



STUDIO

225

Studio 225 is an award-winning content creation facility.

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 in a golden headdress is shown in profile, holding a large, circular golden disc with a textured, scale-like pattern. The background is a desert landscape with a bright sunburst effect. The text is overlaid in the center of the image.

**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.



OAXACA MÉXICO



BIG LOTS!

Welcome to Big Lots
Community
3201

MISTY R.

Neighborhood Store Team Leader



SPRAYED



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

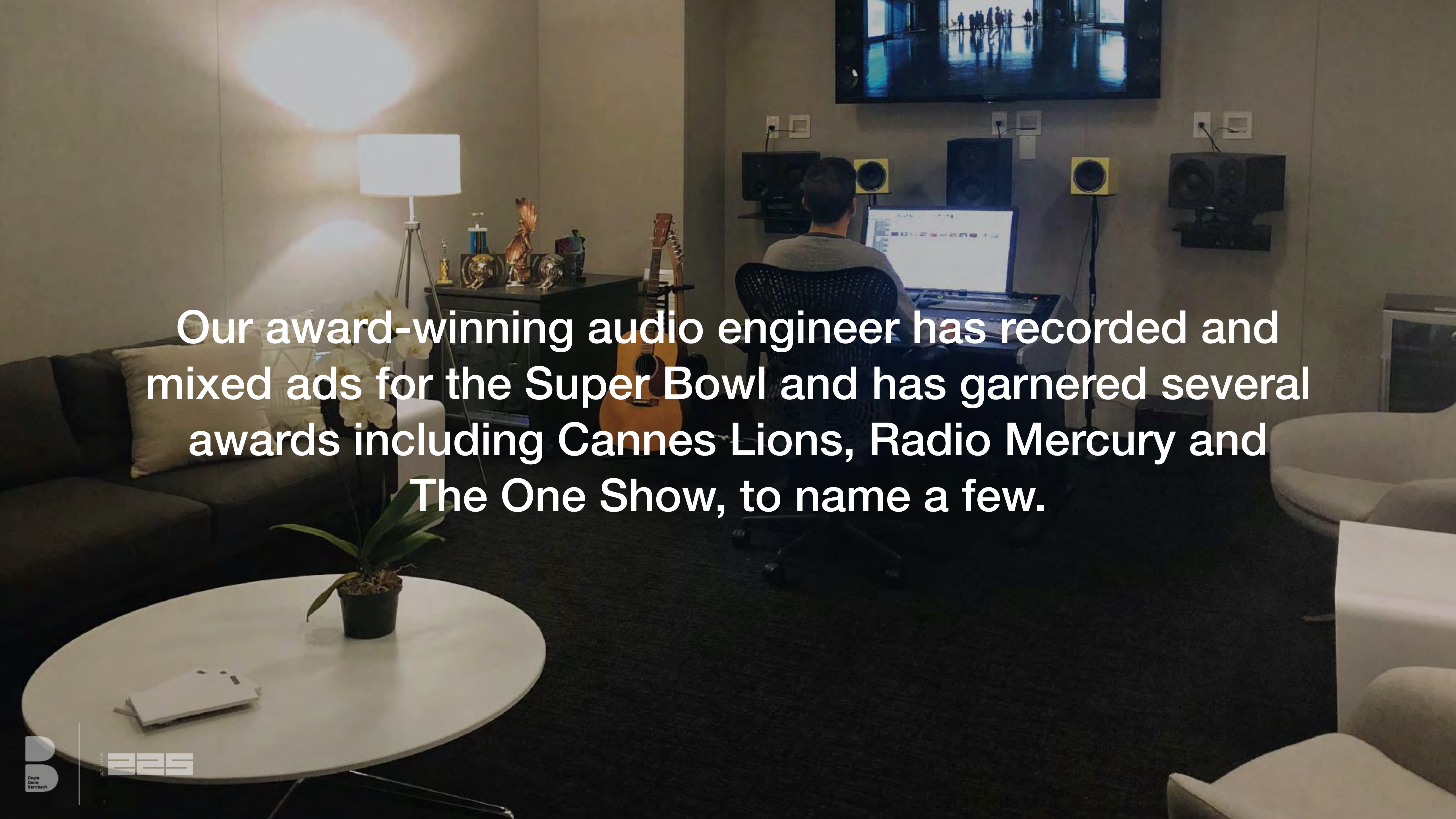




CELEBRATE RESPONSIBLY™
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Motion Design by Studio 225



