



Matli Group

branding + marketing



CASE STUDIES BY CAPABILITY

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Brand Vision & Pitch Kits

Show stakeholders and potential partners a brand's future before it exists

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Build a brand and marketing strategy with no wasted investment

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**“The aim of marketing
is to know and understand the customer so well
the product or service fits him
and sells itself.”**

- Peter Drucker

The Matli Group Methodology

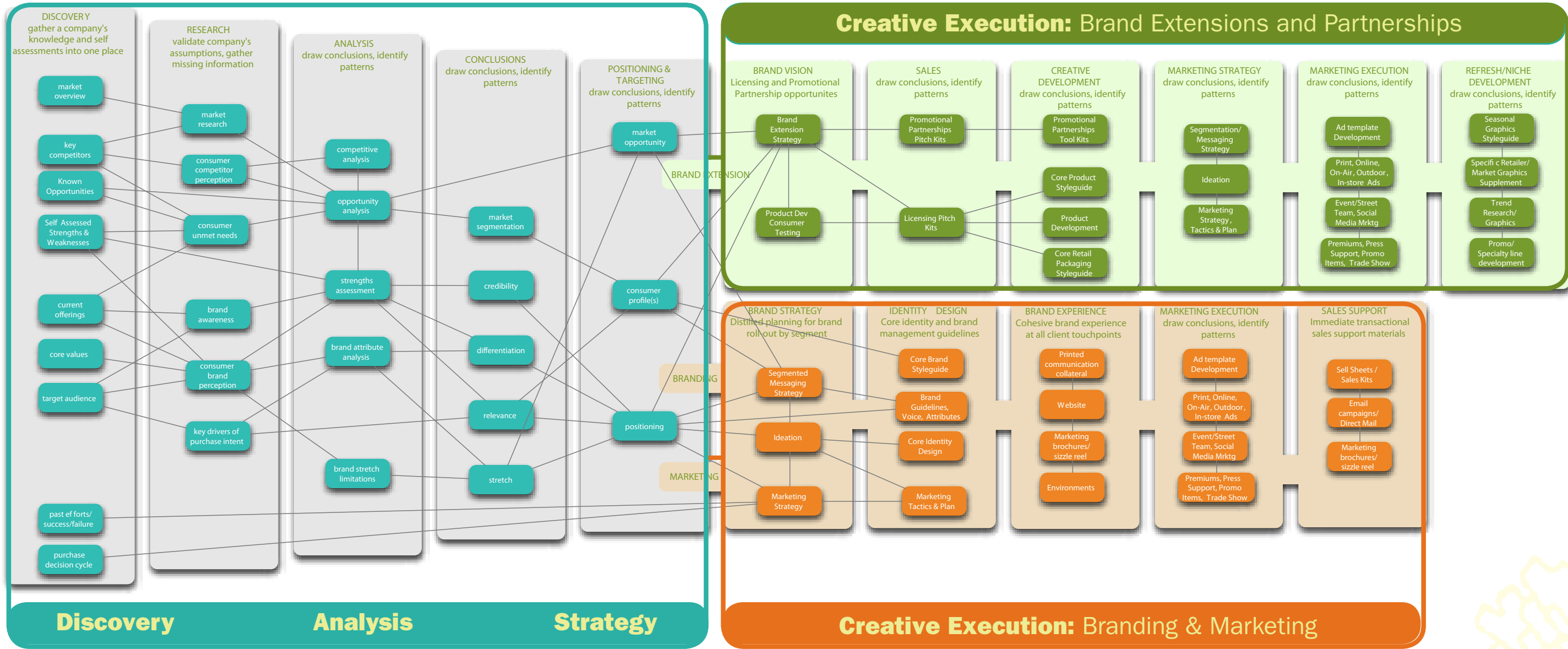
***“Strategy and creative execution are not separate disciplines.
One is the manifestation of the other.***

***Creative without strategy is called fine art...
and serves no commercial purpose.”***

- Dave Matli, Managing Director & Founder

Process Overview

We have mapped every stage and relationship in the brand development process



Process In Action

“Doing the right thing is more important than doing the thing right.”
- Peter Drucker



No one had asked their customers what was missing from their point of view; what need wasn't being met by them or their competitors

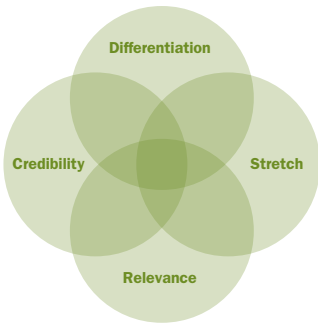
They knew some clients loved them and others only used them occasionally - but weren't sure why.

Quantitative polling of indie musicians revealed the competitive landscape

No one was sure which of their offers mattered most to their customers... or exactly why the client chose to buy from them - or who influenced their decision.

A brand audit can quickly reveal what critical information is missing...

This chart shows how lack of clarity on just a few components can lead to guesswork across a brand implementation



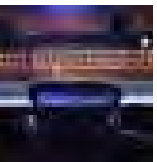
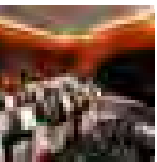
“The most important thing in communication is hearing what isn't said.”
- Peter Drucker



A benefit ladder session of music producers

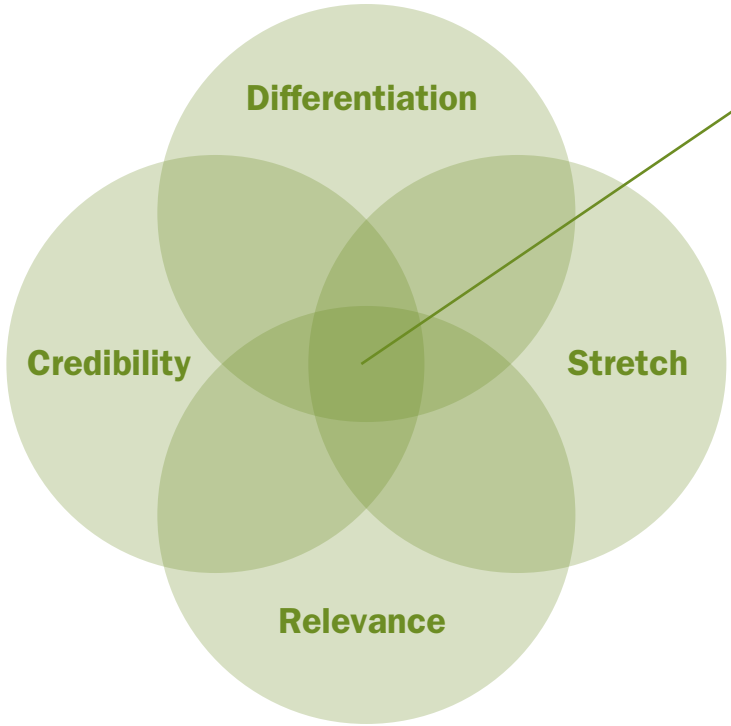
The Components of Brand Value

What exactly is “brand value”? If you are a major consumer brand, it is the portion of your market capitalization that is intangible – termed “good will” by brokers. For a company like Coca Cola, that can comprise 60% of the value of the company. For an IP brand it may represent millions in untapped potential. For a divisional brand, such as Capitol (shown here) it can be used to capture market share and create new revenue streams. Matli Group is the first firm to reverse-engineer this value into four basic components... and then build a proprietary system for understanding and building each of those components. The results have been astounding.




- What is your brand’s unique offer?**
- functional benefit (what it does better)
 - emotional (how it makes me feel)
 - aspirational (how it reflects my self-identity)

Positioning



- Reputation for delivering?**
- reputation with clients like me
 - integrity/follow-through
 - other indicators of credibility (endorsements from people/institutions)
- 

- Area of perceived expertise?**
- brand associations
 - partnerships that make sense
 - extensions that make sense
 - where the company wants to go
- 

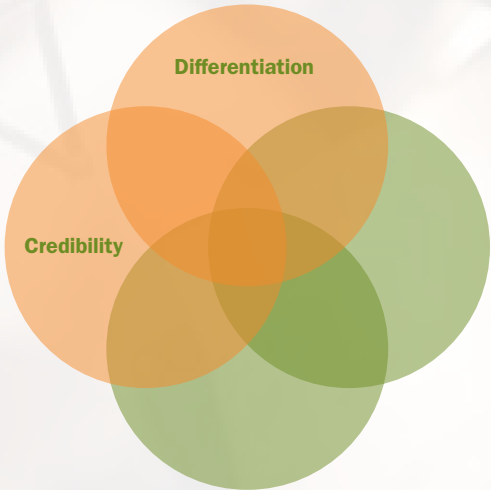
- What matters most to your client?**
- functional driver (desire or need)
 - emotional driver (context for need)
 - aspirational (ideal outcome)
- 

Why the Model Works

Each component, derived from its own series of analysis, acts as a summary of all knowledge about your brand, its market, its opportunity, your vision and your customers' voice

