

A photograph of a modern, minimalist interior space, identified as Studio 225. The room features a large glass wall on the right side, through which a hallway and other parts of the facility are visible. In the foreground, there is a dark wood console table on the left with some items on it. In the center, four light-colored, modern armchairs are arranged around a low, dark wood coffee table. A small potted plant sits on the coffee table. The floor is covered with a light-colored, shaggy rug. On the glass wall, the text "STUDIO 225" is visible in a stylized, bold font. The overall atmosphere is clean, professional, and contemporary.

Studio 225 is an award-winning content creation facility.



STUDIO 225

Each year, we create and release thousands of assets for online content, broadcast, press, print, out-of-home, digital, mobile and social platforms.

Our work has won recognition from some of the most coveted award shows, including Cannes Lions, the Clio Awards, D&AD, The One Show, the Radio Mercury Awards, the London International Awards, and the Effie Awards. Other honors include BMA B2 Awards, BMA ACE Award, Internationalist Awards for Innovation in Media, Internationalists Awards for Innovative Digital Solutions, Chicago Association of Tempo Awards and OBIE.



We have artists, designers, camera operators, photographers, retouchers, art buyers, proofreaders, editors, colorists, engineers, developers and production specialists on board, and we are able to scale our offerings to fit any needs.

We currently service all agency clients for DDB Chicago (McDonald's, Molson Coors, U.S. Army, Jiffy Lube, Emerson, Wyndham, Big Lots, State Farm and Mars/Wrigley) and we're available for all other Omnicom entities.



A woman with dark skin is shown in profile, facing left. She wears a large, ornate golden headdress that resembles a sunburst or a crown made of many thin, pointed golden rods. She is holding a large, circular golden disc with a complex, radial pattern of small, pointed protrusions. The background is a desert landscape with rocky hills under a clear blue sky. The sun is visible on the right side, creating a bright glow and casting long shadows.

Our agile facility transforms video and still images
into assets that amplify marketing communications.

Video Post-Production

HD Edit for Broadcast, Online and Social

5 Suites loaded with Adobe Creative Suite

- Creative edit

- Compositing

- Edit and finish for online and social

- End tag versioning

- Animatic and test commercials

- Sizzle videos

- Presentation and speaker support videos

- Digital file creation, distribution and archiving

- Language Adaptations

Can scale staff for any size project.

All video and motion services are available remotely.

Sessions can be streamed in real-time to any offsite computer or smartphone.



Shot and Edited by Studio 225

MISTY R.

Neighborhood Store Team Leader

BIG LOTS!

Shot and Edited by Studio 225

SPRAYEROISE



Video Post-Production

Motion Design

5 Suites with full 2D and 3D motion design and animation capabilities

Cinema 4D

Element 3D

Red Giant Complete

Adobe After Effects



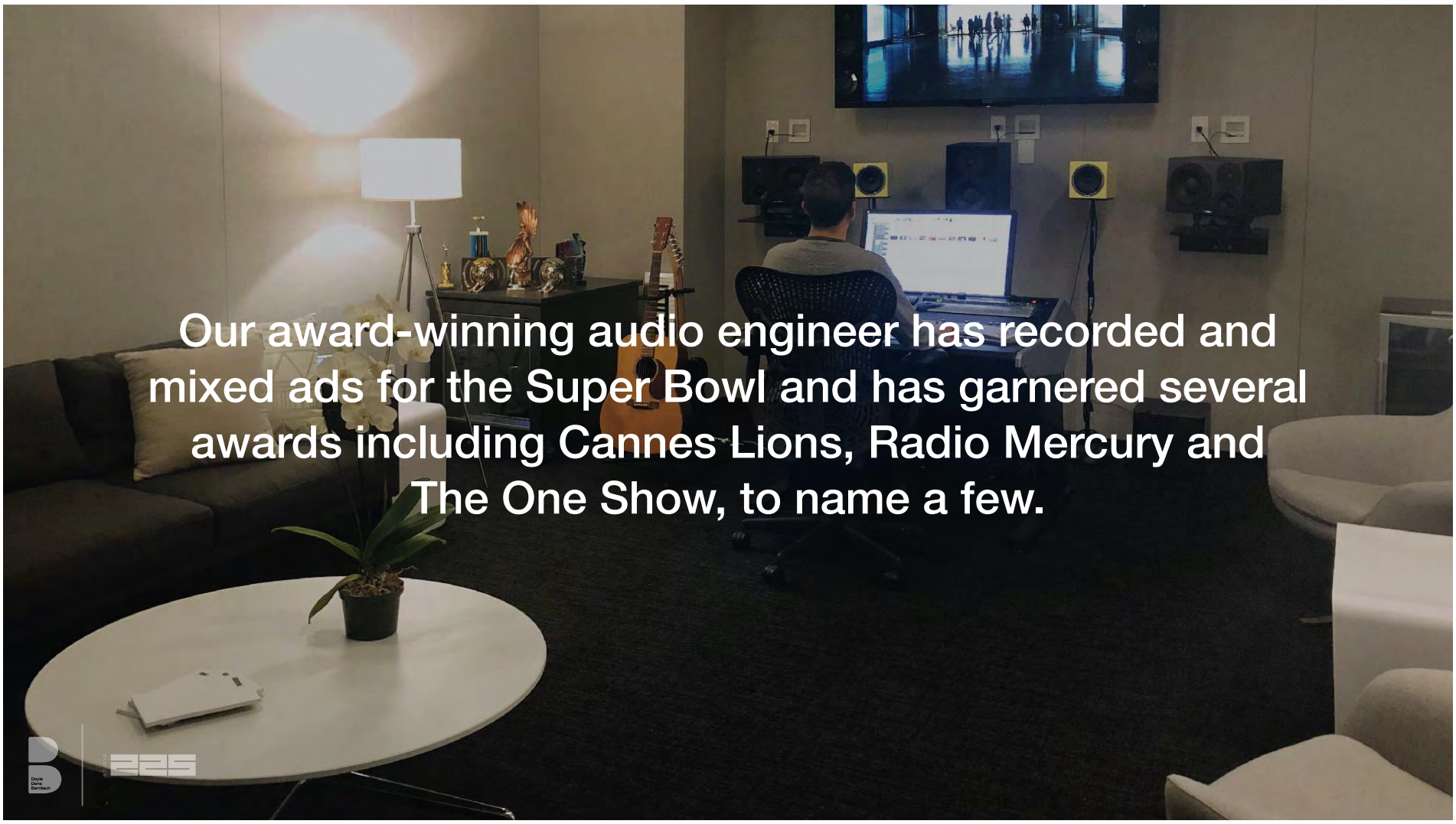
Motion Design by Studio 225



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Analysis (12 FL. OZ): 96 CALS, 3.26 carbs, <16 protein, 0.06 fat.



