



**INSIGHT CREATIVE GROUP**

EVOKE  
INSPIRE  
EXECUTE

## INSIGHT **CREATIVE** GROUP

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We love a good story. We believe it wins hearts, expands minds, and opens doors to endless free drinks. Our creative approach combines our passion for storytelling with the hard skills to take ideas from concept to next-level-greatness. We work with brands to shape the stories that entertain, inspire, and leave you in awe for at least three days. We design, produce, and execute with the precision of ninjas. And we make sure to have fun in the process. Let us help you tell your story (and trust us... the free drinks will flow).

## CLIENTS

**NIKE RADIO DISNEY NBC UNIVERSAL DREAMWORKS**  
**DISCOVERY DISNEY HASBRO MATTEL JAKKS PACIFIC**  
**RIOT GAMES DOUBLE HELIX EA UBISOFT SABAN**  
**WET REPUBLIC POPSUGAR CAESARS PALACE ARIA MGM**  
**SEPHORA RENAISSANCE HOTELS LEVI'S SPIN MASTER**  
**OMNIA HAKKASAN JEWEL DOLCE VITA ROSS ADIDAS**  
**JUMPMAN VOLVO CREATIVE RECREATION SCI-ARC**

# CAPABILITIES

**DESIGN**

+ IDEATION

**INTERACTIVE**

+ NEW MEDIA

**VIDEO**

PRODUCTION

# CAPABILITIES

INCLUDING:

**PRODUCT DEVELOPMENT    BRANDING    PACKAGE DESIGN**  
**LOGOS    ADVERTISING    KEY ART    ILLUSTRATION    RETAIL**  
**WEB    INTERACTIVE    VIDEO PRODUCTION    COMMERCIALS**  
**STYLE GUIDES    ENVIRONMENTAL DESIGN    PHOTOGRAPHY**  
**POINT OF PURCHASE    3D GRAPHICS    ANIMATION    CONCEPT ART**

# DESIGN + IDEATION

Ideas are our currency. We take your brand's story and translate it into every visual facet, from product development and packaging to retail signages and style guides. Need original art and out-of-the-box concepts? We got you.



Aria  
RESORT & CASINO

JAMIE FOXX  
JEWEL

THU 19 MAY

SABAN'S  
**POWER RANGERS**  
DINO CHARGE

Disney  
**Tangled**  
Before Ever After

MARCH 10 AT XXPM

Disney  
CHANNEL  
ORIGINAL MOVIE

BUREAU OF  
OTHERWORLDLY OPERATIONS

B.O.O.

ASSASSIN'S  
CREED  
**UNITY**

AVAILABLE  
11.11.2014

EXCLUSIVELY ON  
XBOX ONE, PLAYSTATION 4 & PC

ASSASSIN'S  
CREED  
**ROGUE**

AVAILABLE  
11.11.2014

EXCLUSIVELY ON  
XBOX ONE, PLAYSTATION 4 & PC

ASSASSIN'S  
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UNITY  
SEASON PASS

PRE-ORDER NOW!