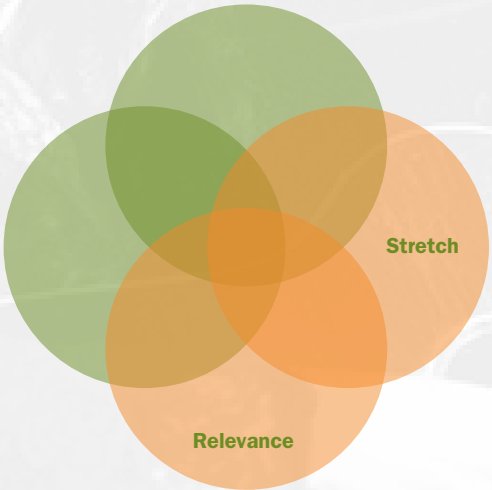
Experience

You Control



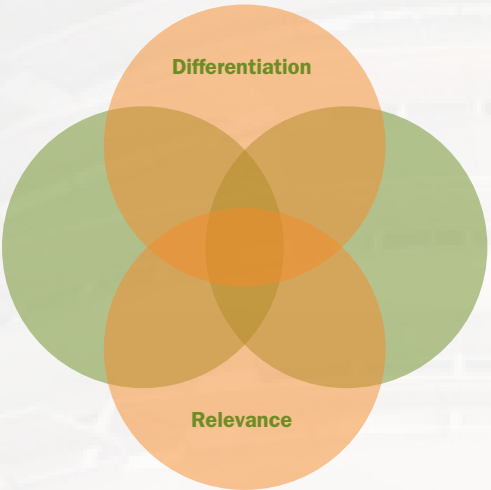
Opportunity

Customers Control



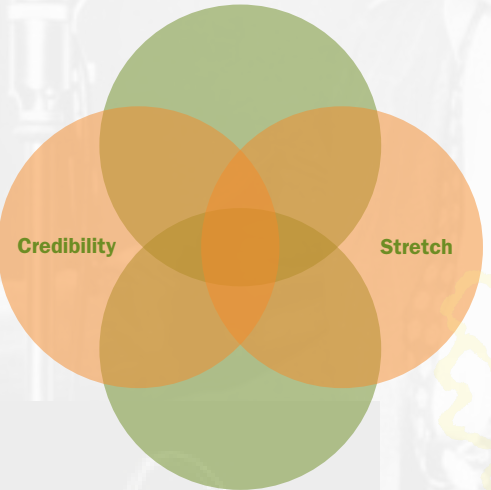
Communication

Present



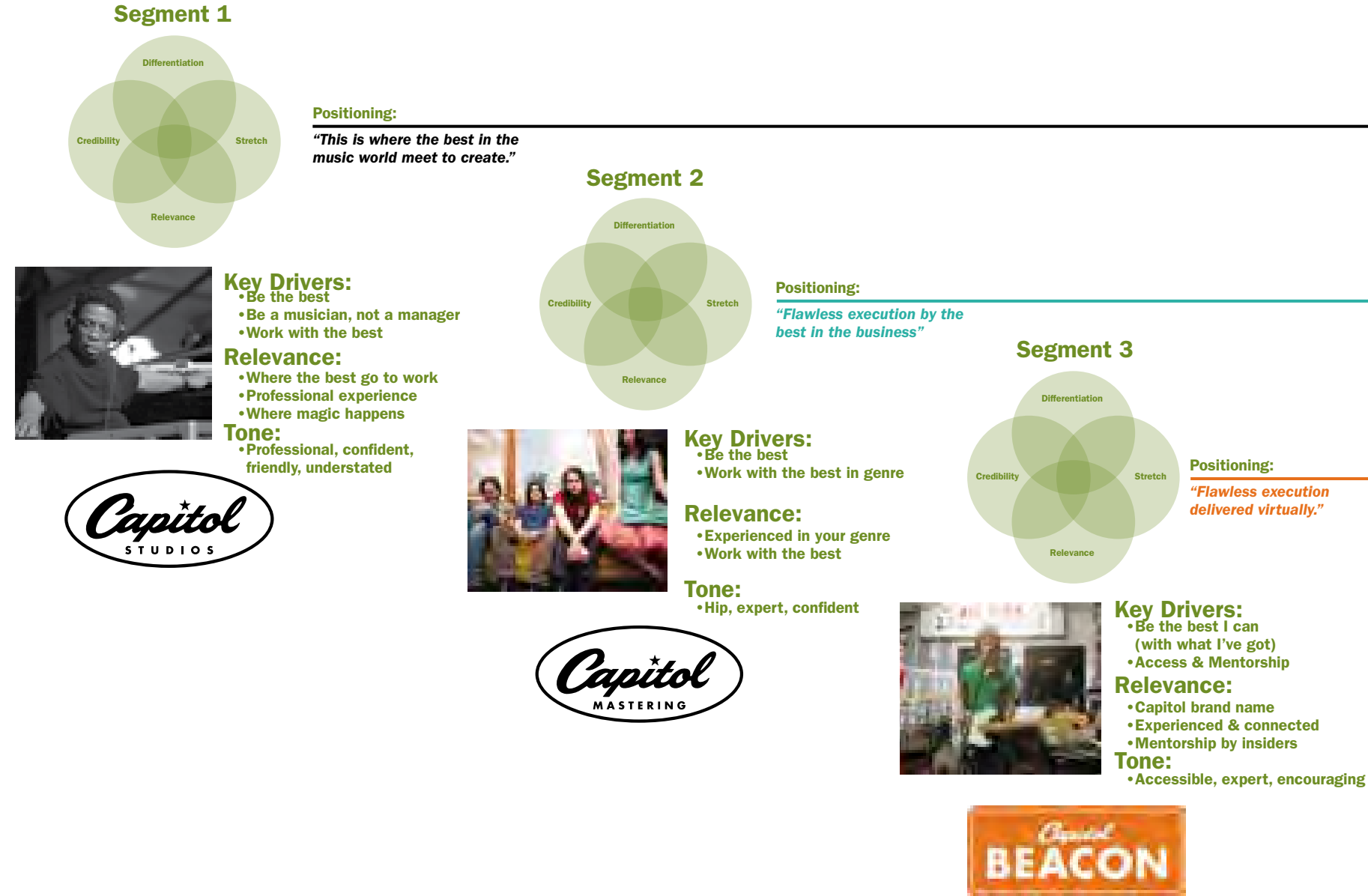
Growth

Past & Future

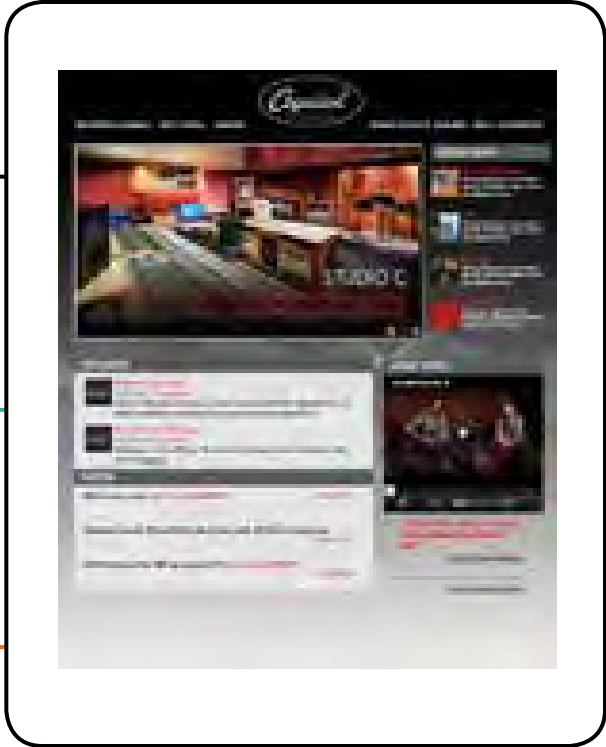


Segmentation & Targeting

Just as the brand has positioning, each sub-segment has its own targeted messaging



Execution 1



Execution 2



Execution 3



Core Brand Identity Styleguide, Core Product Styleguide, Core Packaging Styleguide

Zynga Games Network

As the largest social media game in the world (and the original Facebook game), it was only inevitable that FarmVille would want to create a licensing program. Matli Group was happy to help. But first they needed core brand guidelines, copy parameters, licensing opportunity and positioning analysis and pitch materials to run the idea past retailers and licensees. The answer from the market was a resounding “yes”, so a new product and packaging styleguide was developed quickly for deployment into the market. Coming soon to a store near you!

Licensing opportunity and brand positioning analysis, core brand identity guides, brand vision and licensing core brand development



Sweets & Girl
Gourmet for
Jakks Pacific

Wanting to capitalize on the retail success of its Girl Gourmet line of baking toy cupcake ovens and fashion accessories, Jakks Pacific asked Matli Group to craft a brand extension strategy and design the vision of a tween apparel and accessories brand called Sweets by Girl Gourmet. Based upon the strategy and consumer profiles, Matli Group then crafted trend-specific apparel programs for roll-out.

