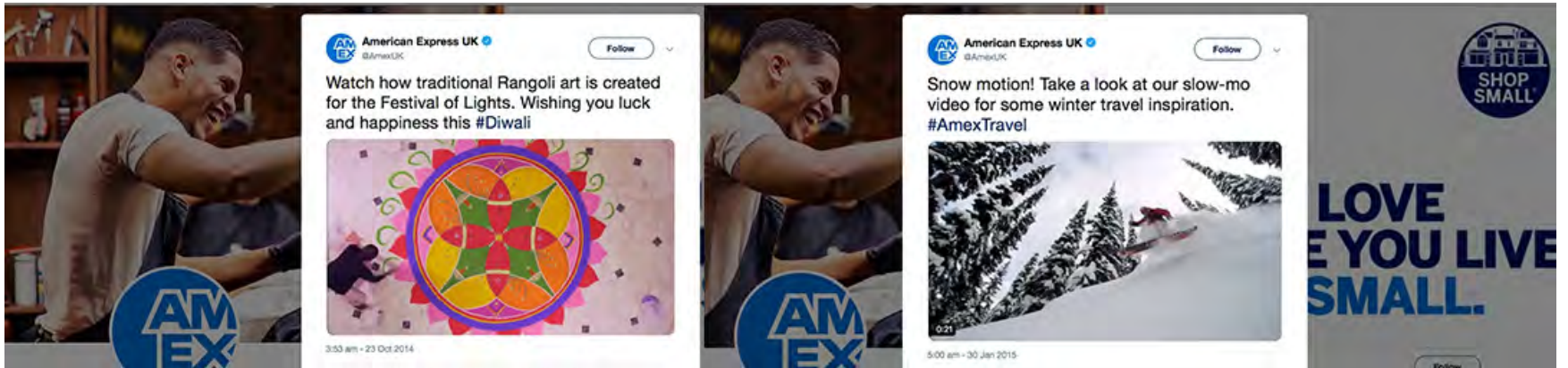
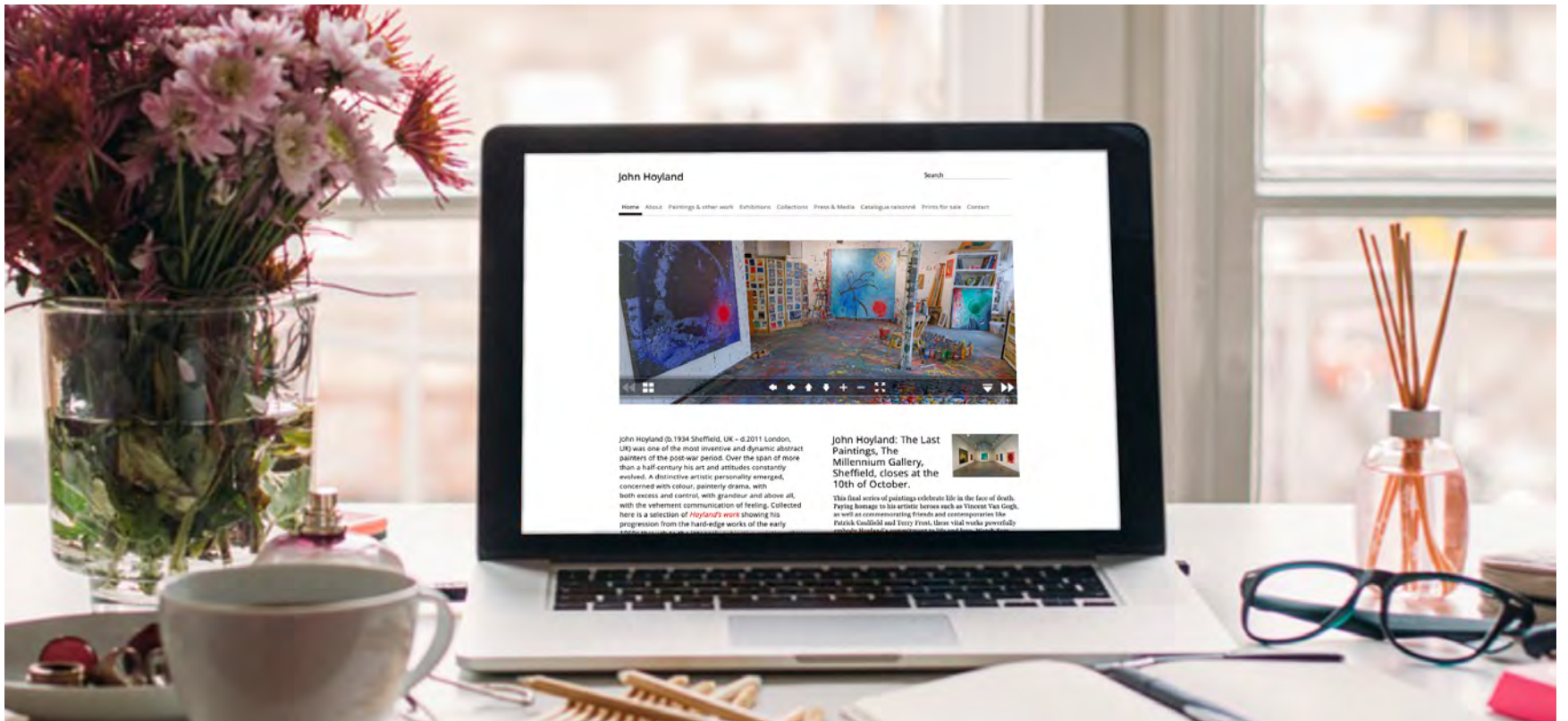
OPPOSITE PAGE:

John Hoyland: *Website and 360 interactive studio tour.*

American Express: *Social web series*

The Festival of Hope: *Websites and digital asset creation.*





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:

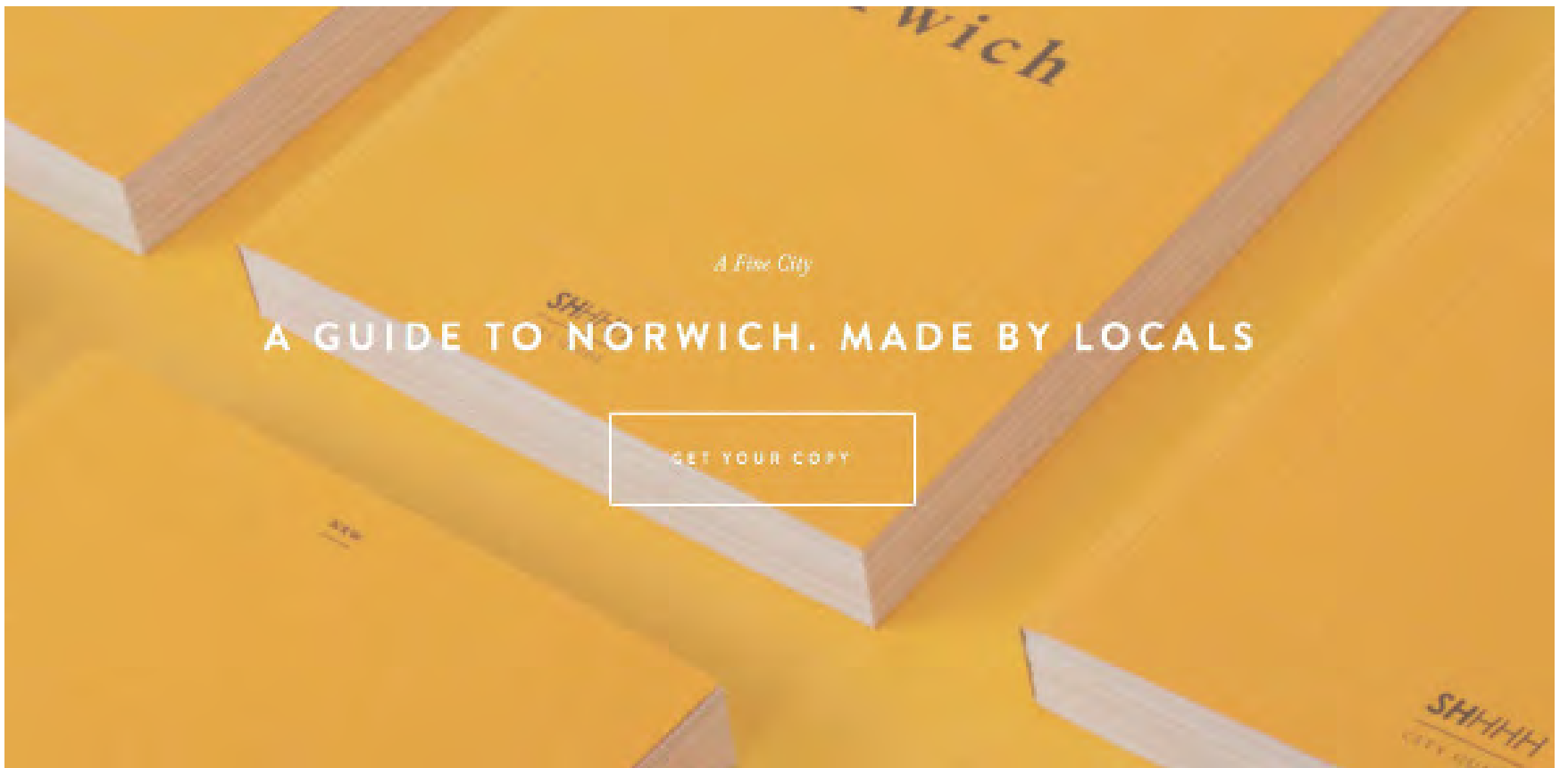
Brand, Curation and exhibition design

Worn Again/M&S: *Print and digital design*

OPPOSITE PAGE CLOCKWISE:

Suffolk Artlink: *Lowestoft Folk curation, book design and museum exhibits*

Shhhh City Guide: *Production, design*



OUR WORK EVENTS



We develop bespoke experiential events that immerse visitors in your brand, as well as video, film 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:

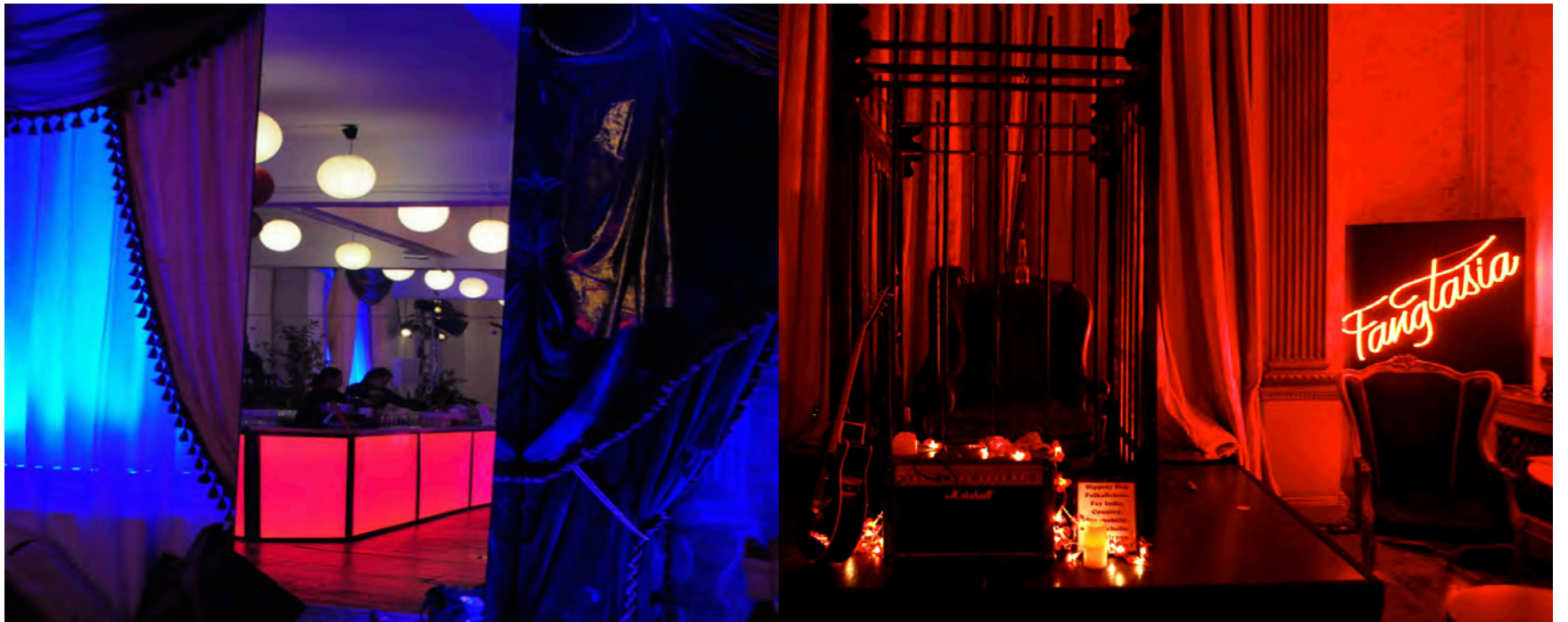
Festival Republic/Latitude:

Inbetweeners area

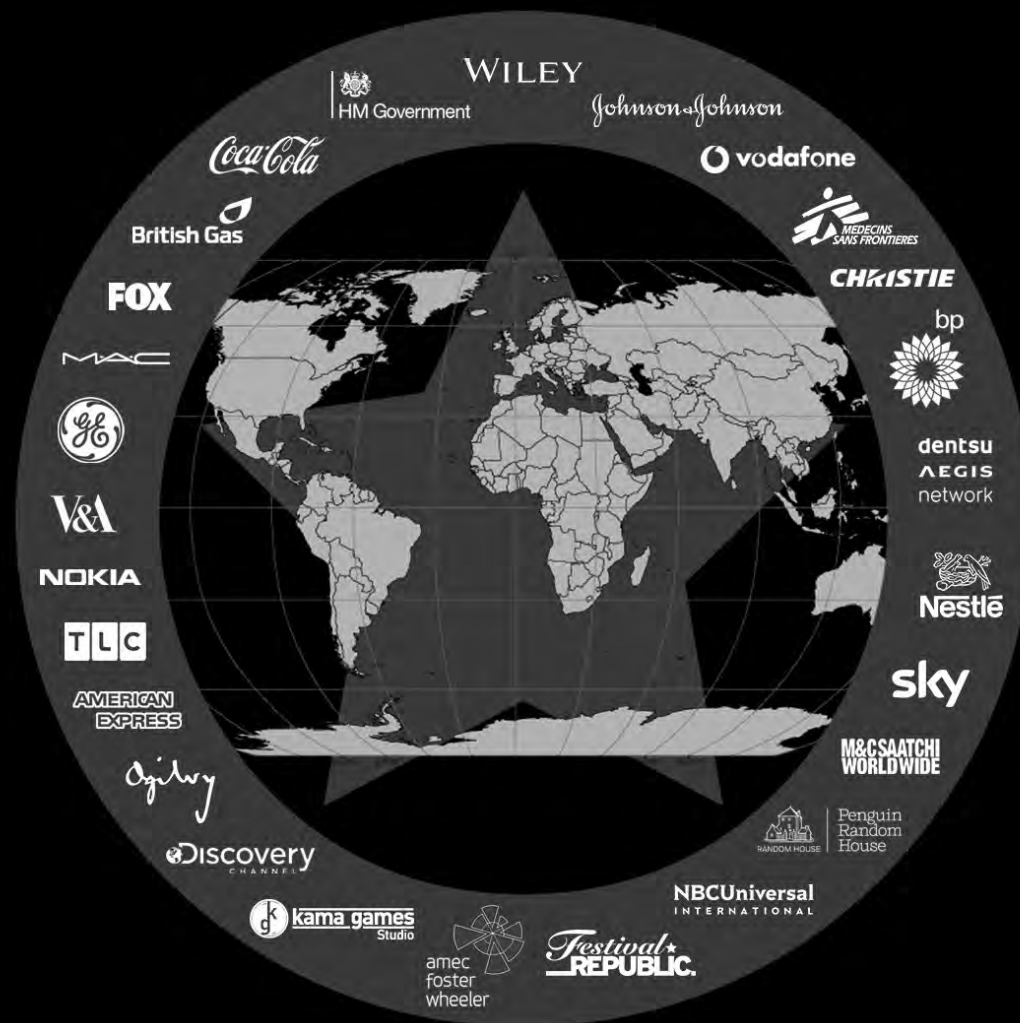
ABC Trust - *The Art of Futebol: curation, Selfridges exhibition and Bonhams auction*

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





Lets work together



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FLYING THE FLAG FOR CREATIVE INDEPENDENCE

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