A man is seen from behind, sitting in a black office chair at a desk in a recording studio. He is looking at a computer monitor displaying a software interface. The desk is equipped with a keyboard and a mouse. The studio is filled with professional audio equipment, including several large black speakers and two smaller yellow speakers. A guitar is leaning against a desk in the background. To the left, there is a dark brown sofa with a white lamp on a tripod stand. In the foreground, a white circular coffee table holds a potted plant and some papers. A large television is mounted on the wall above the desk, showing a scene with people walking in a hallway. The room is dimly lit, with a warm glow from the lamp and the TV screen.

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.









A top-down view of a person's hands painting a blue design on another person's hand. The person painting is wearing a dark, patterned long-sleeved shirt. The person being painted is wearing a dark, patterned long-sleeved shirt. The background shows a workshop with various tools, paint containers, and a can of Lipton. The text "We create hundreds of video assets for online content, broadcast and presentations." is overlaid in the center.

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.

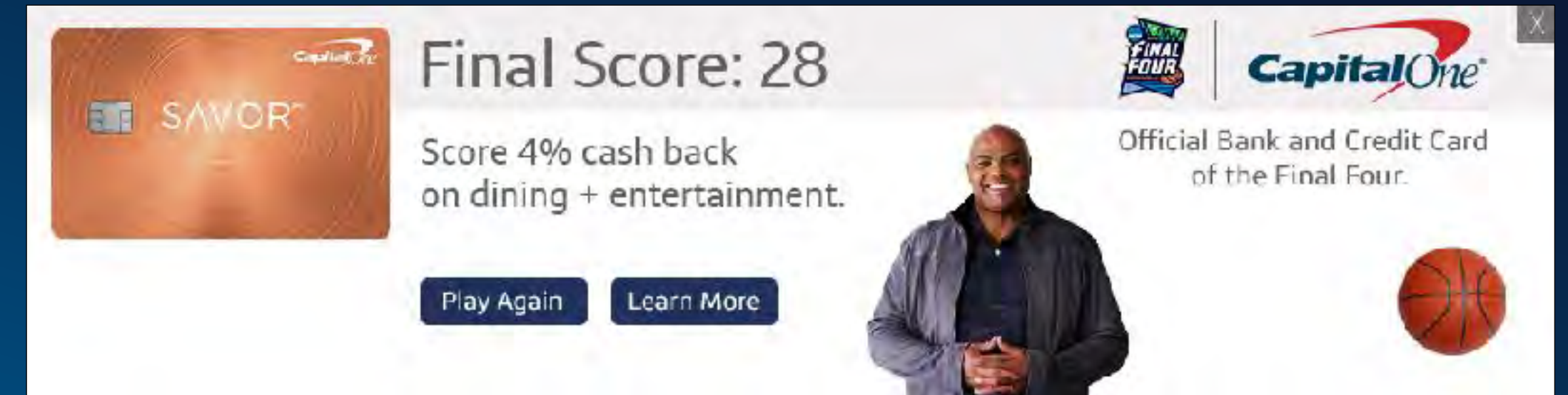
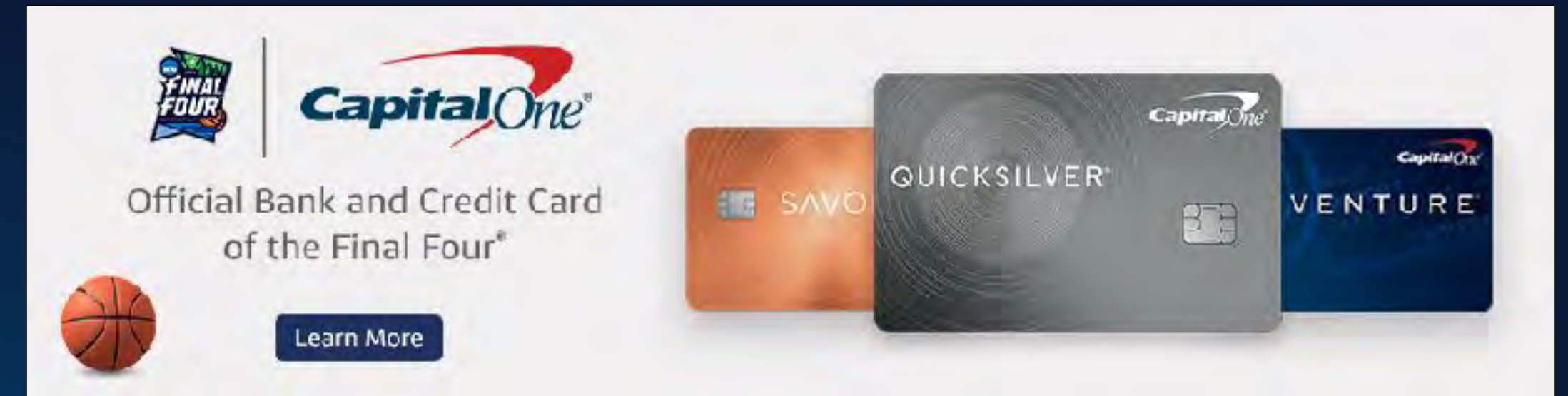
Social Content