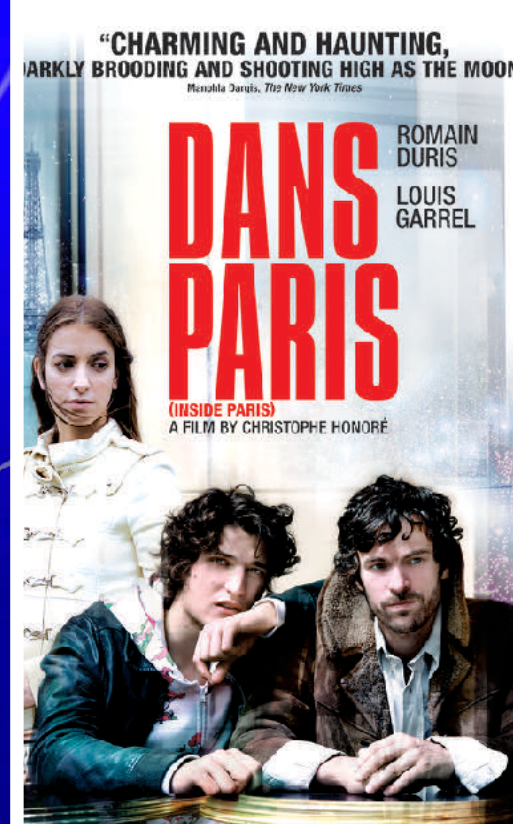
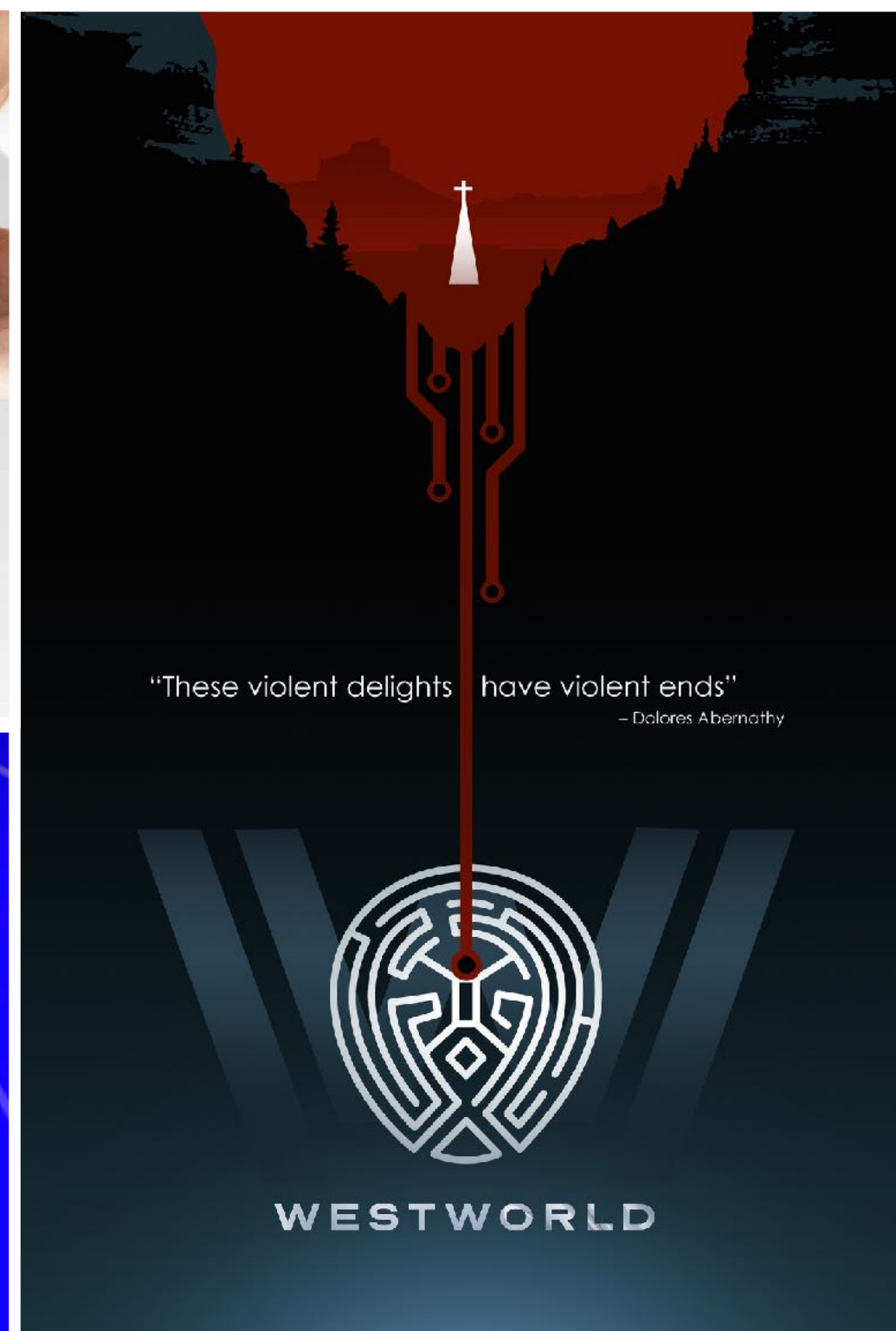
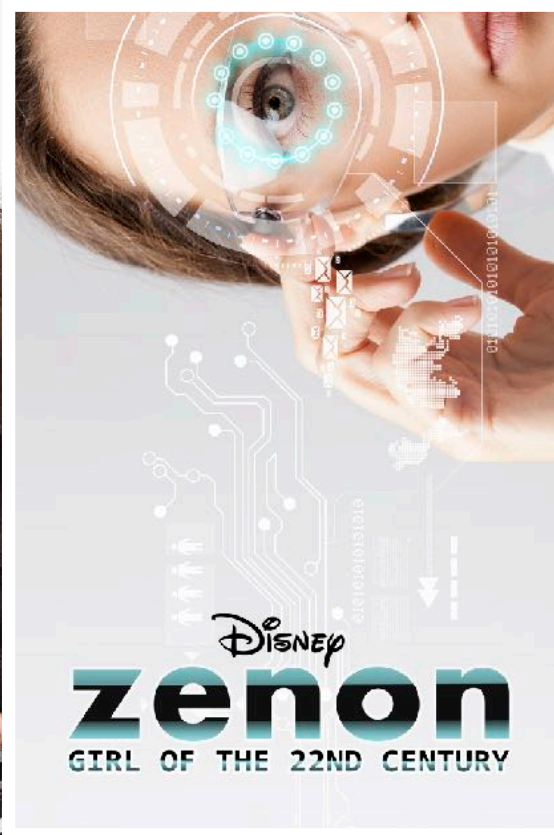