Market research, consumer segmentation and profiling, brand vision and product design development



Trend research & brand vision



Consumer insights and profiling brand strategy



**Harlequin
Romance**

When iconic publishing brand Harlequin decided to extend its brand into licensed products, Matli Group was tapped to provide the design vision for the brand. After a market segmentation, Matli Group's designers explored how various parts of Harlequin IP could be adapted to specific markets, product categories and co-branded partners.

Segmentation, design
vision, product design



Matli Group

**Brand Extension Strategy,
Market and Consumer
Research, Positioning,
Pitch Kit Development**

**Warner Bros
Consumer
Products**

Before investing in a major global licensing program for the Oceans 11 franchise, Matli Group was hired to develop a core licensing strategy and design what the potential look and feel of the brand might be. These boards were used to find potential partners and evaluate the opportunity versus the risk of development.

Market research, consumer testing, identity and image development, licensing roll out strategy, product mock ups and promotional partnership concepts

Danny Ocean

Matli Group

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Rodgers & Hammerstein

As Rodgers & Hammerstein began to consider leveraging its much-loved musical properties for new revenue sources through licensing, Matli Group was contacted to identify key markets for its top 5 properties and create a pitch kit tool to preline the concept to key licensing partners in the market prior to full investment.

Market research, consumer testing, identity and image development, licensing roll out strategy, product mock ups and pitch kit creation

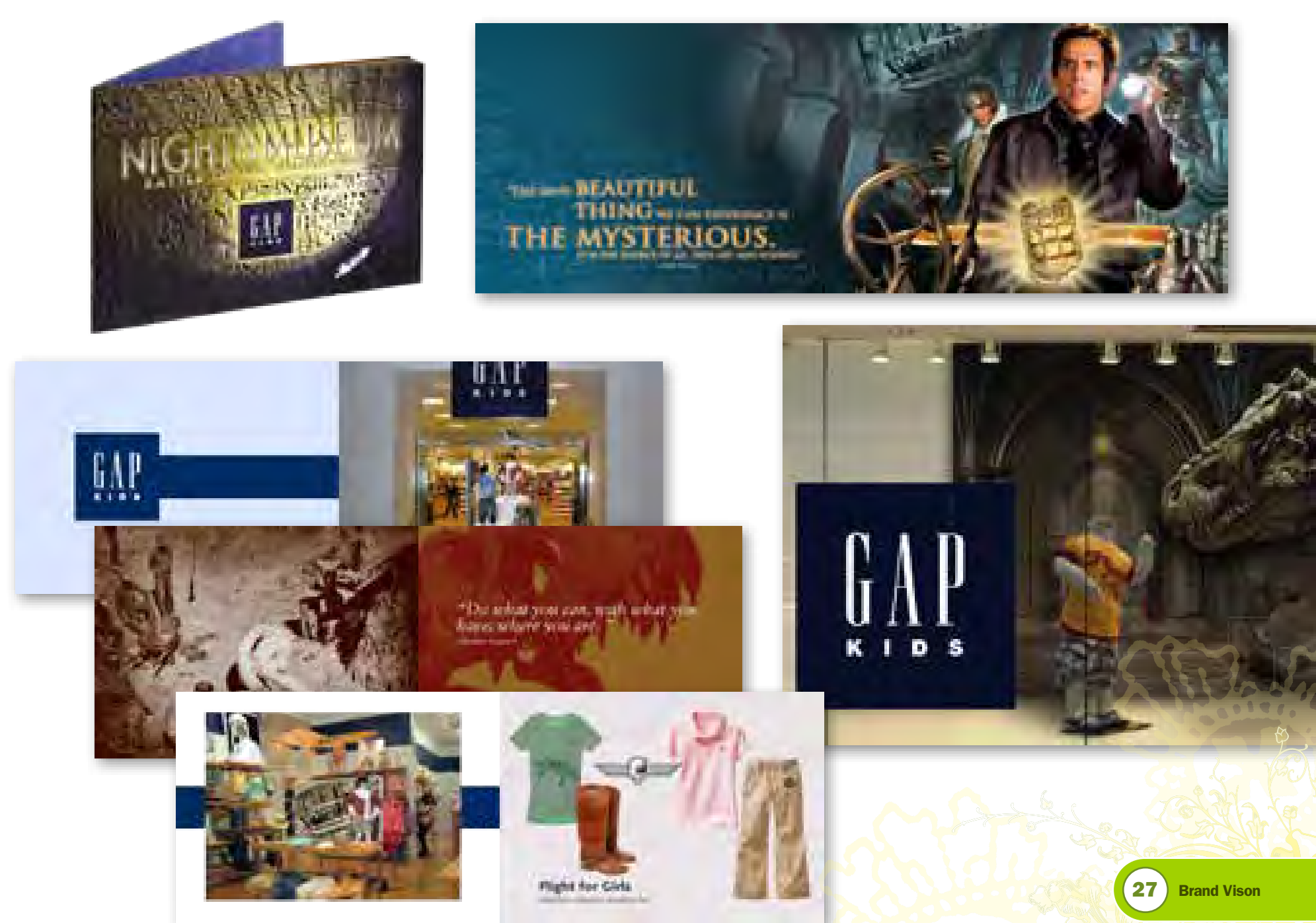


Theatrical Logo & One-Sheet, Co-Brand Concept, Key Art and Product Concept Development for Pitch

Twentieth Century Fox

With the second release of the Night at the Museum franchise by Fox, Matli Group was sought out to envision the brand image of the new movie and prepare presentation materials to pitch the property to licensing and promotional partners. One pitch (shown here) prepared for Gap resulted in new relationships with Old Navy for other properties and the initial branding for the movie itself.

Market research, identity and image development, product mock ups pitch deck development



**Licensing Brand Extension,
Vision and Styleguide
Themes, Film Maker
Presentations**

Warner Bros Consumer Products

Matli Group was tapped to read the script for Warner's newest 3D CGI family entertainment franchise, Legends of the Guardians, based on the best-selling book series, and provide overall design theming and brand vision for the roll-out of the property as a licensed brand. All materials were created in presentation boards for review with film makers and studio executives for buy-in.

*Script analysis, key
licensing theme strategy,
brand vision and product
application design to direct
all licensed property roll-out*



Brand Strategy & Positioning + Brand Development + Web & Video Production + Tradeshow

Iron Mountain Entertainment Services

After dominating its market niche, Iron Mountain Film & Sound contacted Matli Group requesting assistance in finding new markets and positioning themselves for new growth. Conducting a brand audit with the executive team, MG identified 3 new markets and created a new brand image for what would now be known as Iron Mountain Entertainment Services. Scripting and producing 9 videos, writing all new web and marketing content and building a library of assets for sales and marketing, MG continues to help IMES reach new growth targets.

Brand Strategy & Positioning, Market Analysis, Core SubBrand Development, Web Content, Video Production, Tradeshow Booths, Marketing Collateral



Warner Bros
Consumer
Products

Matli Group was asked to conduct consumer testing, market research and brand analysis to identify which classic properties in its vault could be leveraged in licensing. The results included a comprehensive strategy to revitalize Wizard of Oz, which Matli Group’s designers then created new retail branding for.

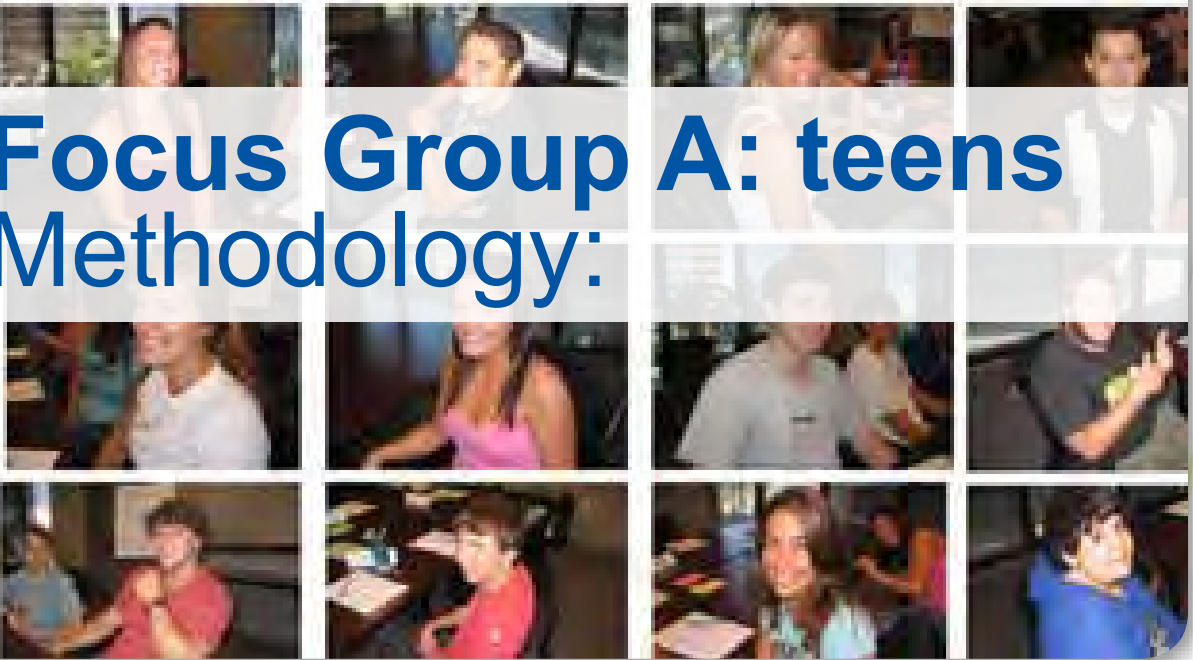
Market research, consumer testing, identity and image development, licensing roll out strategy, retail rebranding/packaging exploration and styleguide



Global packaging styleguide was developed after findings showed 3 clear market segment growth opportunities



Who we talked to...