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).



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.



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Art/Design/ Print Production

Art Buying

Retouching

Design

Creative Mastering

Building original artwork

Adaptation of Master Artwork

Versioning/resizing

Typography

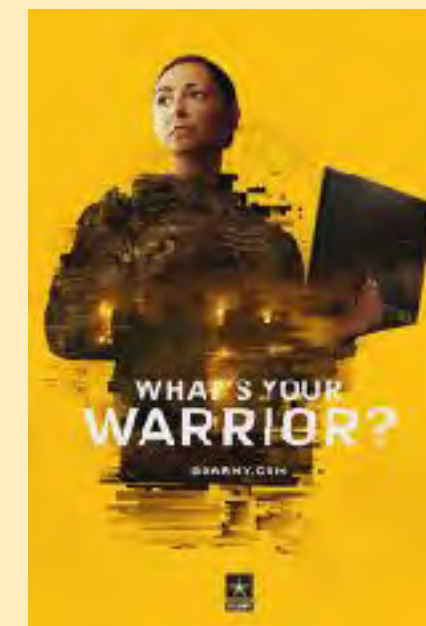
Proofreading

Color Lasers

Text or cover weight

Large Format Prints

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



Pre-Press/Fulfillment

Preflight/Final File Prep

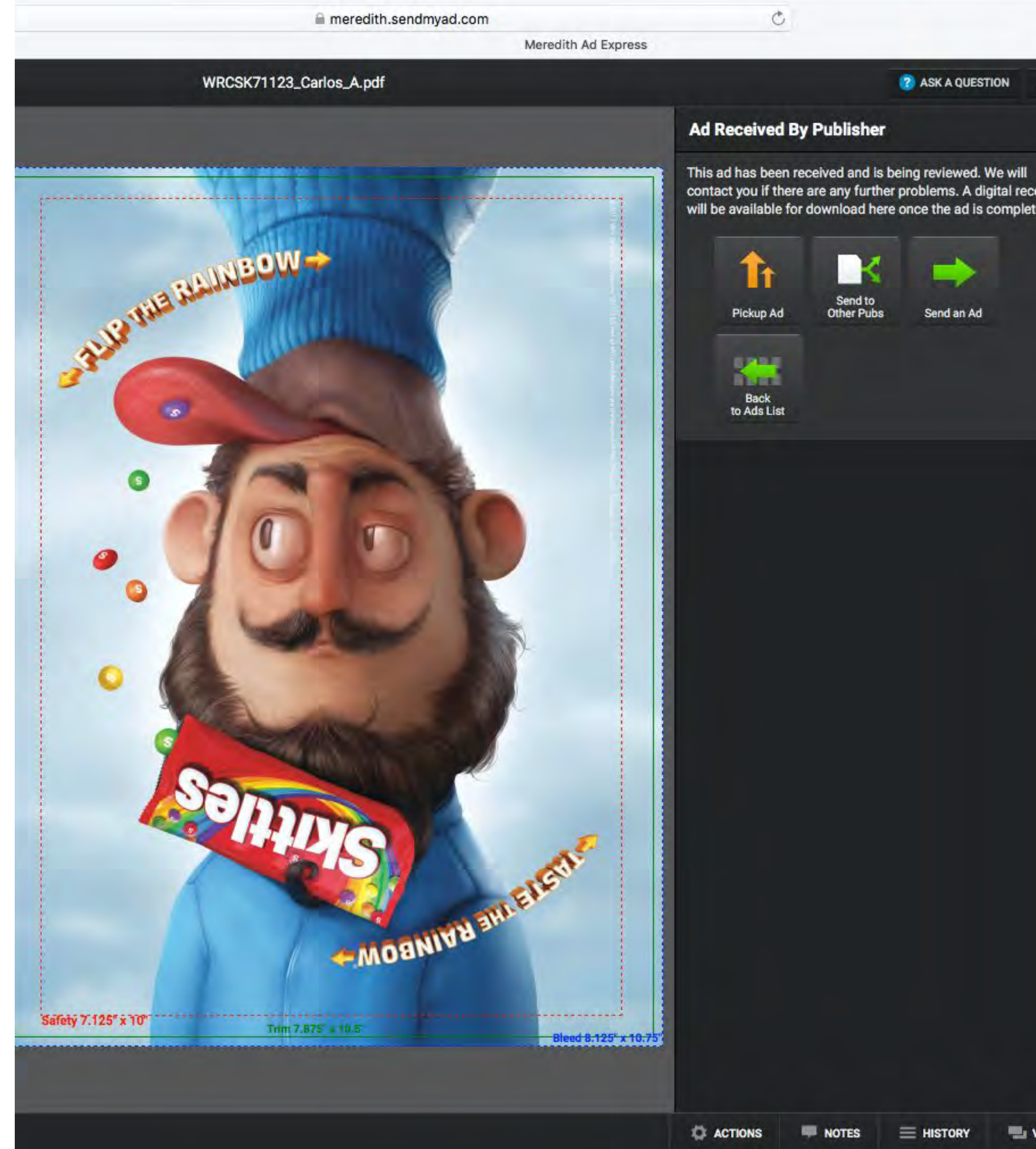
File Versioning for Media Schedules

Workfront ProofHQ (Virtual Proofing, Review and Approval)

G7 Certified Proofing

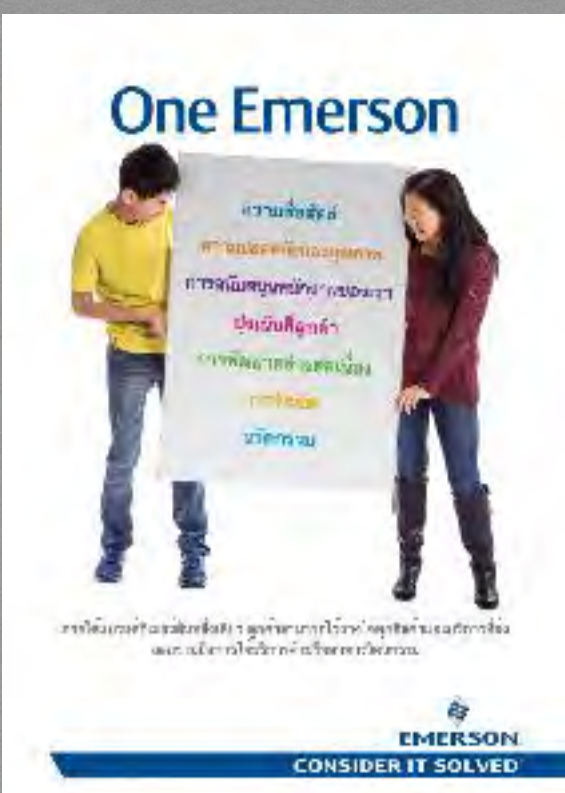
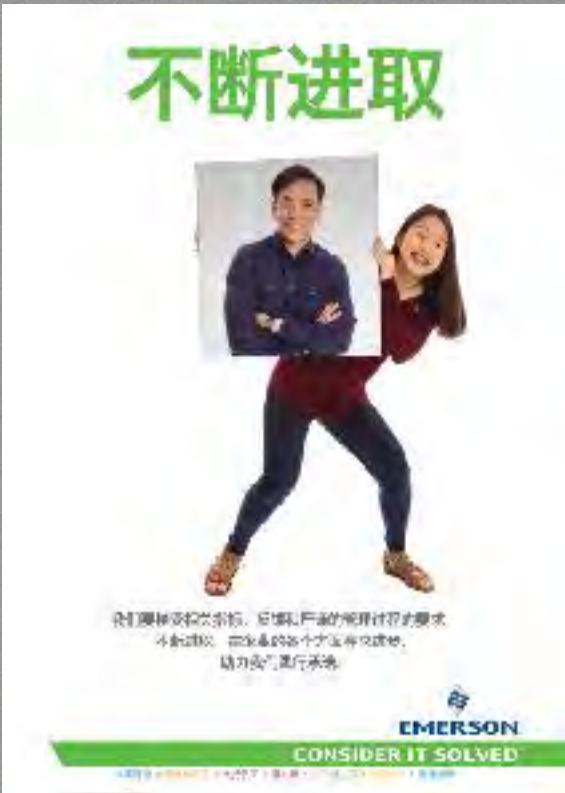
Quality Assurance and Checklists