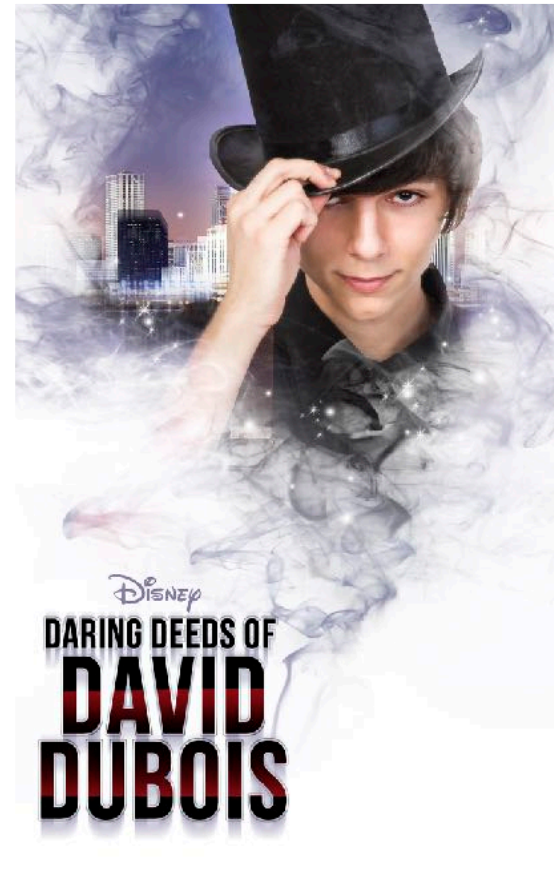
Don't believe  
everything you hear.  
Real eyes realize real lies.