Focus Group A: teens
Methodology:



Capitol Studios

Capitol Studios, located in the historic Capitol Records Tower in Hollywood asked Matli Group to conduct a complete brand audit to determine brand strengths, weaknesses, opportunities and positioning strategy to help consolidate core business as well as develop a long-term brand extension strategy. Matli Group's designers followed up with identity refresh and brand guidelines.

*Benefit Laddering,
Online surveys, analysis,
positioning strategy, identity
design, brand guidelines
creation*

BRAND GUIDELINES

Capitol Studios Version 1.0 August 10 copyright 2010 Capitol Studios



Positioning: By Market Segment:

Nell's Compass

When actress Mary Steenburgen wanted to launch an iconic old-world candle company, she turned to Matli Group for identity, packaging, website, collateral and press materials. The luxury branded products were given as gifts on the Ellen Degeneres Show and have been featured on Rachael Ray and are currently launching into specialty retailers nationwide.

Gold foil stamped labels on vintage map design, Flash website, e-commerce store, press kit and collateral



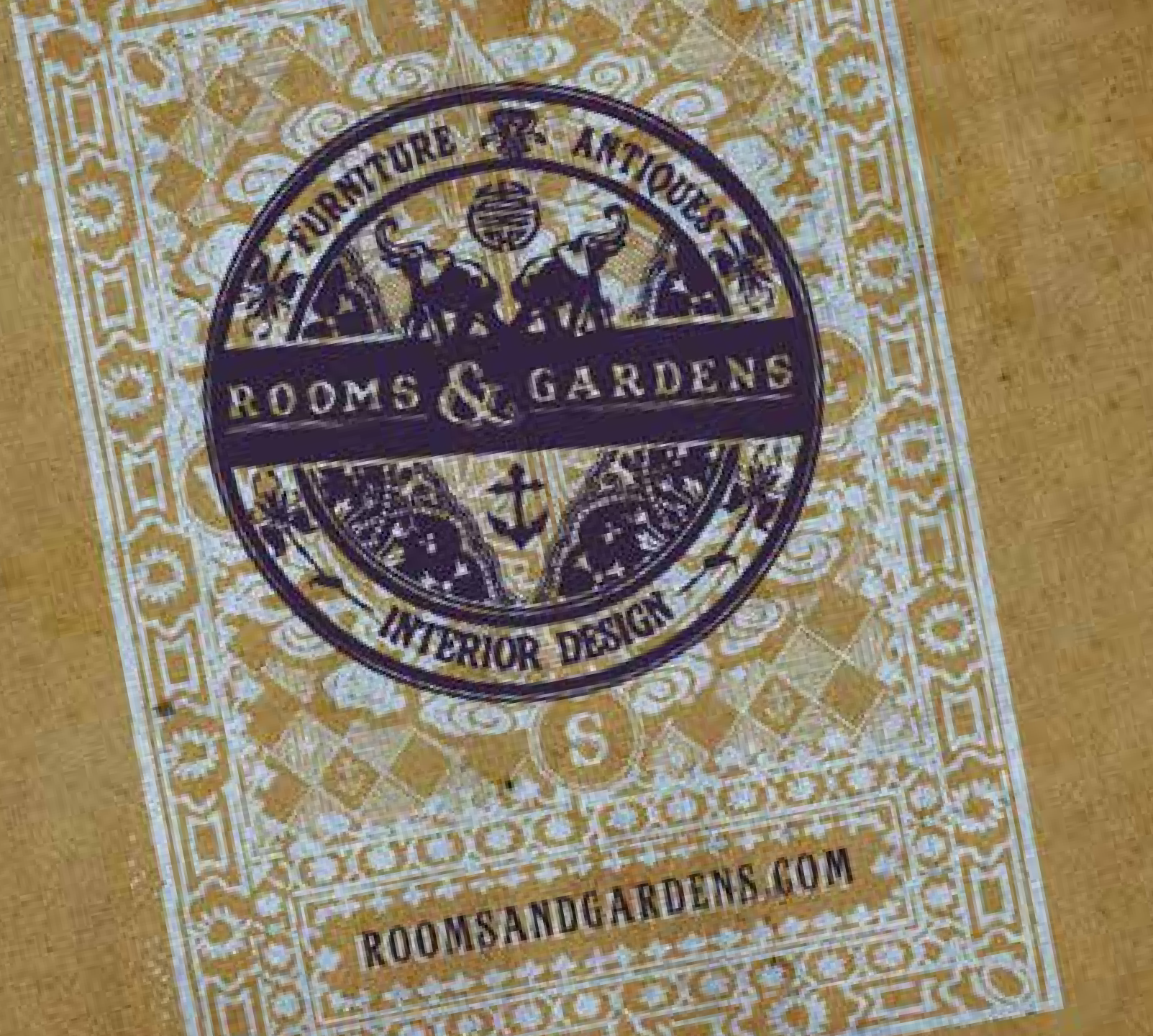
Packaging and branding

Press and launch materials

Rooms & Gardens

Identity design, website, packaging and branding for a boutique home interiors and furniture company with stores in Santa Monica and Santa Barbara catering to exclusive clientele. The eclectic mixture of styles and times was like a time machine; Matli Group's designers used colors and imagery from various turn-of-the-century styles to capture the experience in the store's branding.

Identity system, wooden stamps on pre-printed vintage stock, Flash website and e-commerce, Store branding strategy



in-store branding

e-commerce store

Identity systems

8th
Arrondissement

Matli Group was tapped by new luxe figure enhancement lingerie brand 8th Arrondissement to create all brand materials including identity, e-commerce site, packaging and overall launch plan.

Naming research, consumer testing, competitive analysis, identity design, website and packaging



Abercrombie
& Fitch Co

Matli Group has worked closely with Abercrombie & Fitch on several core brand projects including creation of the Hollister brand font, analysis of branded materials for translation into the Japanese market and creation of the core A&F Japan font for the launch of their Tokyo flagship store as well as consulting on social media and integrated offline/online marketing strategies.

Japanese Kanji exploration and analysis, font creation, photographic transparent font creation, social media online/offline marketing consultation



水

ゆたかな水の国が生

ゆたかな水の国が生んだ AXIS Font
ファミリーは、未来を託すためにデザ

ゆたかな水の国が生んだ AXIS Font ファミリーは、未来に
託されるためにデザインされた新しいサンセリフ書体です。コ
ンパクトなスレーブサイズのコンパクトな新イメージを追求した

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永遠ゴシック体 Std B
あたらしい朝がきた希望の朝だ
喜びに胸を開け希望輝けラジオの声に雄やかな胸をこの春の風に開けよ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&(')i7
abcdefghijklmnopqrstuvwxyz.1234567890

Core Hollister brand font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ0123456789
!#\$%&()*,-./:;?\\£®™¥

Hollister secondary
brand font

Abercrombie social &
online top-line strategy

45 Core Branding

Brand Image + Sub-Brand Creation + Packaging Styleguide

Sesame Workshop

Working in-house as Design Director, Dave Matli was asked to work closely with the marketing insights team to create a new Sesame Street sub-brand program for toddlers called Sesame Beginnings. The new brand was to launch with home video, followed by a rebranding of toys and infant products under the new brand image.

Brand audit, packaging exploration, consumer testing, package design and global styleguide development for all sub-properties, retail display and POP styleguides



Warner Bros Consumer Products

A few years after MG had provided opportunity analysis to Warner Bros on the market opportunity for it's Gone with the Wind brand, MG was asked to visualize what the new, high-end home furnishings and decor brand would look like - and then create the core packaging styleguide to relaunch the brand globally. The launch coincided with the brand's 75th Anniversary and has been well-received.

*Brand image development/
refresh, Core packaging
styleguide development*



**Franchise Brand Creation +
Product Styleguides +
Packaging Styleguides**

Twentieth Century Fox

Capitalizing on the surprise box office success of Alvin & the Chipmunks, Matli Group was contacted to immediately develop a licensing program within a very limited timeframe. After the initial success of the program, Matli Group's designers continued franchise development and created targeted design programs for specific retailers with high sell-through rates.