A photograph of a man sitting at a desk in a home studio, viewed from behind. He is working on a computer with a large monitor. The room is dimly lit, with a large TV mounted on the wall displaying a scene of people walking. Several speakers are visible on the desk and on the wall. A guitar is leaning against a table with trophies and awards. A lamp is on the left, and a potted plant is on a round table in the foreground.

Our award-winning audio engineer has recorded and mixed ads for the Super Bowl and has garnered several awards including Cannes Lions, Radio Mercury and The One Show, to name a few.

Audio Post-Production

Two state-of-the-art mixing Suites equipped
with Dynaudio monitors

Sound Design

5.1 Surround Mix

Immersive VR + AR Mix

Voice Over Recording Onsite and Remote
via ISDN/Source Connect

Voice Casting for Television and Radio

ADR dialogue replacement

Foley

Noise Reduction and Audio Restoration

Music Supervision and Licensing

Original Music Mixing and Mastering

All audio services are available remotely. Mixing/
recording sessions can be streamed in real-time to
any offsite computer or smartphone.

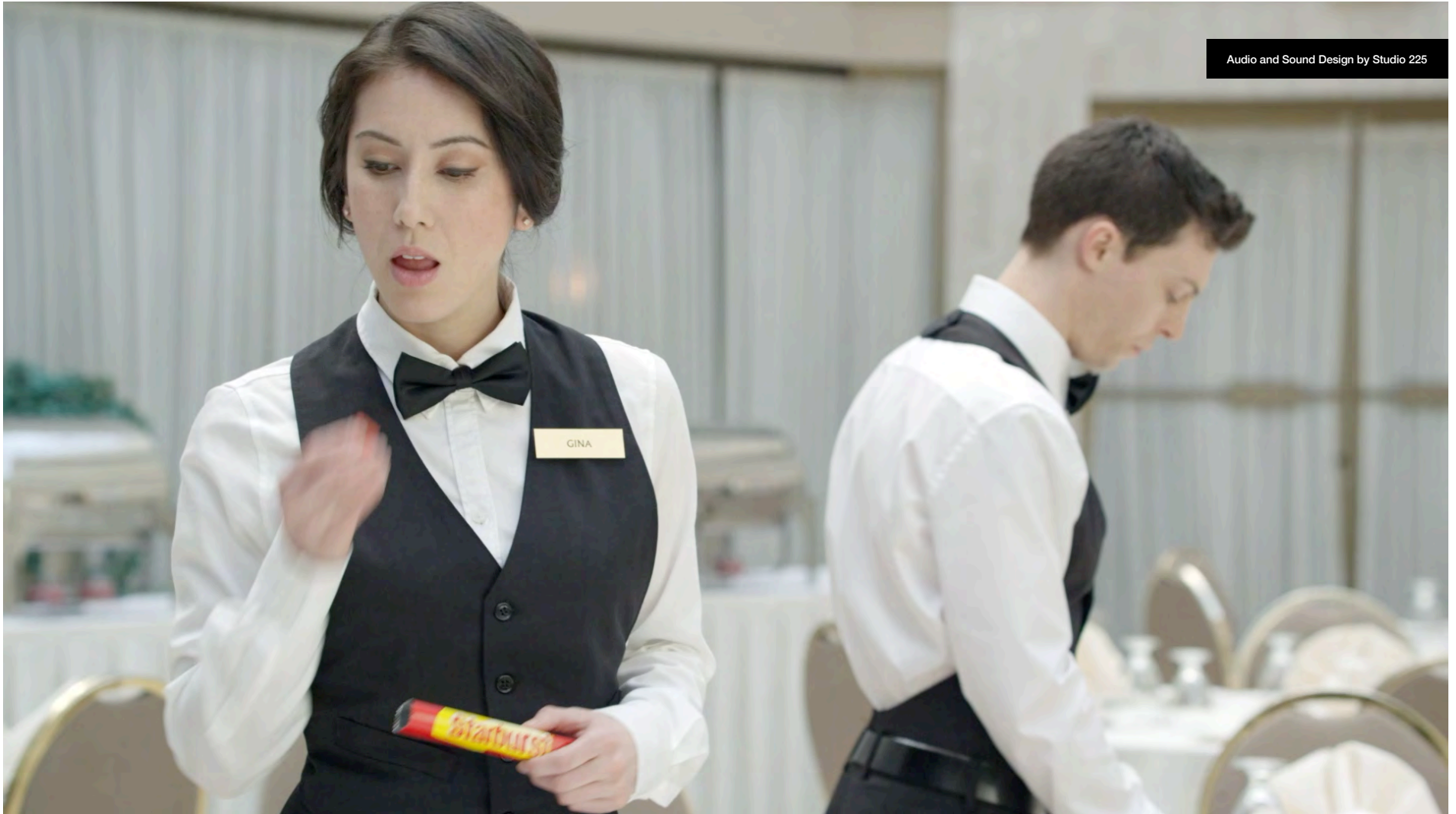


Audio and Sound Design by Studio 225



Audio and Sound Design by Studio 225





Audio and Sound Design by Studio 225



We create hundreds of video assets for
online content, broadcast and presentations.

Content Studio/ Image Capture

HD and 4K video and still photography

We can provide high-end camera
and lighting packages

Studio and location shoots

Single or multi-camera shoots

Our 300-square-foot studio contains

Lighting and track

Green screen

Background sweeps

Tabletop facilities

Grip accessories

Our photographers and videographers are ready
and available to travel fully equipped to location and
set shoots.