**ALLEYEZ  
ON ME**

IN THEATERS EVERYWHERE JUNE 2017

LIONSGATE

GAMES • HOME ENTERTAINMENT • THEATRICAL • SPECIAL EVENTS



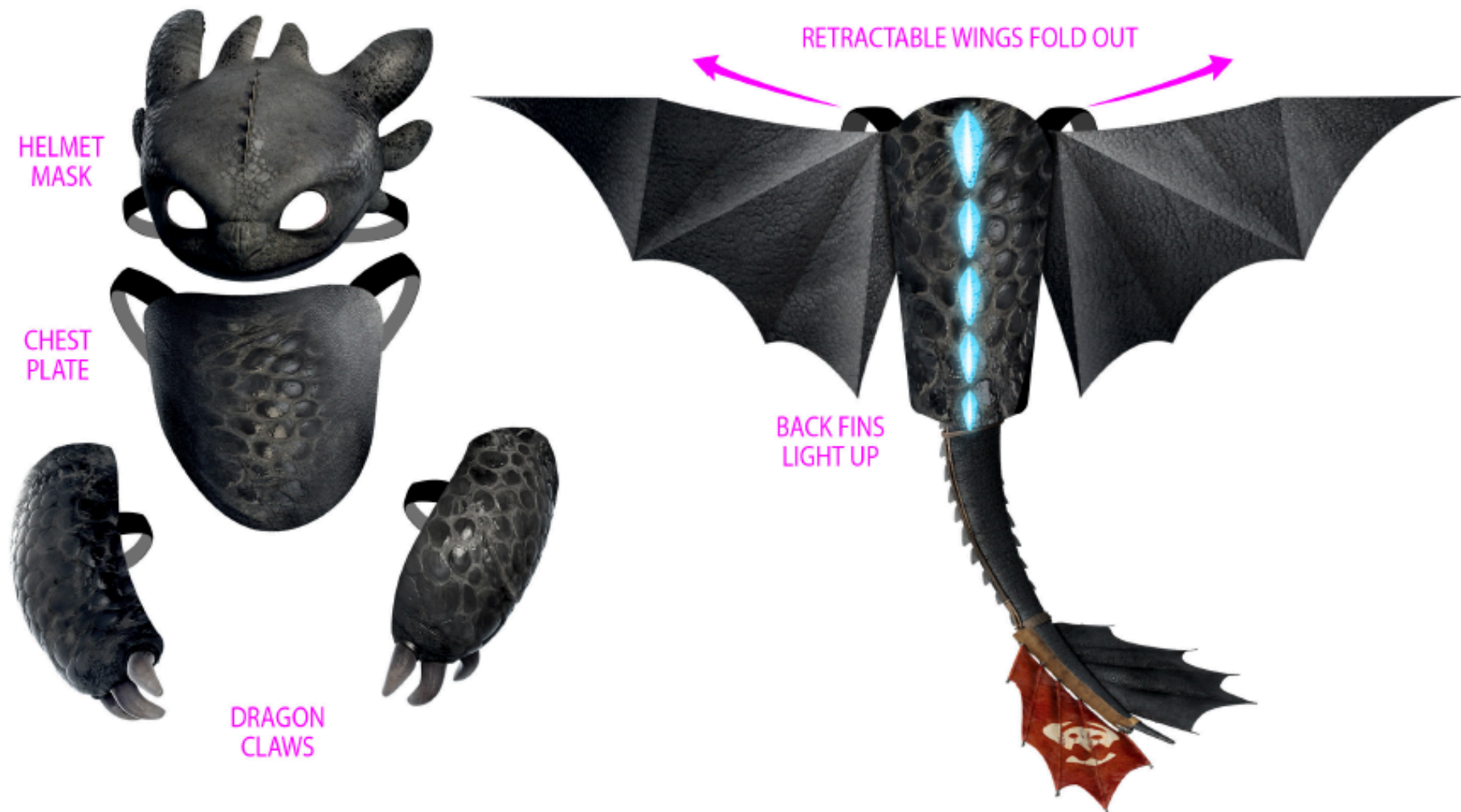
GAMES • HOME ENTERTAINMENT • THEATRICAL • SPECIAL EVENTS





