



PARAMOUNT NETWORK EMMY® FYC 2018 MAILER



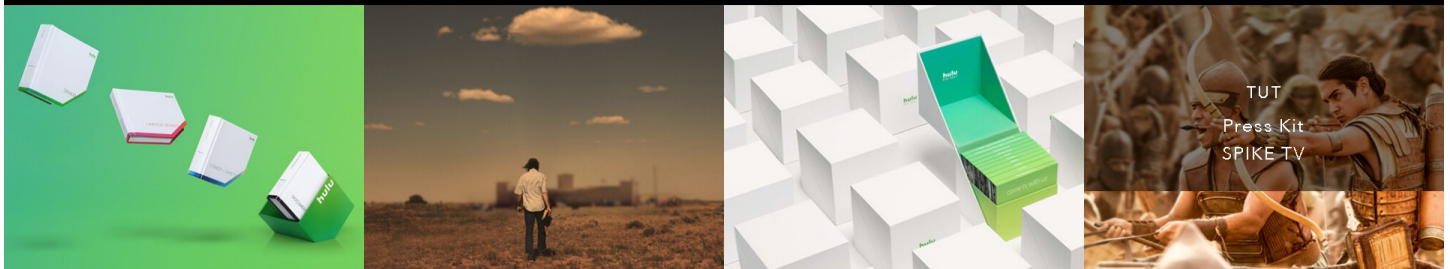
FYC Mailer
PARAMOUNT NETWORK

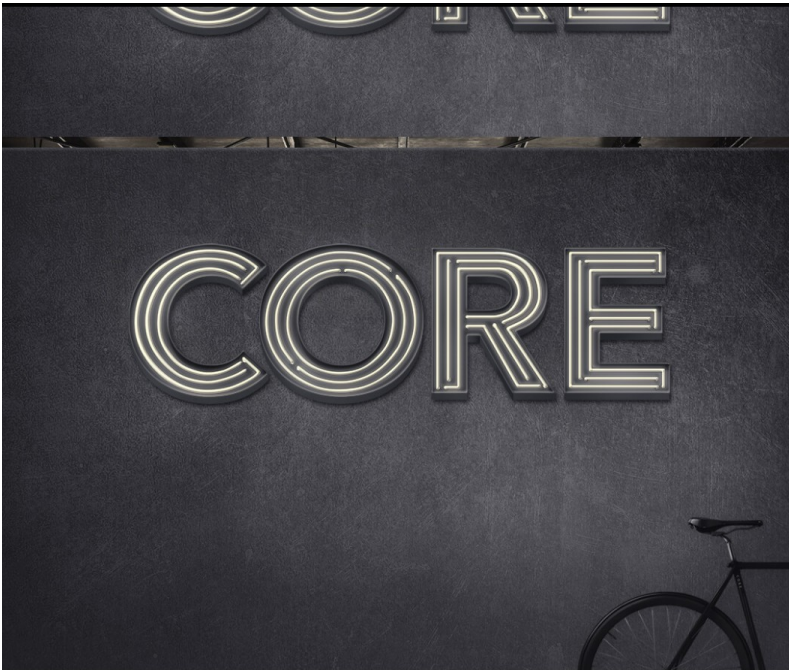
Following the launch of the new Paramount Network, we had the privilege of creating its first Emmy® For Your Consideration Mailer. Sleek and sophisticated was the goal, with elegant design, strong branding, and premium printing.

FYC Mailer



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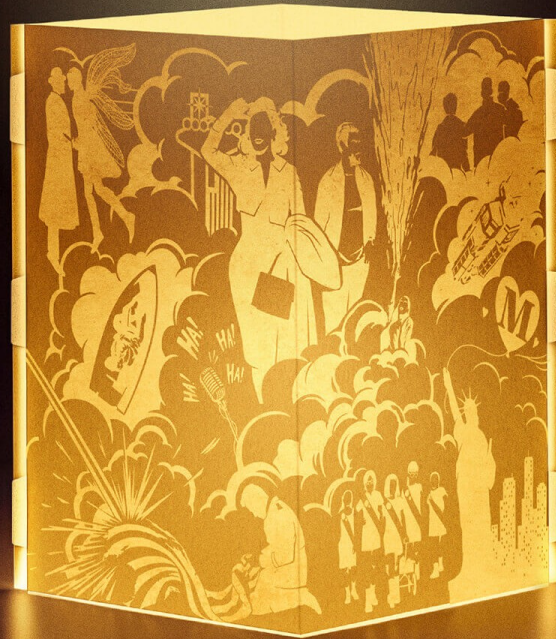
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ADVERTISING + BRANDING + DESIGN



2020 EMMY MAILER

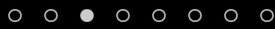
Amazon Prime Video



They' said tone it down so we lit it up. Amazon Prime Video and CORE reimaged the 2020 Emmy FYC Mailer.

Multipurpose was the way to go when the Television Academy called for less waste, which created less space. Our challenge - how to fit 40 titles into one mailer and still gain impact. The brand positioning "illumination" became our inspiration. Elaborate yet still minimal, became the solution with a one-of-a-kind LANTERN, converted out of the covers of the mailer. How did we do it? We sourced a 100% recyclable paper from Italy, which became translucent when embossed with our custom illustrations for each of the shows. To make this project truly brilliant, the estimated carbon emissions from producing, printing and delivering the mailers were neutralized. Carbon footprint off. Lantern on.