Digital Capabilities

We work closely with creative agencies, media agencies and client digital teams to deliver a diverse range of digital messaging.

Social Content

Social media assets and executions for all major social platforms.

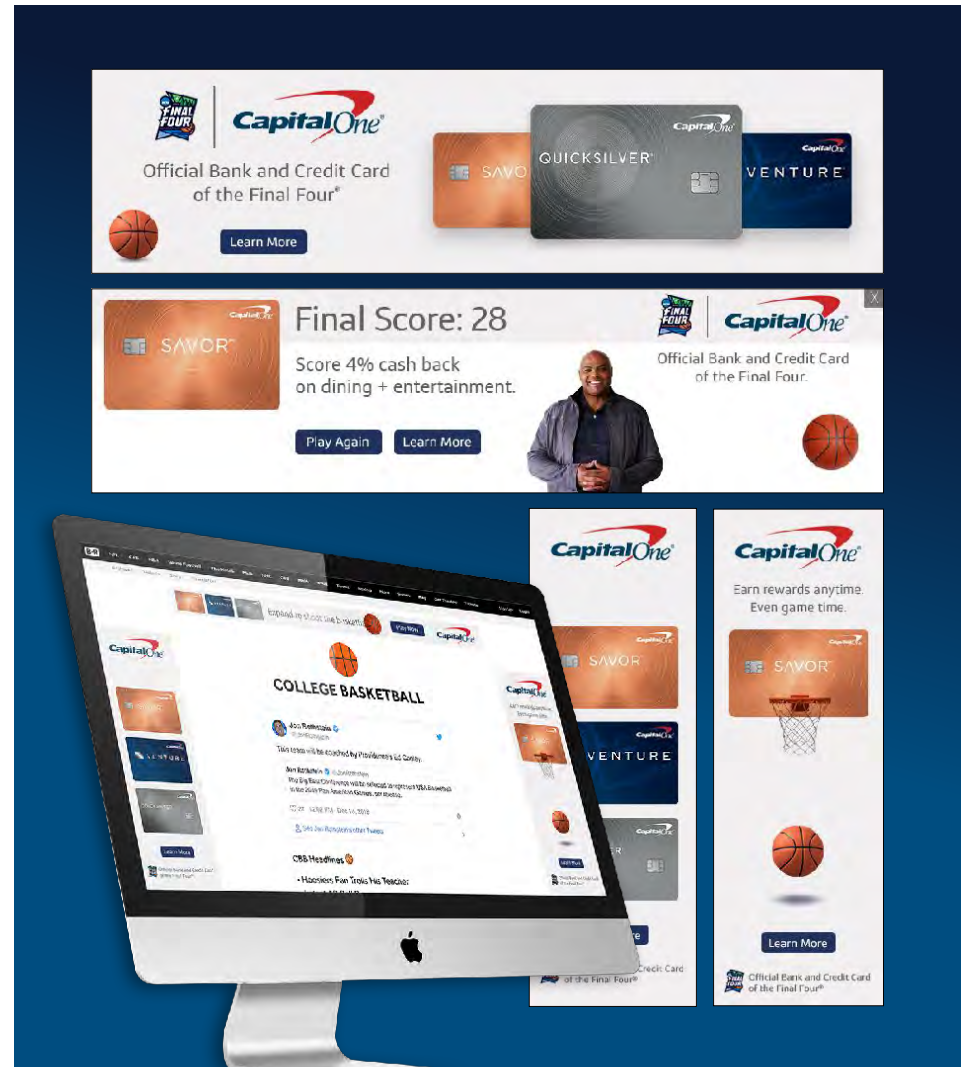
Videos, static assets and custom executions for:
Facebook, Snapchat, Twitter, Instagram, YouTube,
Pinterest, etc.

Web & App

We design and produce rich, responsive micro-sites, landing pages and app experiences across multiple devices (desktop, mobile, tablet).



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Digital Capabilities

Display Advertising

Design and delivery of banners for desktop and mobile. We have produced thousands of standard and rich media banners.

Email Marketing

Design and development of messaging that drives conversion.