*Brand image development,
styleguide creation,
packaging development,
licensee support and
direction, sales material
development, brand refresh
and franchise standards*

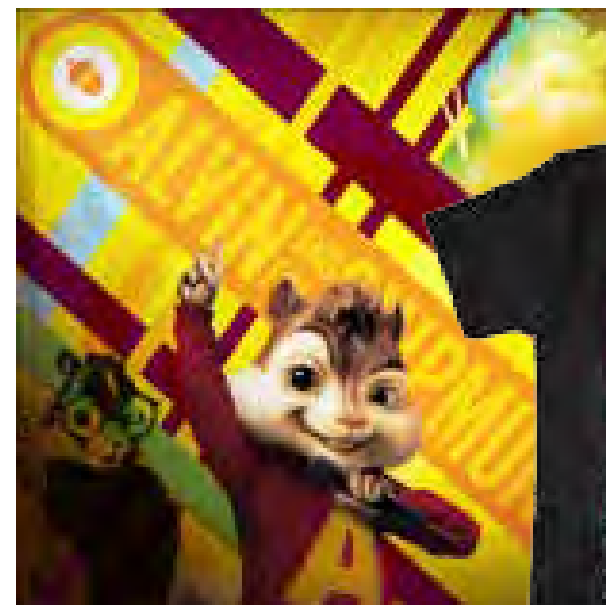


Apparel and product graphics program designed to parody famous music styles and genres was very successful at retail

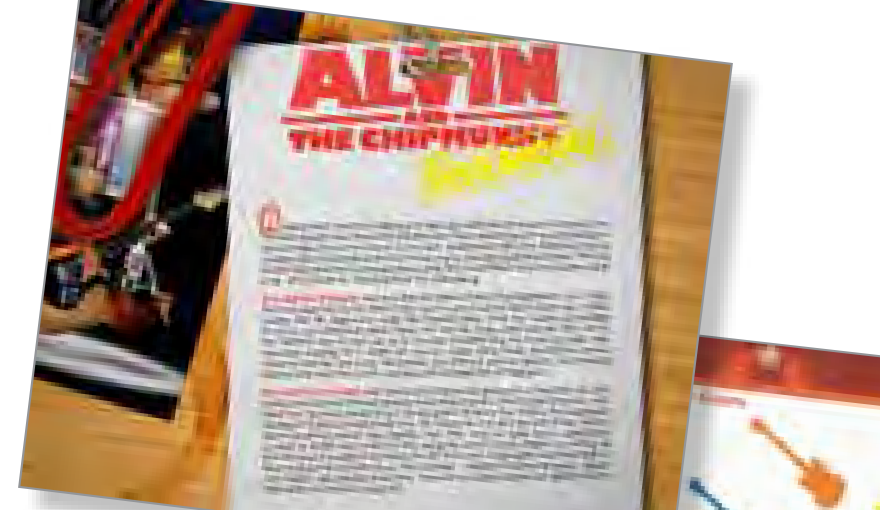
Twentieth Century Fox

Following the success of Alvin & the Chipmunks and its licensing program, Matli Group was asked to develop long term franchise brand standards, refresh the packaging and create an abundant supply of trend specific apparel and product graphics for boys and girls to support the brand's continued success at retail.

Brand franchise standards, packaging refresh, trend research and targeted apparel and product graphics creation, promotional and marketing image development



Early buzz was created with promo item development designed to look like tour souvenirs and album art



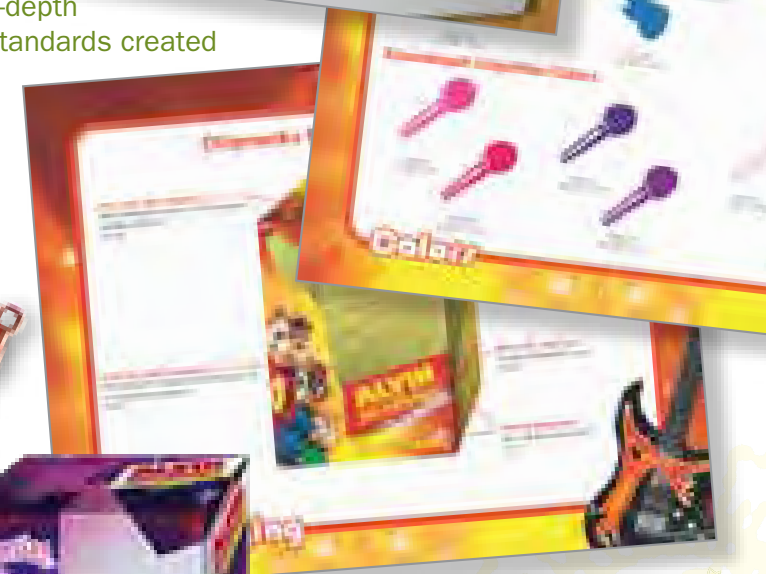
More in-depth brand standards created



A new girls sub-brand



Packaging refresh with Chipettes sub-brand



Warner Bros Consumer Products

Dave Matli, working for Warner Bros directly, was entrusted with redesigning the retail image for the Harry Potter franchise (packaging, in-store merchandising) after the licensing program floundered despite the success of the second movie in the series. With the new theatrical brand image, Potter became Warner's most lucrative licensed property. The basic brand standards are still in use today.

Packaging exploration and testing, packaging and retail P.O.P styleguides (HP3 and HP4)



Core franchise brand standards



Movie 3
redesign
and global
packaging
styleguides

New in-store branding



Movie 4 update
and global
packaging
styleguides

Lego Systems

Matli Group created all brand guidelines and initial designs for the launch of Lego Apparel in the US. Working with both Lego and the brand's showroom, specialty apparel rep Smallshop Showroom, Matli Group created all brand materials for both parties in the launch, as well as designing many of the initial product designs.

Brand strategy, licensing strategy, creative direction of licensee, product designs, lookbook and marketing materials design and production



Smallshop website



Look book
& Launch
materials



Photoshoots

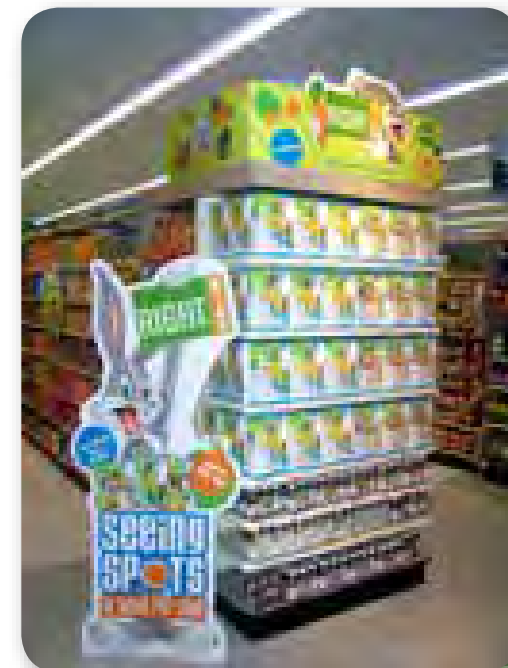


Product designs

Warner Bros Consumer Products

Warner Bros and Safeway Stores contacted Matli Group to develop a co-branded direct-to-retail product line that would feature Warner's classic Looney Tunes characters and be sold in all Safeway, Vons and Pavillions stores in North America. Matli Group created initial concept explorations, final packaging designs for 150 individual SKUs, in-store signage, marketing materials, and event environments.

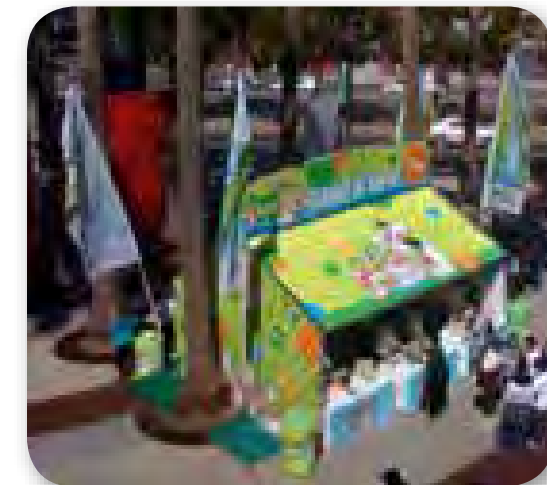
Brand concepts for testing, package line design & layout, mechanical integration, in-store signage, event tent and event promo item design



In-store signage



Event and trade support



Special event tasting tents and promo items



Package design for over 150 products

Twentieth Century Fox

With the release of Night at the Museum 2, Matli Group was asked to develop a franchise styleguide, pitch package, product concepts, apparel line and trend graphics program for the brand as well as retail packaging and signage.

Logo design, brand standards, product and packaging styleguides, trend graphics programs, retailer-specific pitch packages



Twentieth Century Fox

Character art, logo
exploration, graphic program
creation, packaging and
signage program creation,
styleguides with brand
standards



Twentieth Century Fox

As The Simpsons Game was released into the video game world, Matli Group was asked to create a small product styleguide program that “Simpsonized” each of the four key themes of the game. Matli Group worked in tandem with Fox’s character artists to create game-specific, unique and fun graphics that could be used on any licensed or promotional item.