LOGO DEVELOPMENT • REGIONAL TRANSLATION • PRINT AND ON-AIR

DESIGN // PRODUCT DEVELOPMENT



IDEATION • CHARACTER DESIGN • ILLUSTRATION • 3D RENDERING • PRODUCT DEMO



CUSTOM PACKAGE IDEATION • BRANDING DEVELOPMENT • 3D RENDERING

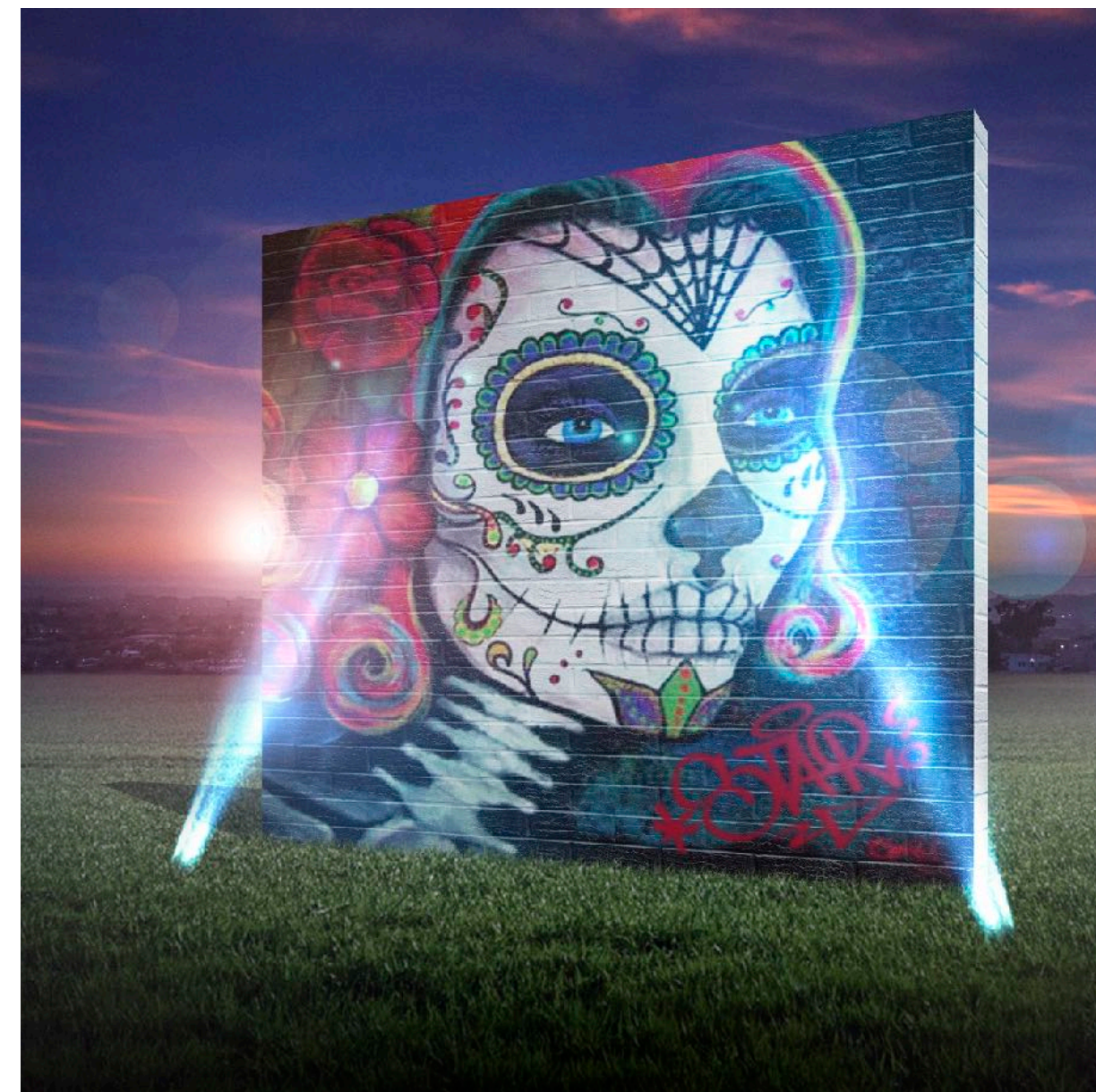
DESIGN // PACKAGING



ILLUSTRATIONS • CUSTOM PACKAGE IDEATION • BRANDING DEVELOPMENT • RENDERING