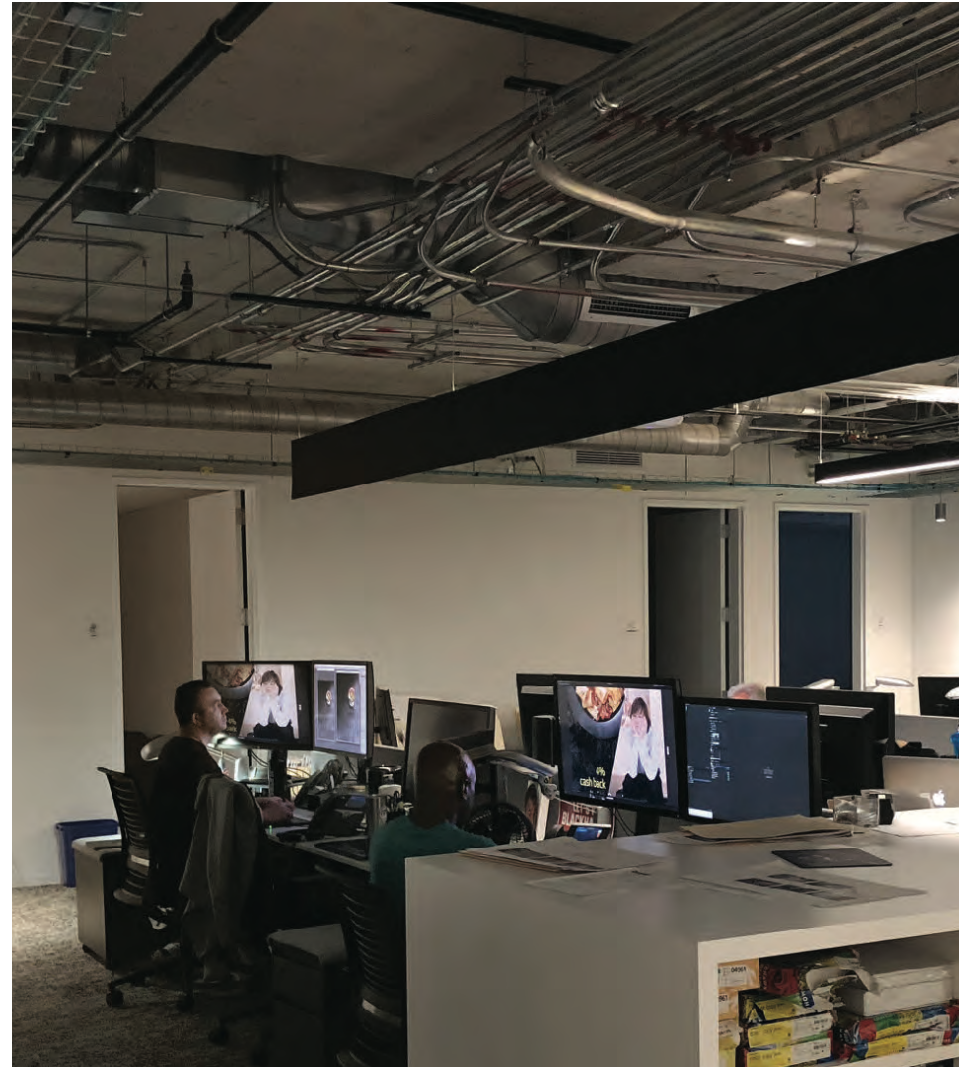
Analytics

We analyze, optimize and evolve our approach through ongoing, detailed reporting for our clients using Annalect, Accuen, and a variety of other insights platforms.



Art/Design/ Print Production

We are a robust production service that provides innovative solutions to our partners and clients. With our team of designers, retouchers and production artists, we excel at best-in-class production, flawless execution, exceptional customer services and quick turnaround at a great price. We work with businesses of all sizes, from small boutique shops to Fortune 500 companies.



Art/Design/ Print Production

Art Buying

Retouching

Design

Creative Mastering

Building original artwork

Adaptation of Master Artwork

Versioning/resizing

Typography

Proofreading

Color Lasers

Text or cover weight

Large Format Prints

Matte, Gloss, Vinyl, Tyvek, Canvas and
Translight Backlight

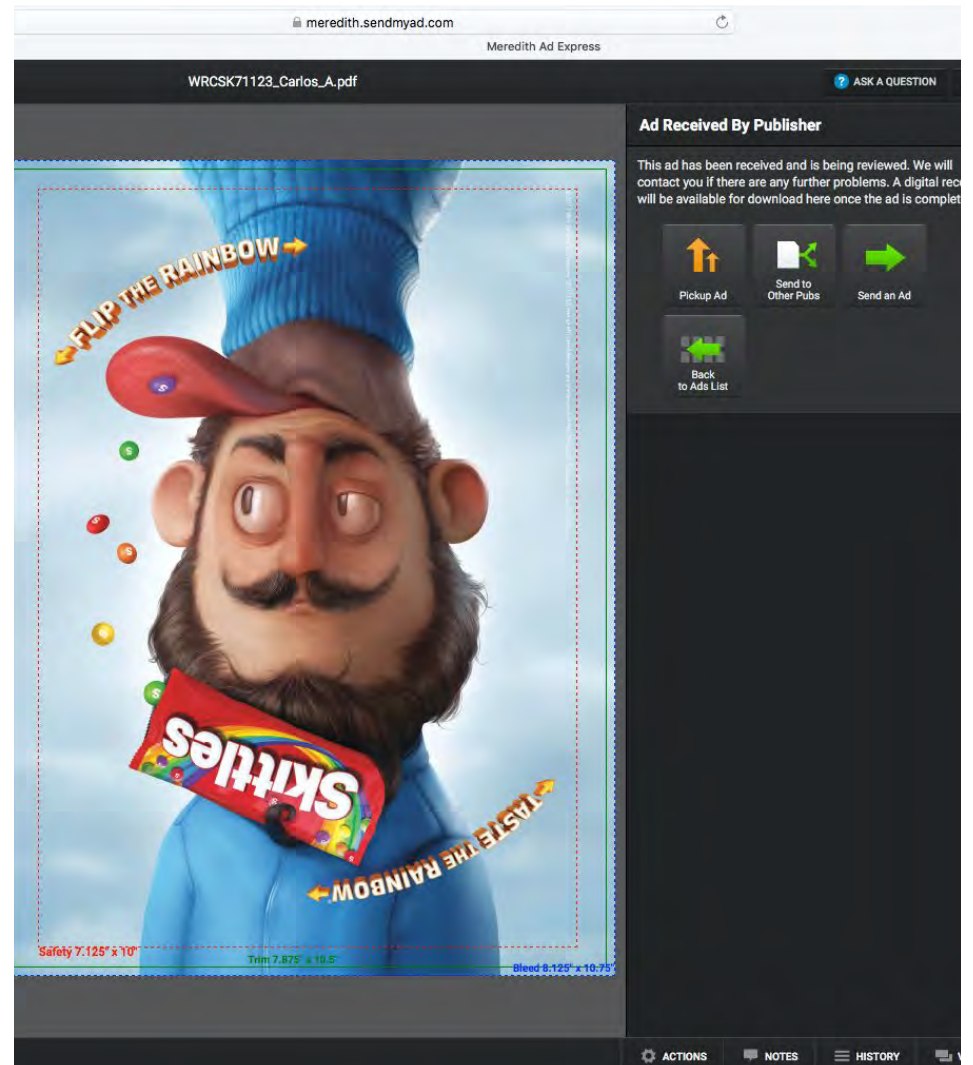


BBDO



Pre-Press/Fulfillment

Preflight/Final File Prep
File Versioning for Media Schedules
Workfront ProofHQ (Virtual Proofing, Review and Approval)
G7 Certified Proofing
Quality Assurance and Checklists
Digital Delivery/Dispatch