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.



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Experiential and Out of Home

Traditional

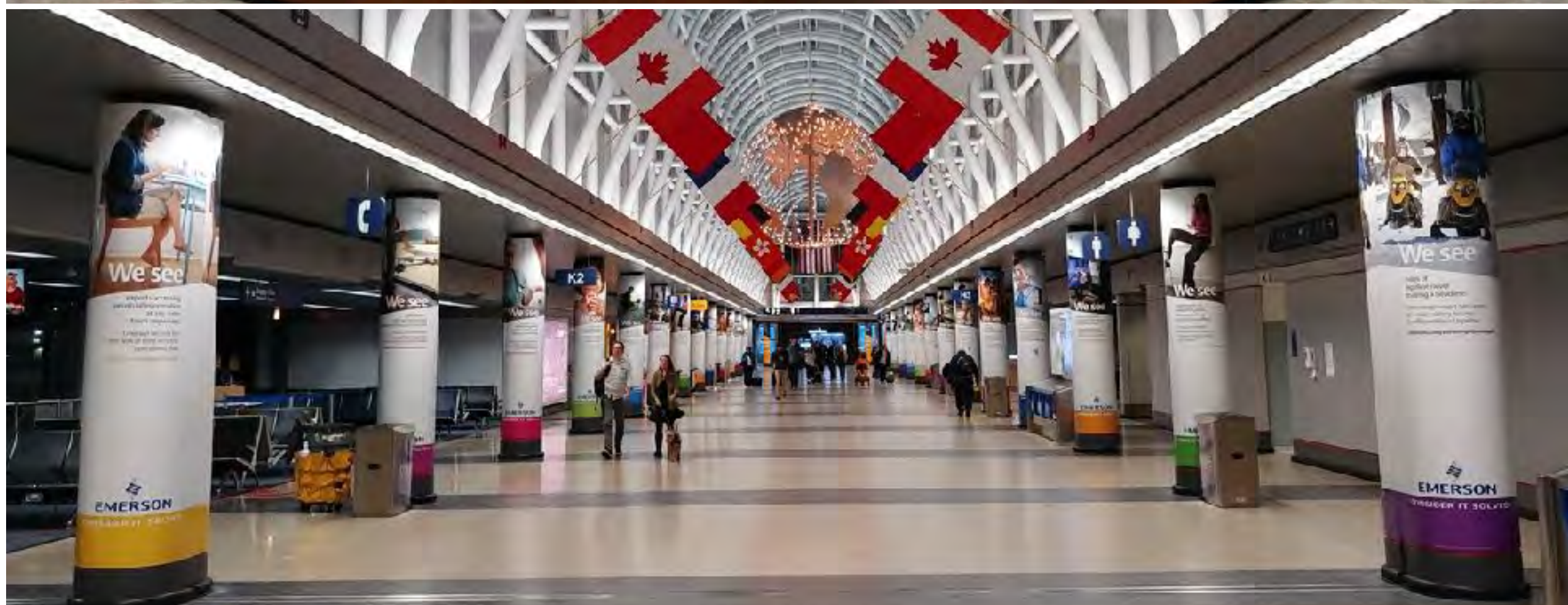
Billboards, posters, wallscapes, banners, airport signage and more

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.