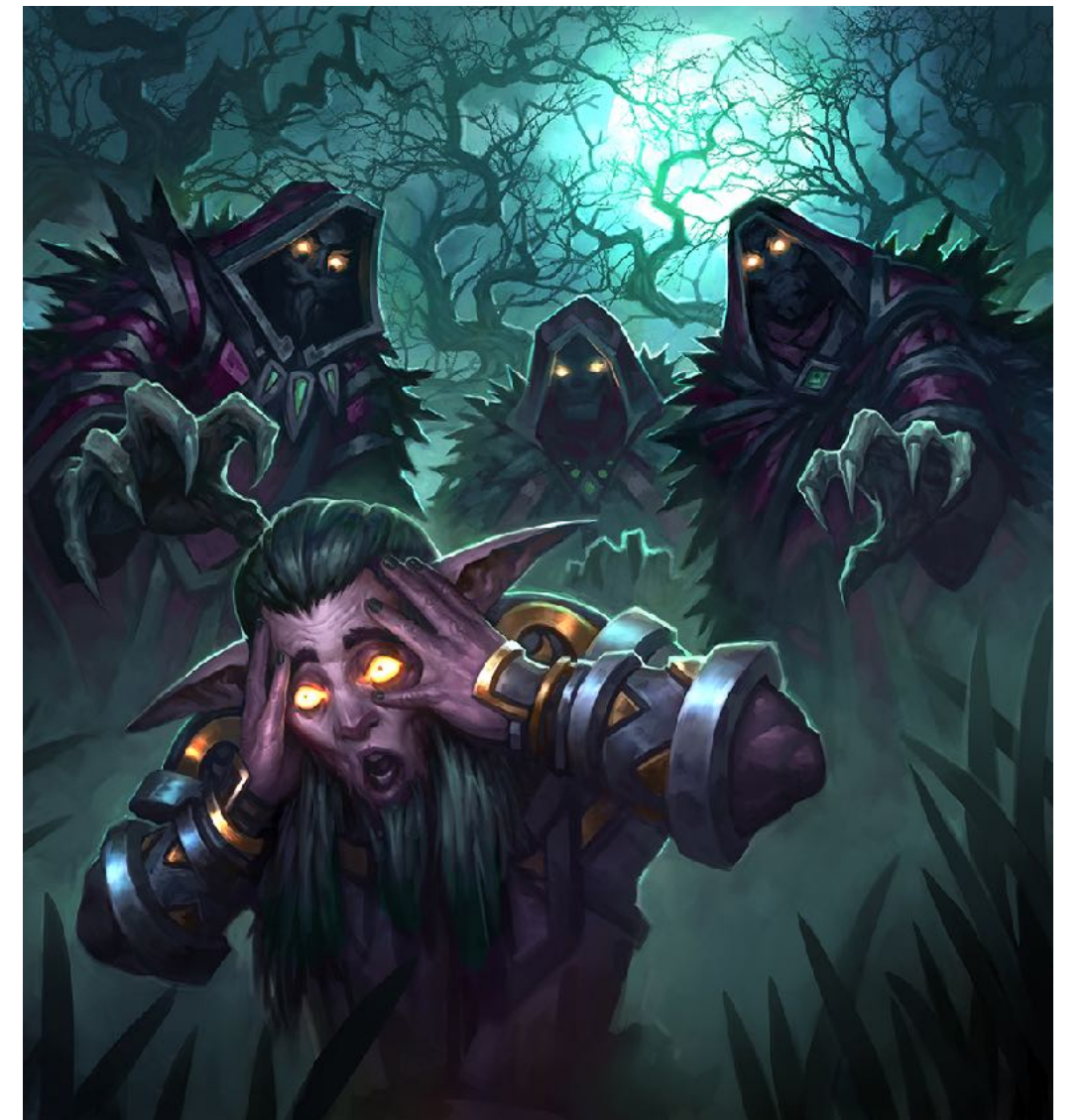


INSTORE GRAPHICS • POINT OF PURCHASE • RETAIL DESTINATION • PLANOGRAMS

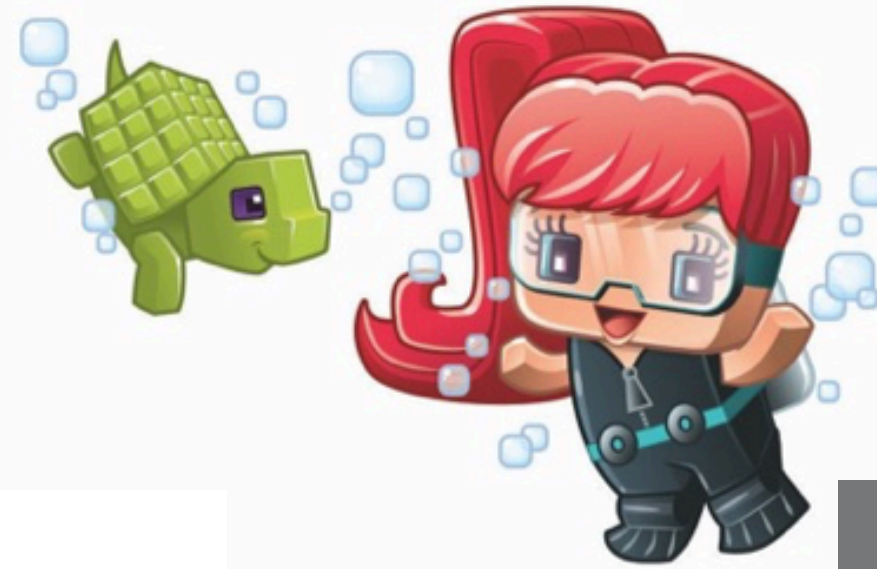
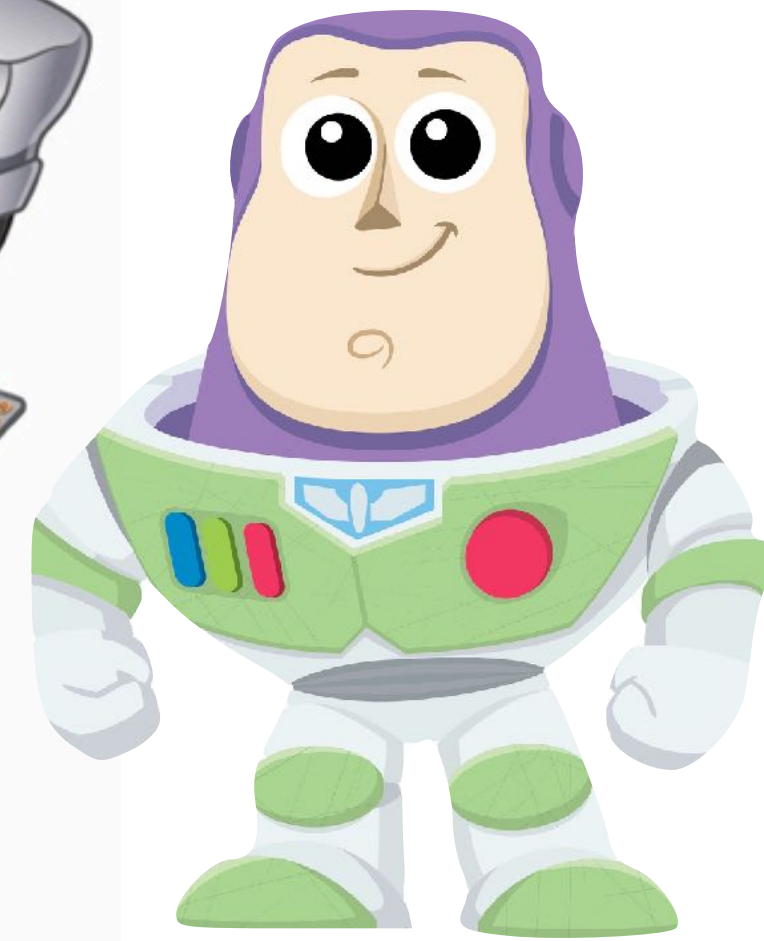