Transcreation and Translations

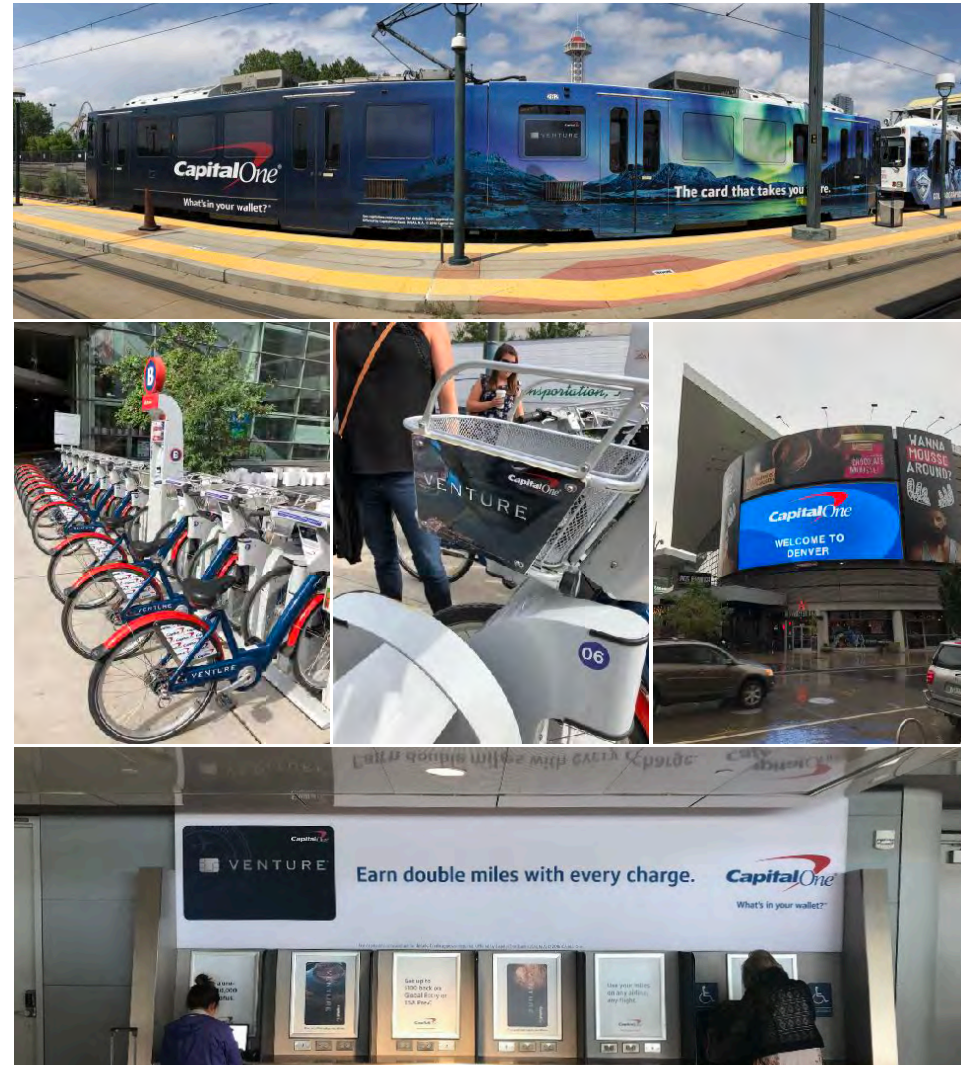
Language, tone of voice and cultural sensitivities are also specialties. Tapping into the Omnicom Group or with our strategic suppliers, Studio 225 can deliver communications in any market.



Experiential and Out of Home

From the development of creative concepts through flawless execution of every logistical detail, the experiential and out-of-home programs we produce are not just seamless and exciting – they truly engage the audience to deliver real, measurable, award-winning results.

If you want a simple billboard to full blown subway wraps, we have you covered.



BBDO

Experiential and Out of Home

Traditional

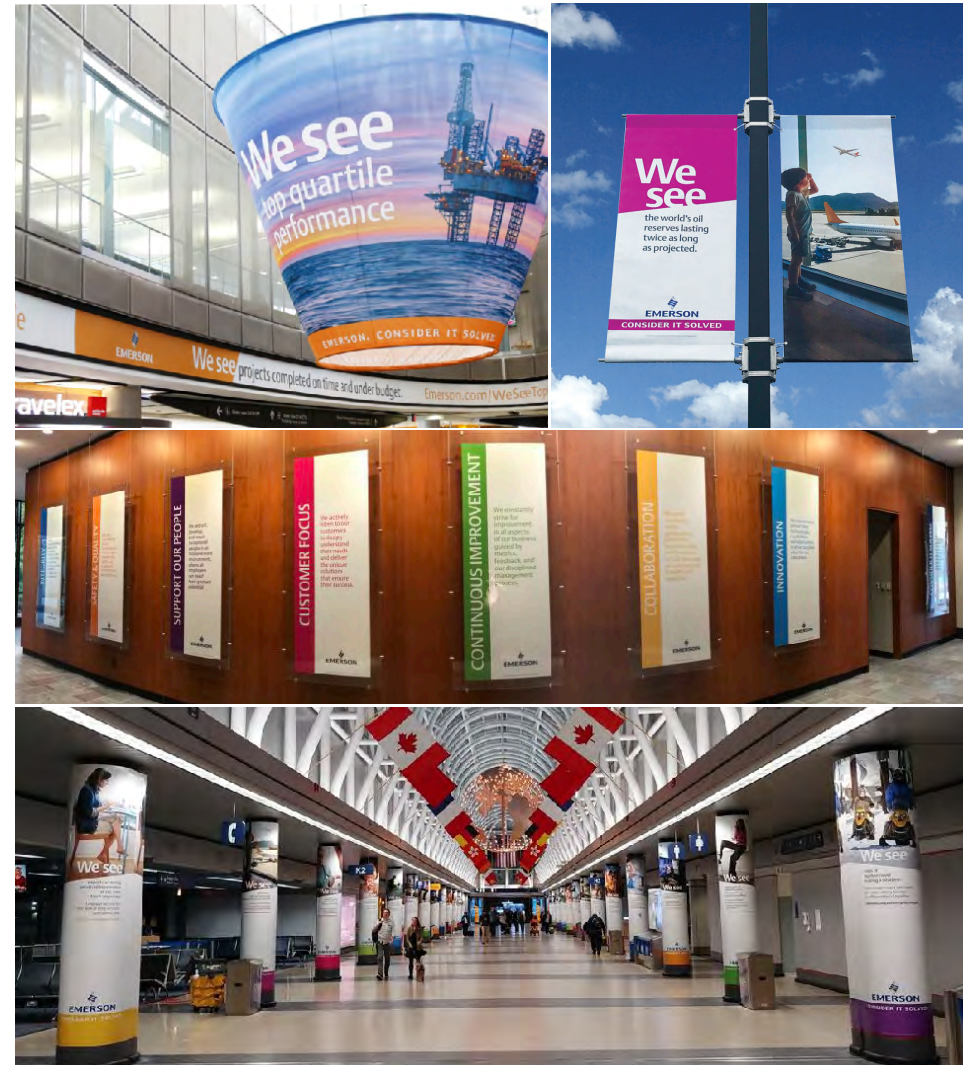
Billboards, posters, wallscapes, banners, airport signage and more