Game package layout, trend research and graphic program development



Warner Bros Consumer Products

After assisting WBCP's marketing group in repositioning strategy for the Tweety character brand, Matli Group was hired to create an apparel design program for a specific rock trend for the juniors market. The program was to feature subtle character reads and a cohesive New Wave Punk image.

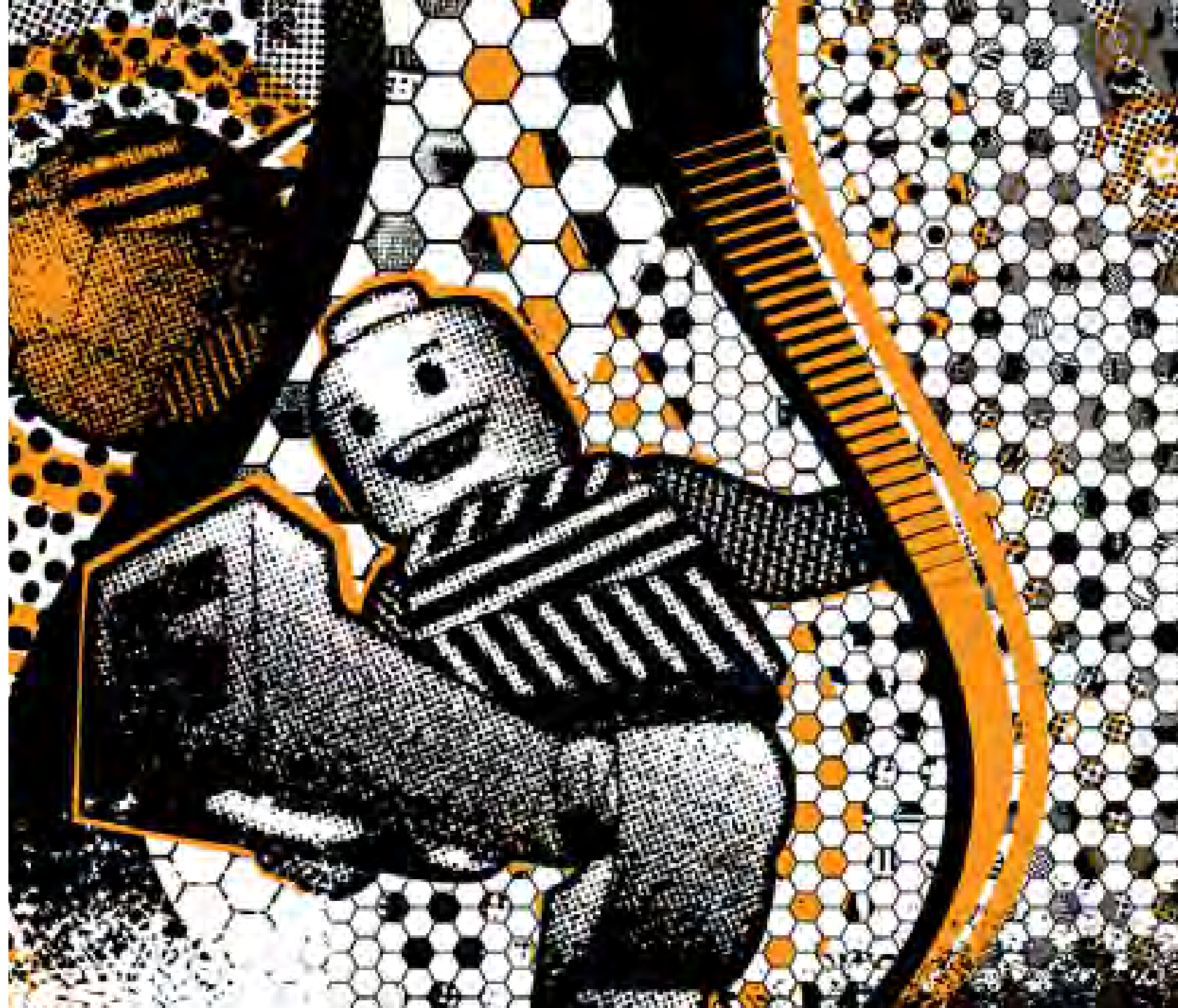
*Trend research, positioning
research, graphic
development*



Lego Systems

When Lego wanted to launch its Minifigures as a stand-alone brand, they asked Matli Group to design the character art and show how the brand might be used in high-end kids apparel. Matli Group conducted trend research and created graphics with all new character designs for use in brand development.

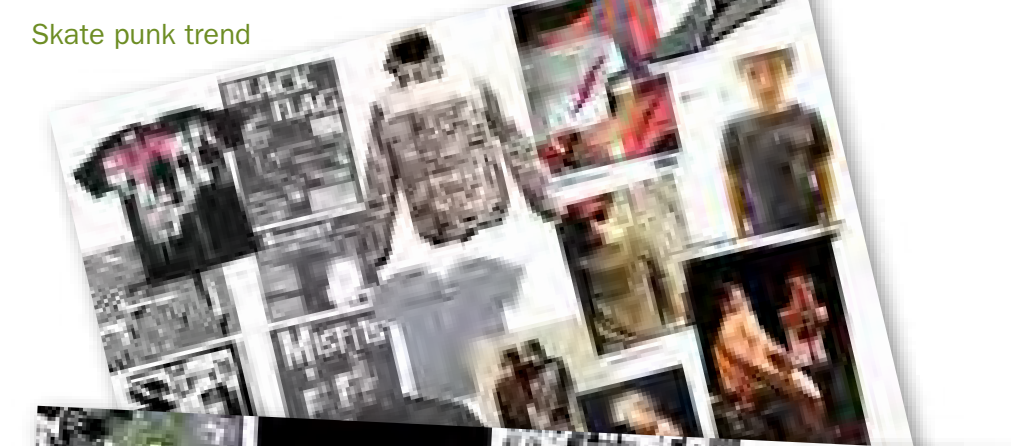
*Character design, trend
research, graphics creation,
product applications*



So Cal Surf trend



Skate punk trend



Translated to Lego brand

Warner Bros Consumer Products

After Warner Bros.' in-house design team had developed the core styleguide for the new Legends of the Guardians franchise family property, Matli Group was asked to create two targeted packaging programs for worldwide licensing.

Packaging concept exploration, packaging design, packaging styleguide and tutorial development



Warner Bros Consumer Products

Prior to the release of the new 3D Live Action/CGI Yogi Bear movie, Matli Group was asked to work with Warner's in-house team to create a Classic Core styleguide, incorporating new characters and trends from the current movie while still remaining true to the original brand look and feel. The new graphics rolled out at all age levels prior to movie release.

Brand research, mood and theme board development, design program creation



AT&T & DirecTV

In the lead-up to the release of 007 Skyfall, MG was asked by Encore and Starz networks to create two Facebook campaigns for their clients AT & T Uverse and DirecTV. Each would feature a different 007 themed vacation as a sweepstakes win but both campaigns needed to look distinctly different. MG designed and built all Facebook contest pages, accompanying websites and captured and provided analysis on all click-through metrics for both campaigns. Both campaigns resulted in high increases of new visitors to these companies' Facebook pages and a sustained increase in those opting in to email marketing lists.

Social media campaign design and development

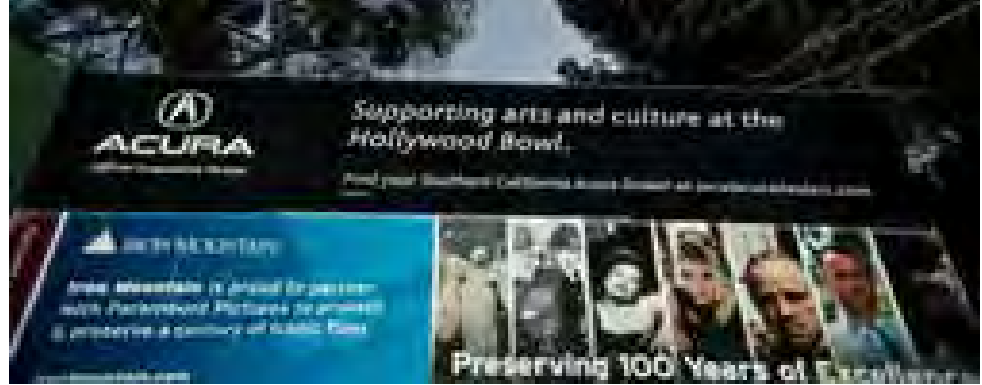
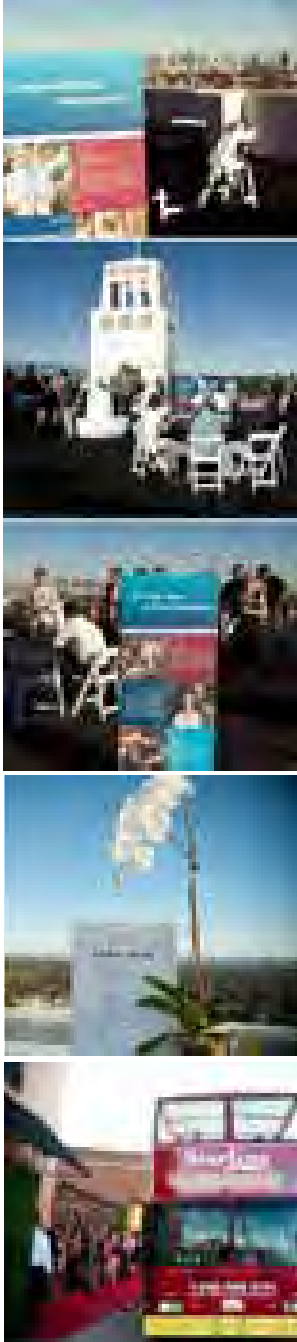