Photography



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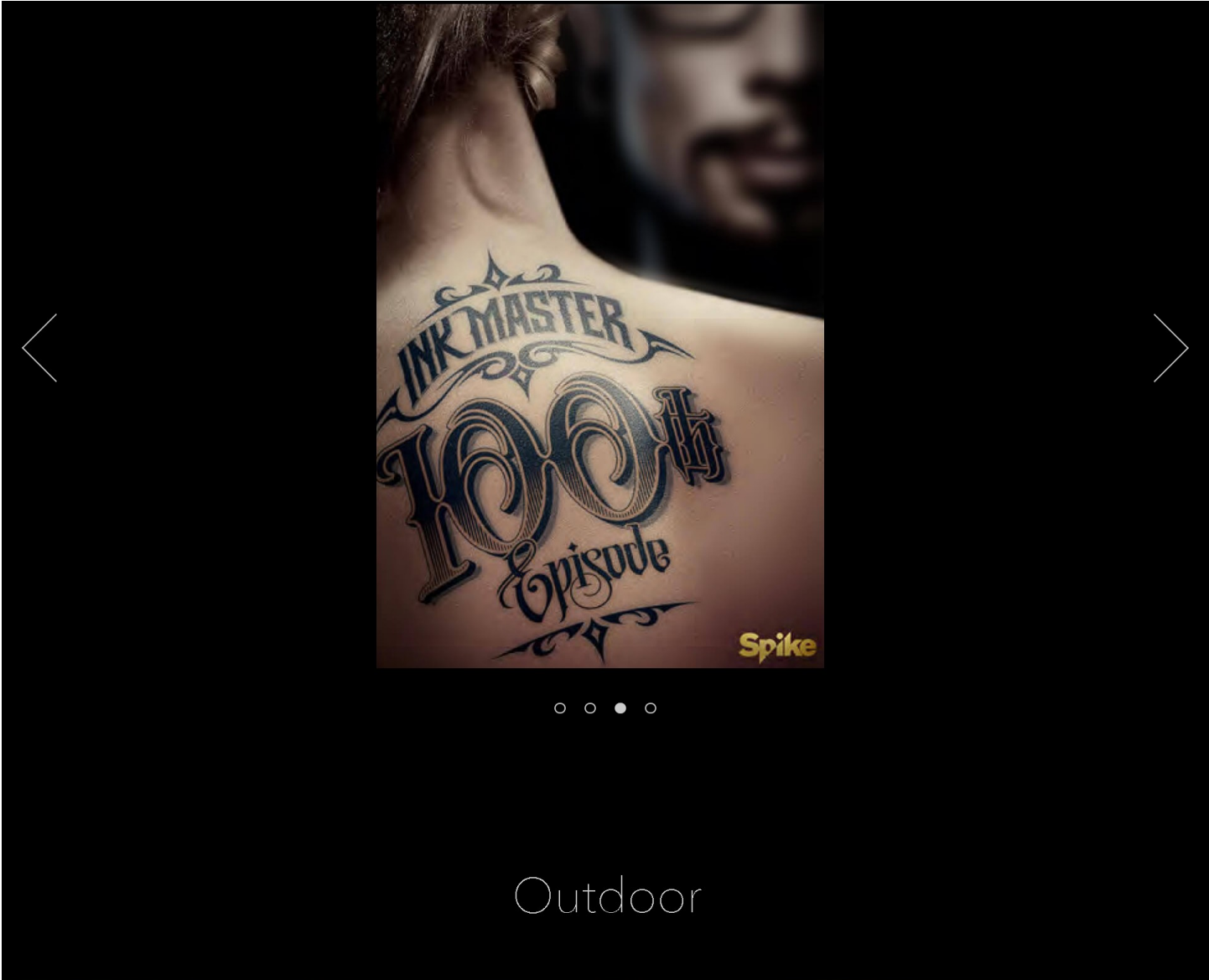
INK MASTER 100TH EPISODE

Spike

Key Art & Outdoor Advertising
SPIKE TV

For the 100th episode special of Ink Master, our mission was to create artwork that captured every fan's attention and grabbed the gaze of new viewers. The key art incorporated the iconic Ink Master logo and commemorated the importance and honor of reaching one hundred episodes.

Key Art

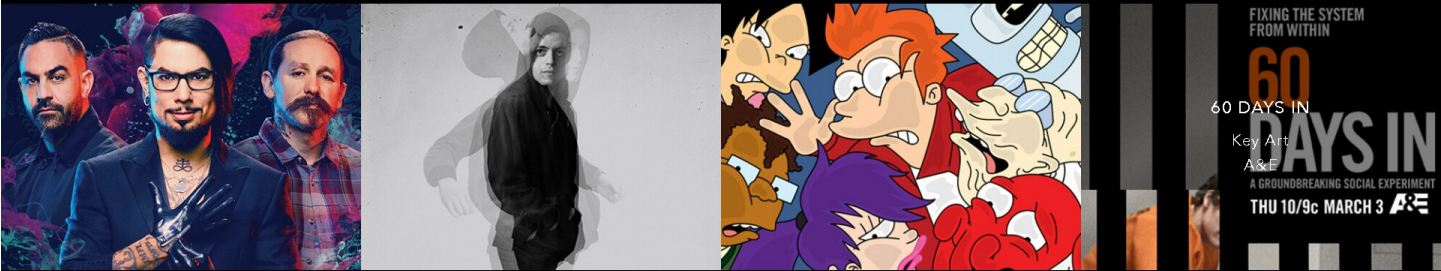


Outdoor





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