Retail

Window dressings, counters, floor graphics, escalator wraps and more — from simple floor graphics to a full experience

Digital Billboards

From simple static digital boards to full motion animation



Experiential and Out of Home

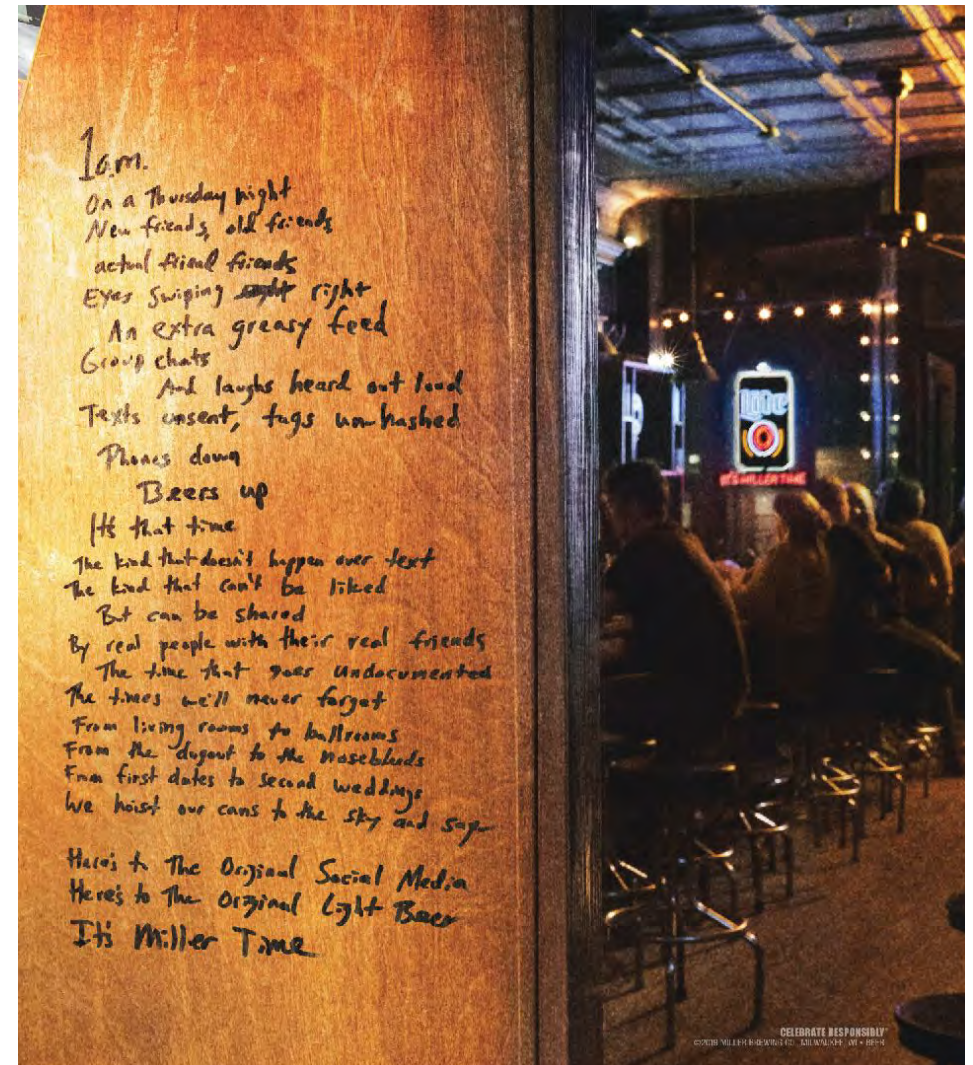
Event Activation (simple to full-blown Experiential)

Miller Lite: The Original Social Media

People were asked to unfollow the brand on social media and connect at bars by doing the unthinkable: locking their phones for 30 minutes to get limited edition offline cans. Wherever people went, they were encouraged to get together in person.



BBDO



Experiential and Out of Home

Skittles: The Broadway Musical

Full 30-minute Broadway Musical — with a Times Square media blitz including billboards, branded tour buses and a national print campaign in the country's most popular entertainment publications.

Released a music video of the title track “Advertising Ruins Everything” (a song about how manipulative and horrible advertising can be) and the original cast recording album on Spotify.