10.m.
On a Thursday night
New friends, old friends
actual friend friends
Eyes swiping right right
An extra greasy feed
Group chats
And laughs heard out loud
Texts unsent, tags unhashed
Phones down
Beers up
It's that time
The kind that doesn't happen over text
The kind that can't be liked
But can be shared
By real people with their real friends
The time that goes undocumented
The times we'll never forget
From living rooms to ballrooms
From the dugout to the nosebleeds
From first dates to second weddings
We hoist our cans to the sky and say
Here's to The Original Social Media
Here's to The Original Light Beer
It's Miller Time



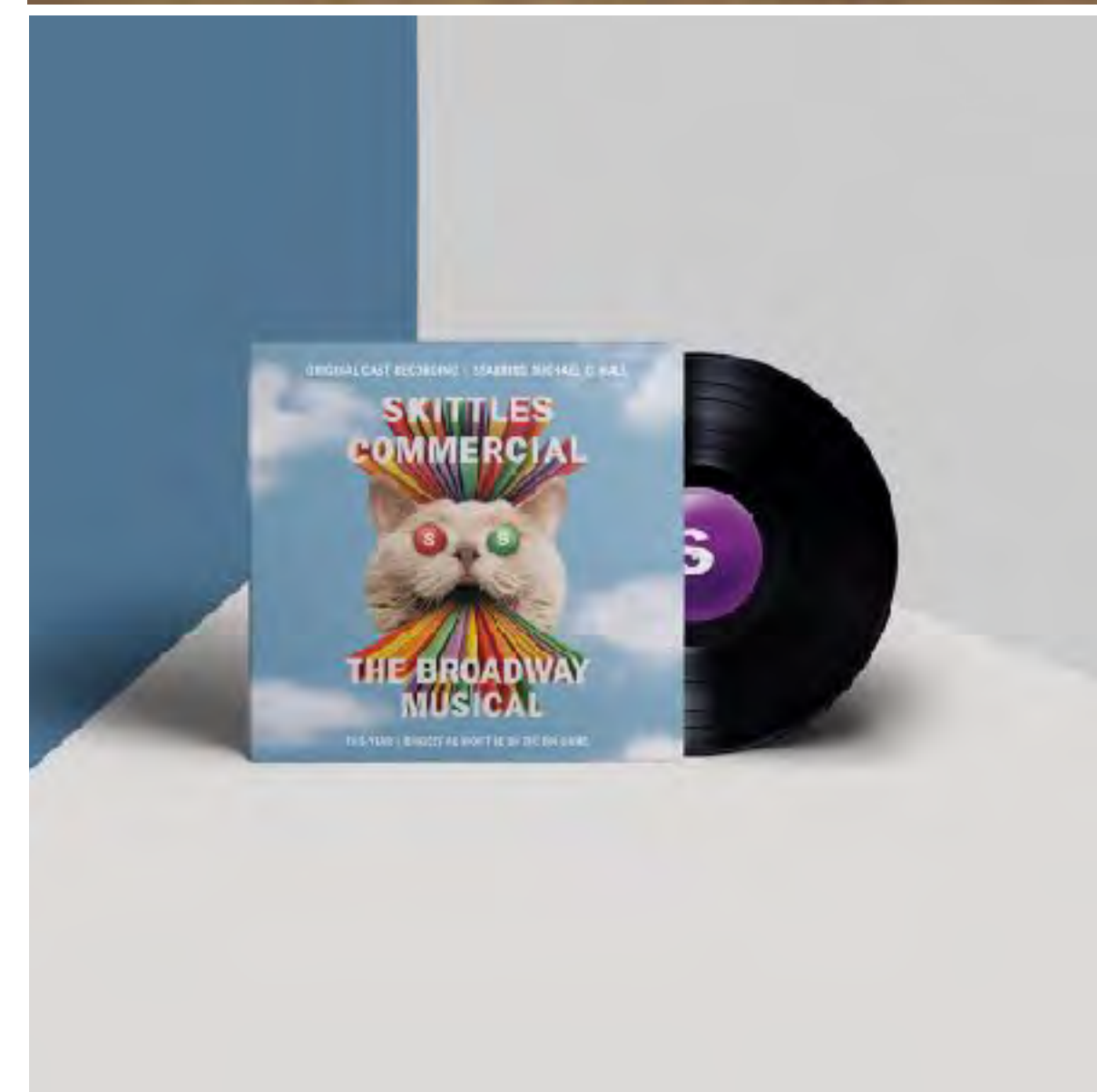
Experiential and Out of Home

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.