Social Media Marketing

Iron Mountain
Entertainment
Services &
Paramount

To celebrate Paramount Pictures' 100th Anniversary, Paramount and Iron Mountain co-sponsored a retrospective of the films and music of the iconic film studio's 100 year history at the Hollywood Bowl, complete with a red carpet rooftop VIP cocktail reception at Iron Mountain's Hollywood facility. MG was contracted by both sponsors to create the official event booth at the Bowl and Iron Mountain asked MG to create all other event signage for the Bowl and the reception site. Groucho Marx and Mae West circulated among the Hollywood elite, and Jason Alexander hosted with industry-insider one-liners.

Event and experiential
design, booth and signage,
PR consultation



Macy's

Working with Macy's ad agency Campbell Ewald, Matli Group created all in-store and print design directions for their 2007 campaign... the design directions were used at their flagship Herald Square location as well as used as a template for print and online ads for several seasons.

Large format prints & high resolution image files used as design styleguide

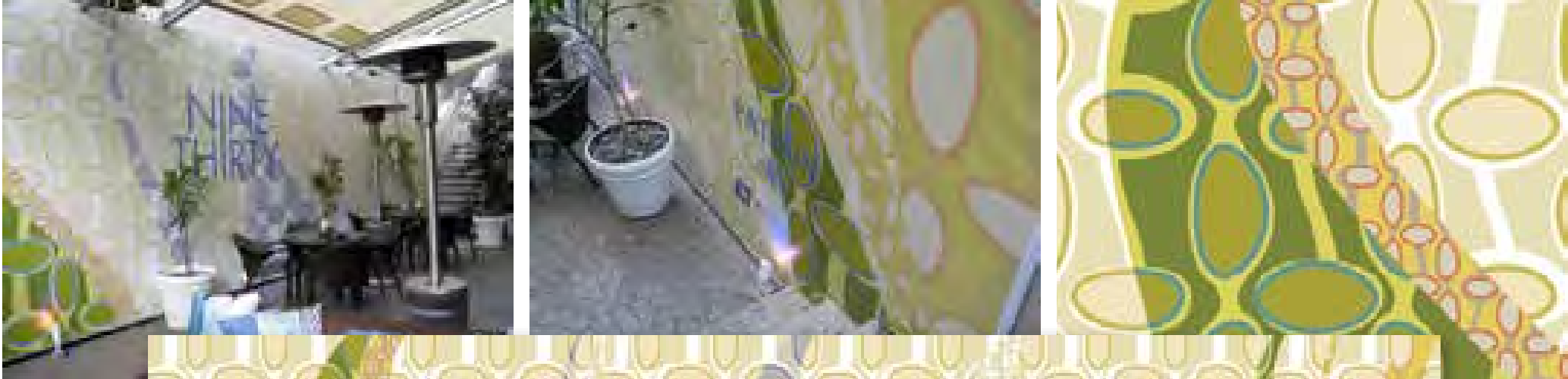


Playing off of the campaign concept of “Downtown”, all in-store and print design directions were created to playfully showcase a world of glamour and style.

W Hotel Westwood

Matli Group turned an unused smoking patio at the iconic Los Angeles hotel into a branded event venue by designing interchangeable printed canvas panels for the forty foot back property fence. Designs for Spring/Summer, Fall/Winter, Oscar parties and music events were developed to be changed out in two hours. The patio is now a stand-alone event space with its own bookings that has generated over \$150k in new revenue in its first year.

Large format canvas print

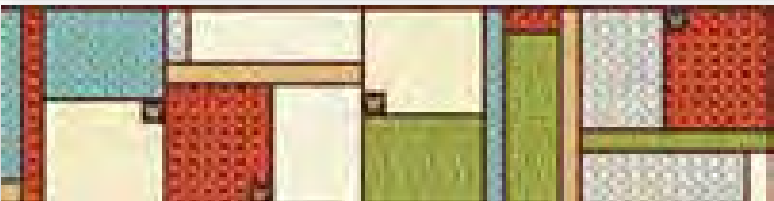
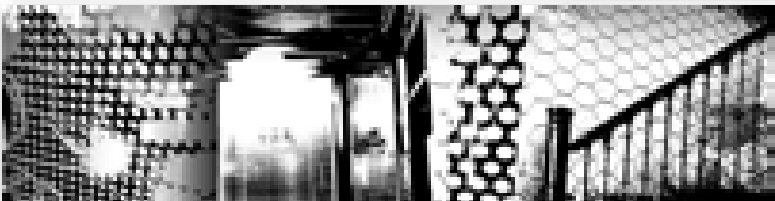
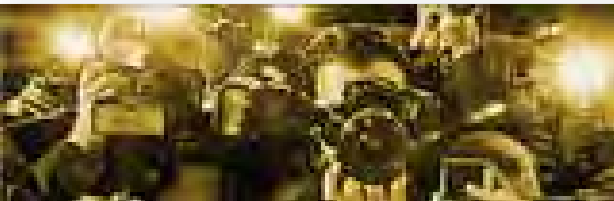


Spring & Summer panel design
and event collateral

Oscar party panel



music industry event panel



Hagerty Insurance

Premiere collector car insurance company Hagerty Insurance contacted Matli Group to create a collectors motoring journal for participants of the prestigious Concours d'Elegance in Pebble Beach. The final booklet, designed after manuals from the 30's, was leather-bound, smithe-sewn and channel die-cut to create a functional, beautiful booklet designed to fit in vintage glove compartments.

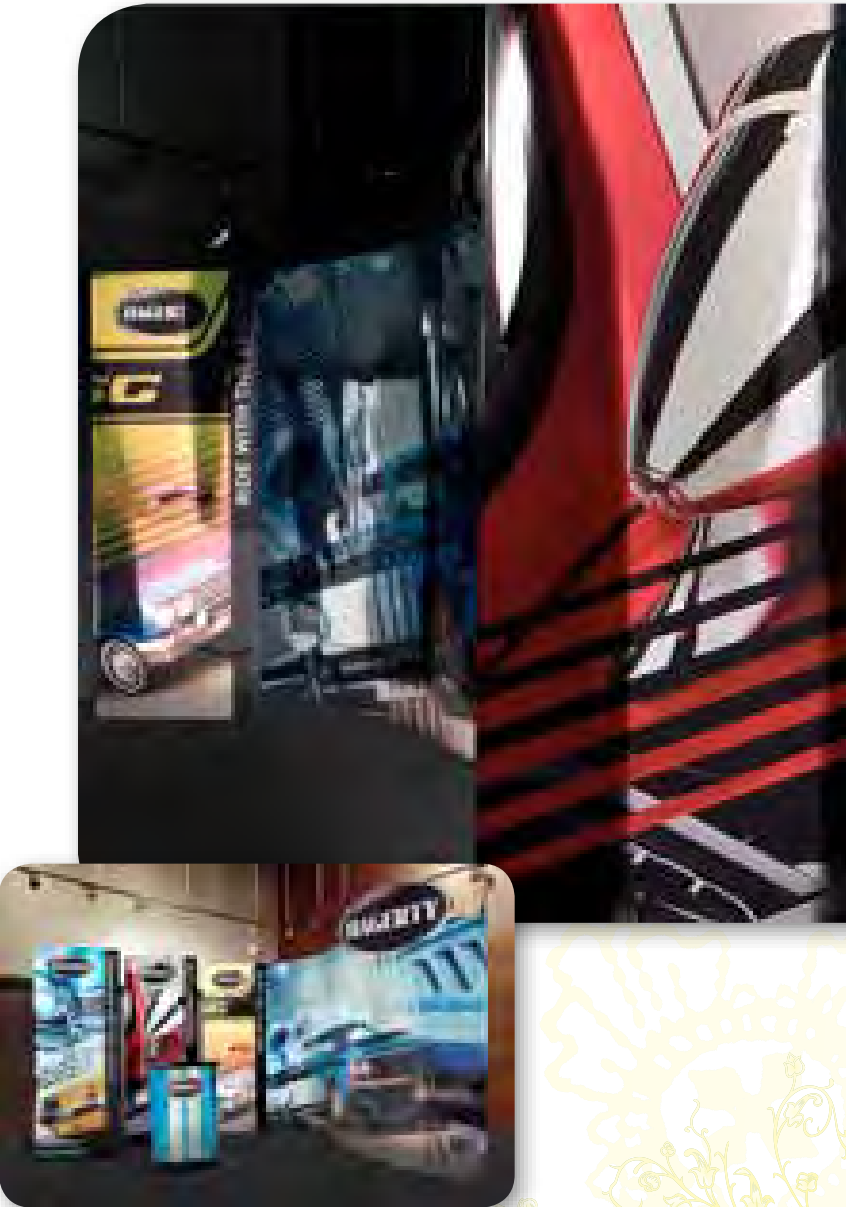
Limited run kid leather smithe-sewn booklet with silver foil emboss and silver metallic ink on vintage stock interior



Section dividers featured blue-prints of elite collector autos



Kid leather cover with silver foil, embossed title and elastic band



**MGM
Entertainment**

When MGM wanted to relaunch some of its most iconic brands into the marketplace, they asked Matli Group to develop sales materials that would at once capture the vintage essence of their brands while at the same time updating the brand look, making them feel contemporary and relevant.