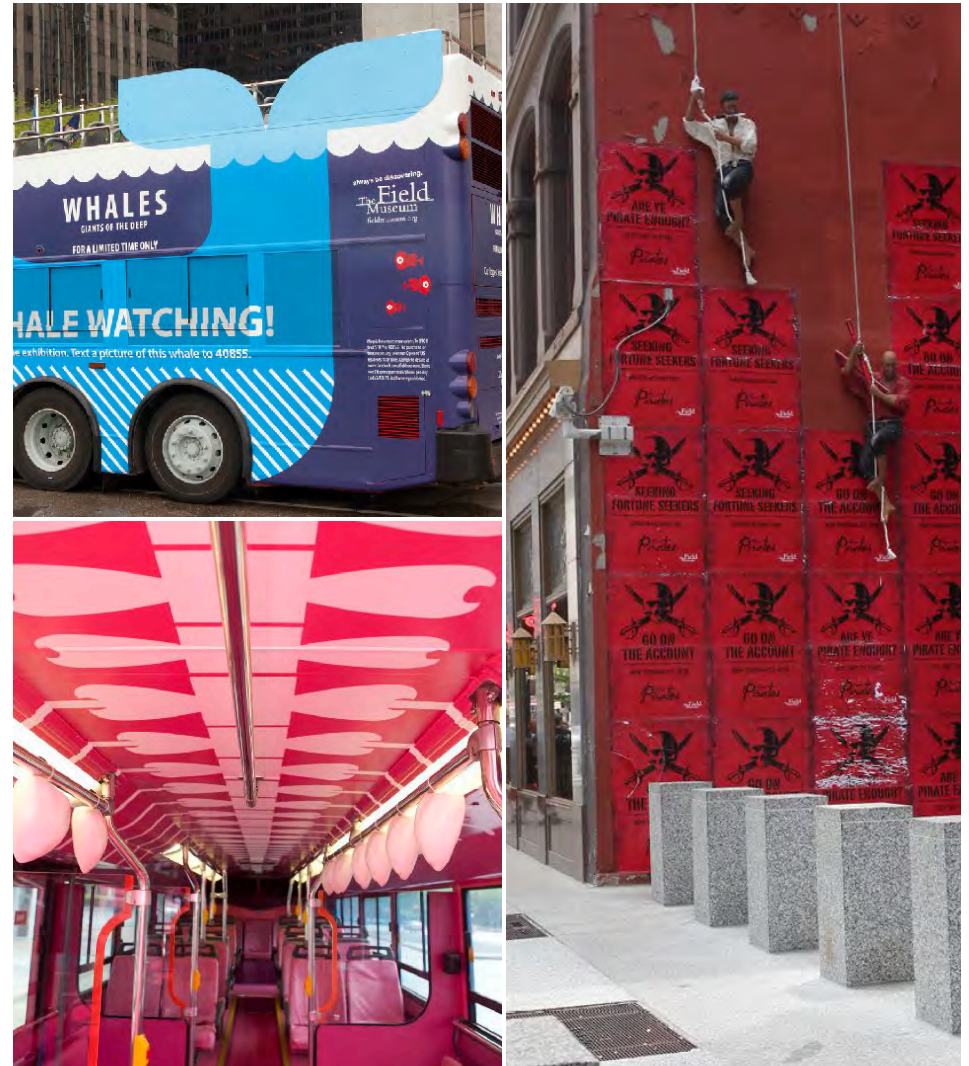
Sold authentic souvenirs inside (and outside) the show — T-shirts, posters, vinyl records and bootleg shirts.



Experiential and Out of Home

Transit (Traditional and Experiential)

Taxi advertising, bus shelters, subway, street furniture, bus advertising, bus wraps, wrapped vehicles and more. From simple taxi toppers to turning a bus into a whale, creating pirates climbing up a wall to wrapping a train Field Museum Whales was featured in Communication Arts, also in Communication Arts Typography Annual. Field Museum Pirates won a Silver Effie and an Obie.



Experiential and Out of Home

Interactive

From scanning a QR code, to creating a full game experience. We created an interactive racing game for the Field Museum's new exhibit, The Horse. Players were invited to race their horses using their cell phones. Attendance surpassed initial exhibit projections by an impressive 40%.



Art Services/Finishing

Bindery Production

- Spiral Bound

- Small Runs

- Perfect Bound (special order)

- EH-3 Multiple-Spindle Drill

Mounting to Rigid Stock

- 5298H Vacuum Press — mounts up to 48"x96" boards (Illustration, Foam Core and Gator Board)

Pad Production

- Handy-Padder Padding Press — up to 8,000 8.5"x11 20# bond/8,000 A4 75 g/m2

Lamination

Power Trimming

- Titan200 — maximum cut width 20"/50.8cm

Mock-ups/Comps



Project Management Streamlined

Workfront ProofHQ

Streamlines our proofing workflow. This online proofing tool tracks comments and version updates in one place, providing real-time collaboration and helping to get content to market faster.