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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%.



**Race your character to the finish line!
Fastest time wins!**

Press the number on each checkpoint sign to keep your character moving.

Press 0 and run in place to activate power boosts when they appear.

THE HORSE
irreplaceable.
THRU AUG 14

always be discovering.
The Field Museum
fieldmuseum.org



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.

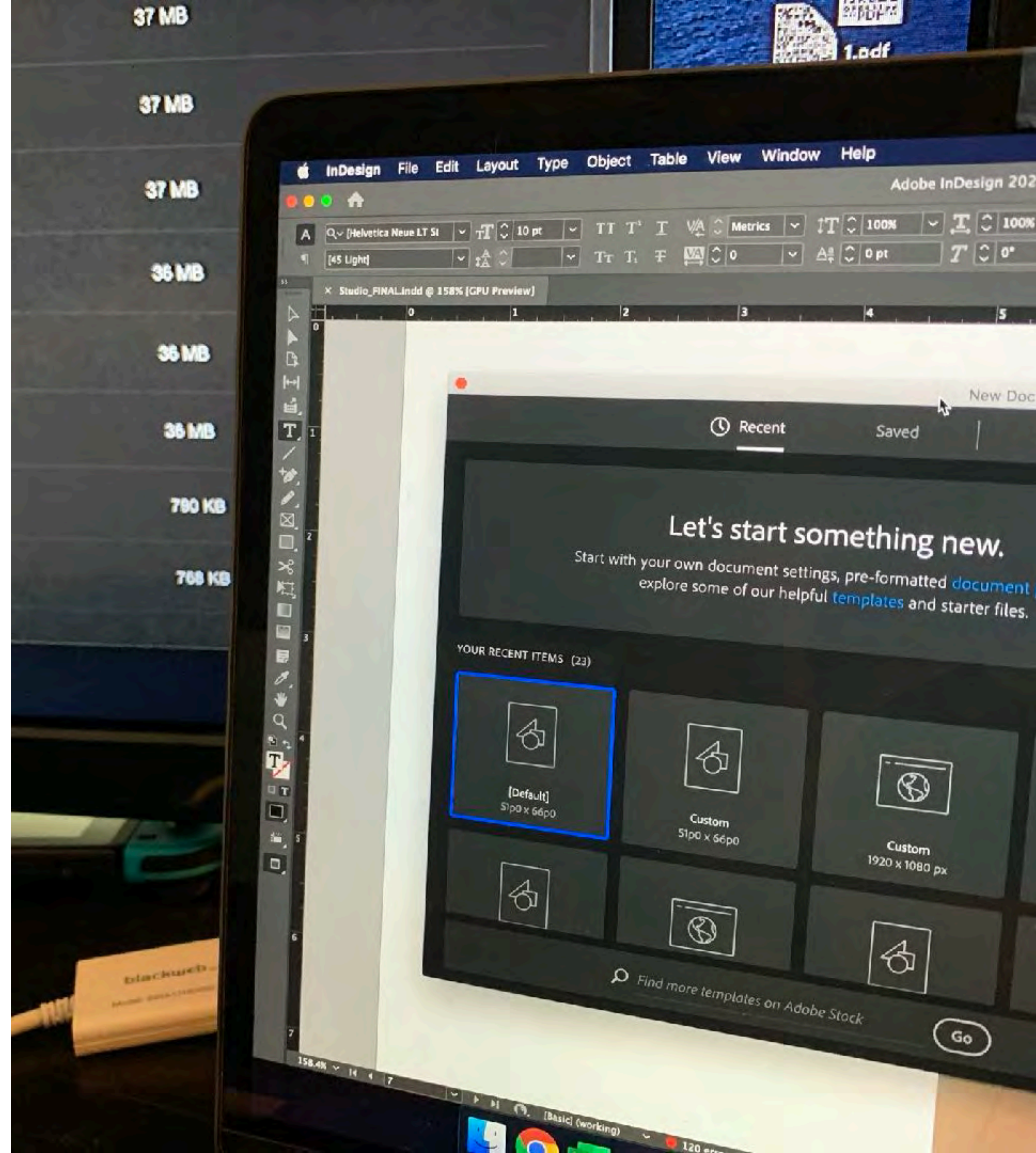
Scalable solutions

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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