New image creation, low-cost sell sheets



Stargate - new season look



Rocky - updated branding



Pink Panther - targeted at girls



Fame - new theatrical release

Warner Bros
Theatrical
Marketing

Matli Group was asked by Warner Bros Pictures to create a one-of-a-kind collectors booklet for the production crew and cast of Benjamin Button... the booklet would be given out at a press junket for the movie's release in London.

*Book design & layout,
limited run print production*

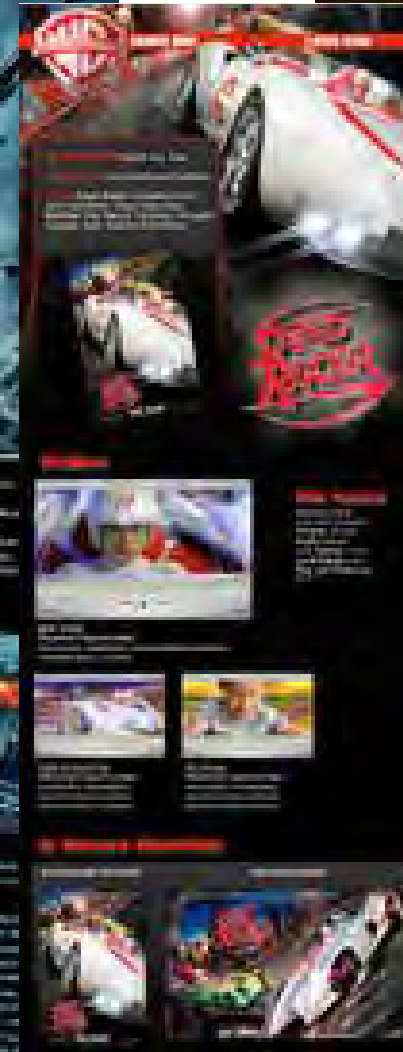


Key script lines were matched with photography and an understated color and type arrangement

Warner Bros Theatrical Marketing

Warner Bros Theatrical Marketing group frequently hires Matli Group to provide unique brand marketing pieces to help round out global marketing campaigns for major movie releases. Matli Group has conducted full email campaigns, created print ads, presentation services, promotional support pieces and even built branded websites for new theatrical releases.

Print, email, online, trade
show and event support



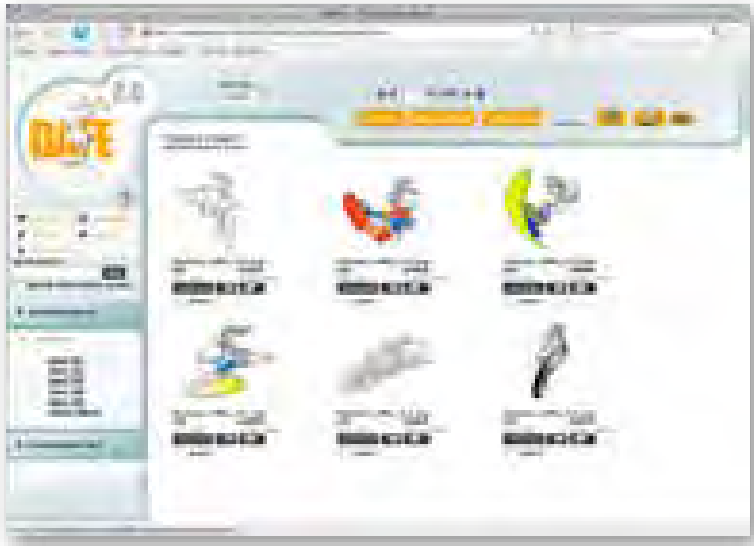
global email campaigns



Warner Bros
Consumer
Products

Warner Bros Consumer Products uses a global asset management system to provide secure access to images, design assets, marketing materials and approval tracking for thousands of movie and television properties to its partners and licensees. This proprietary system was completely redesigned by Matli Group after extensive user analysis to provide a streamlined workflow.

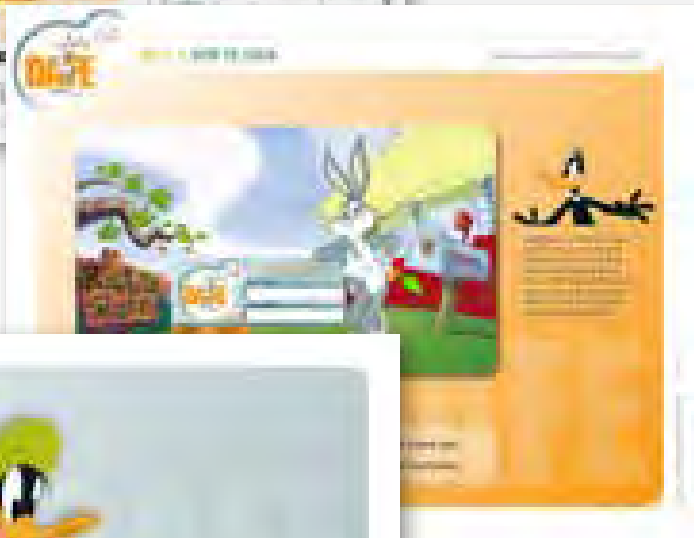
User experience analysis,
wireframe functionality
design, user interface
design, styleguide and
quick start guides



full web interface design



website style guide



user guide

Warner Bros Consumer Products

After successfully completing the user interface design for Warner's worldwide asset management program, Matli Group was asked to similarly overhaul its worldwide approvals system website, called BA Link. Aside from user experience redesign, Matli Group also created a 50 page user manual and supporting quick-start guides.

*User experience analysis,
wireframe functionality
design, user interface
design, styleguide and
quick start guides*



Access Licensing

When Access Licensing needed to quickly develop an entire trade show booth for its new properties, they contacted Matli Group to create brand-specific panels for each property within an overall booth design that felt cohesive and sophisticated.

Overall booth design; individual branded panel design and production prepared for large-format output.

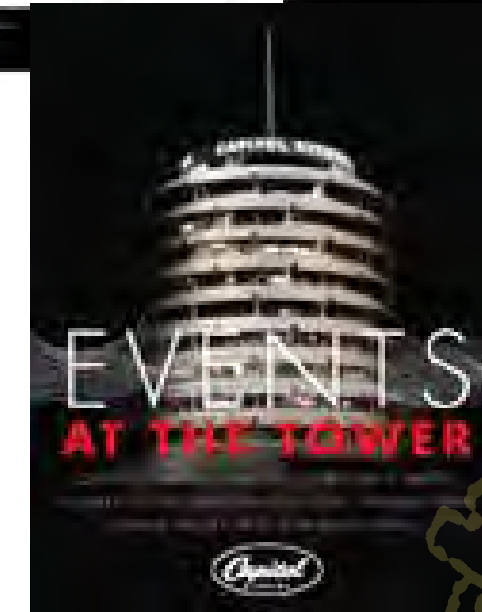


Rebrand roll-out into
web portals, marketing
collateral, print ads and
product development

Capitol Studios EMI Music

After extensive
market and consumer
research leading
toward business
segmentation and
identity redesign, Matli
Group was asked to
lead the roll-out of
the new brand into
all media, including
new web portals with
photoshoots, print ads,
third-party promotional
brand management
and product development.

Rebranding, Marketing
strategy, web portal and
interface design and
development, print ads
and collateral creative
and production, brand
management, product
development



OUR THANKS TO OUR CLIENTS

who continually challenge us to do our best work



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Abercrombie
& Fitch

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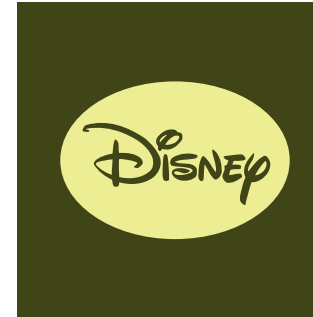
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Matli Group
branding + marketing

www.matligroup.com
info@matligroup.com