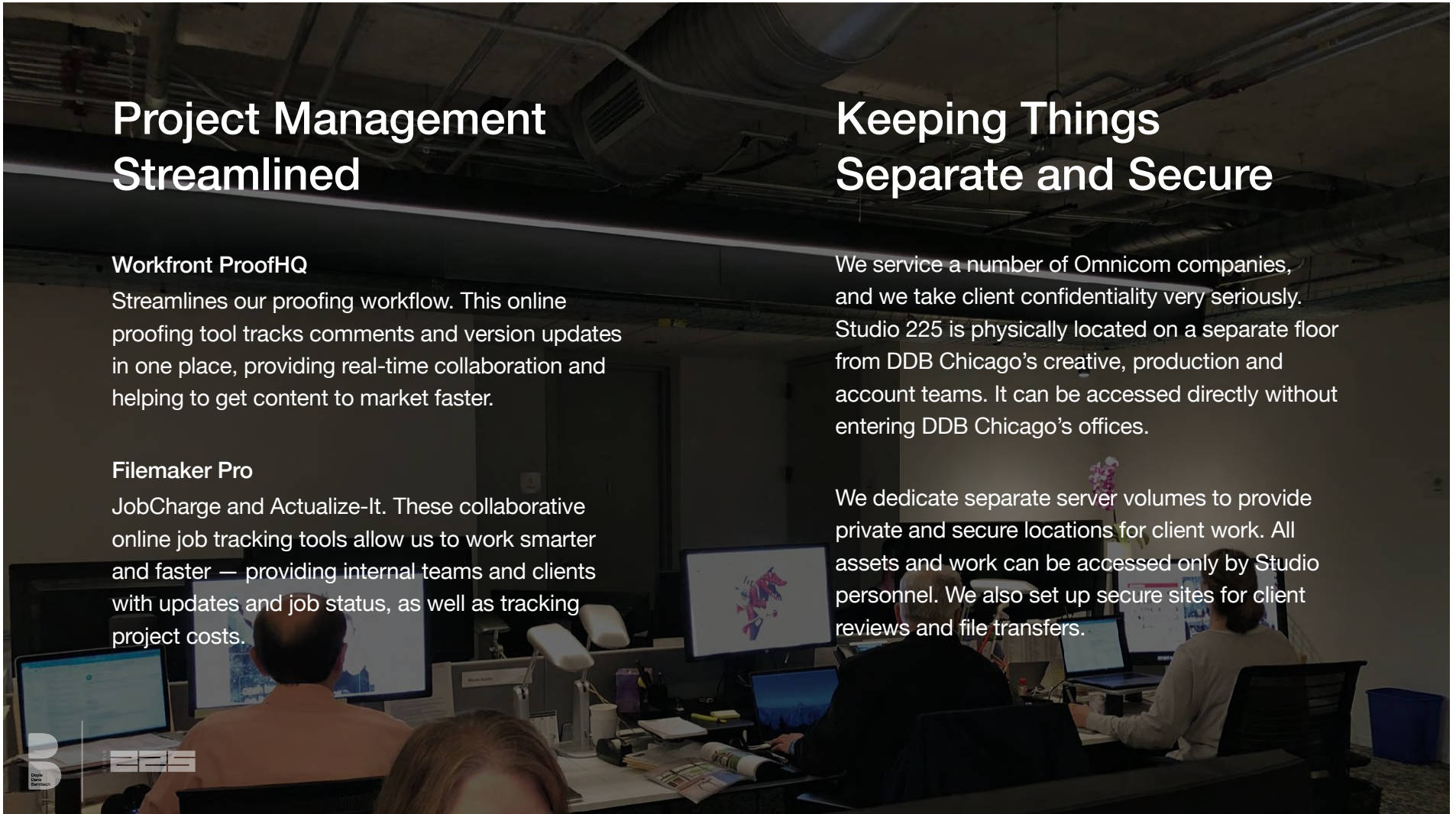
Filemaker Pro

JobCharge and Actualize-It. These collaborative online job tracking tools allow us to work smarter and faster — providing internal teams and clients with updates and job status, as well as tracking project costs.

Keeping Things Separate and Secure

We service a number of Omnicom companies, and we take client confidentiality very seriously. Studio 225 is physically located on a separate floor from DDB Chicago's creative, production and account teams. It can be accessed directly without entering DDB Chicago's offices.

We dedicate separate server volumes to provide private and secure locations for client work. All assets and work can be accessed only by Studio personnel. We also set up secure sites for client reviews and file transfers.



Digital Asset Management System

Secure asset repository covering a wide range of assets, images, logos, audio, video, documents, PDFs, etc.

Scalable solutions

Accessible from anywhere with net access

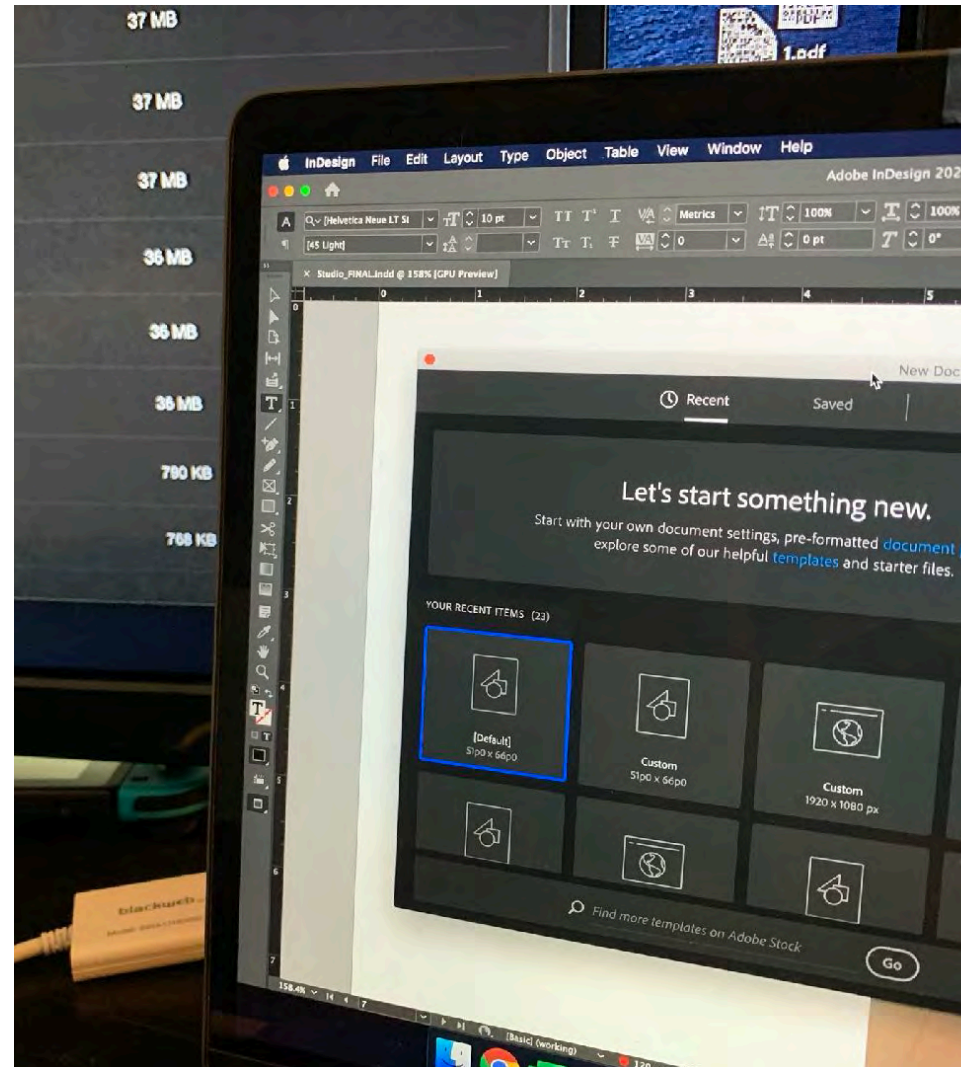
Schema and Meta values customizable to suit

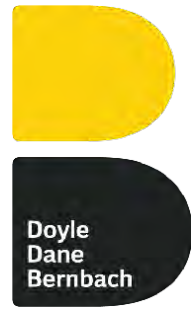
Branded with the ability to sub brand

Permissions customizable to specific groups



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STUDIO