WALL GRAPHICS • EVENT SPACE • CUSTOM SIGNAGES

DESIGN // ILLUSTRATIONS



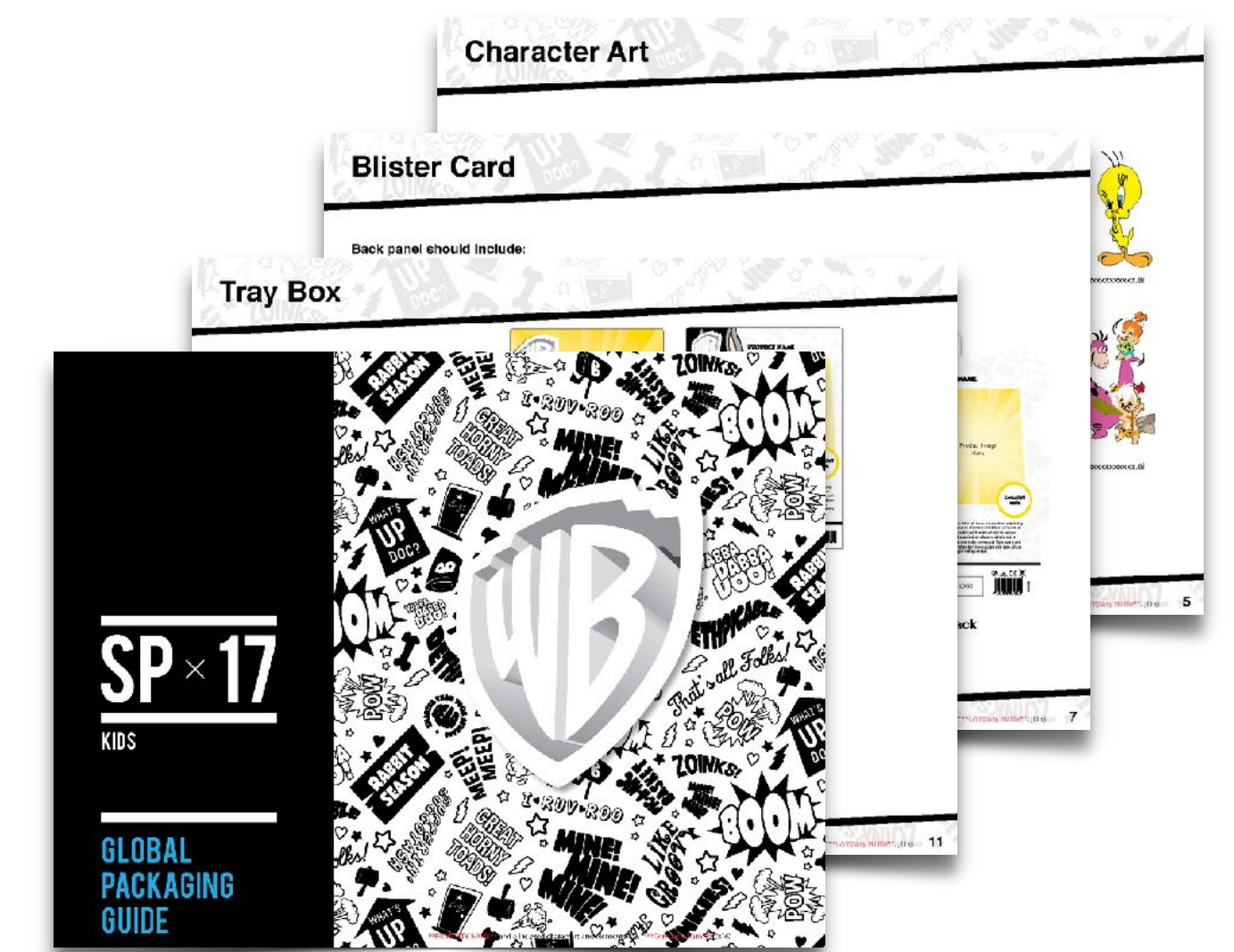
BACKGROUND • CONCEPT ART



CHARACTER ART • STYLE DEVELOPMENT • 3D MODELING



DESIGN // BRANDED STYLE GUIDES

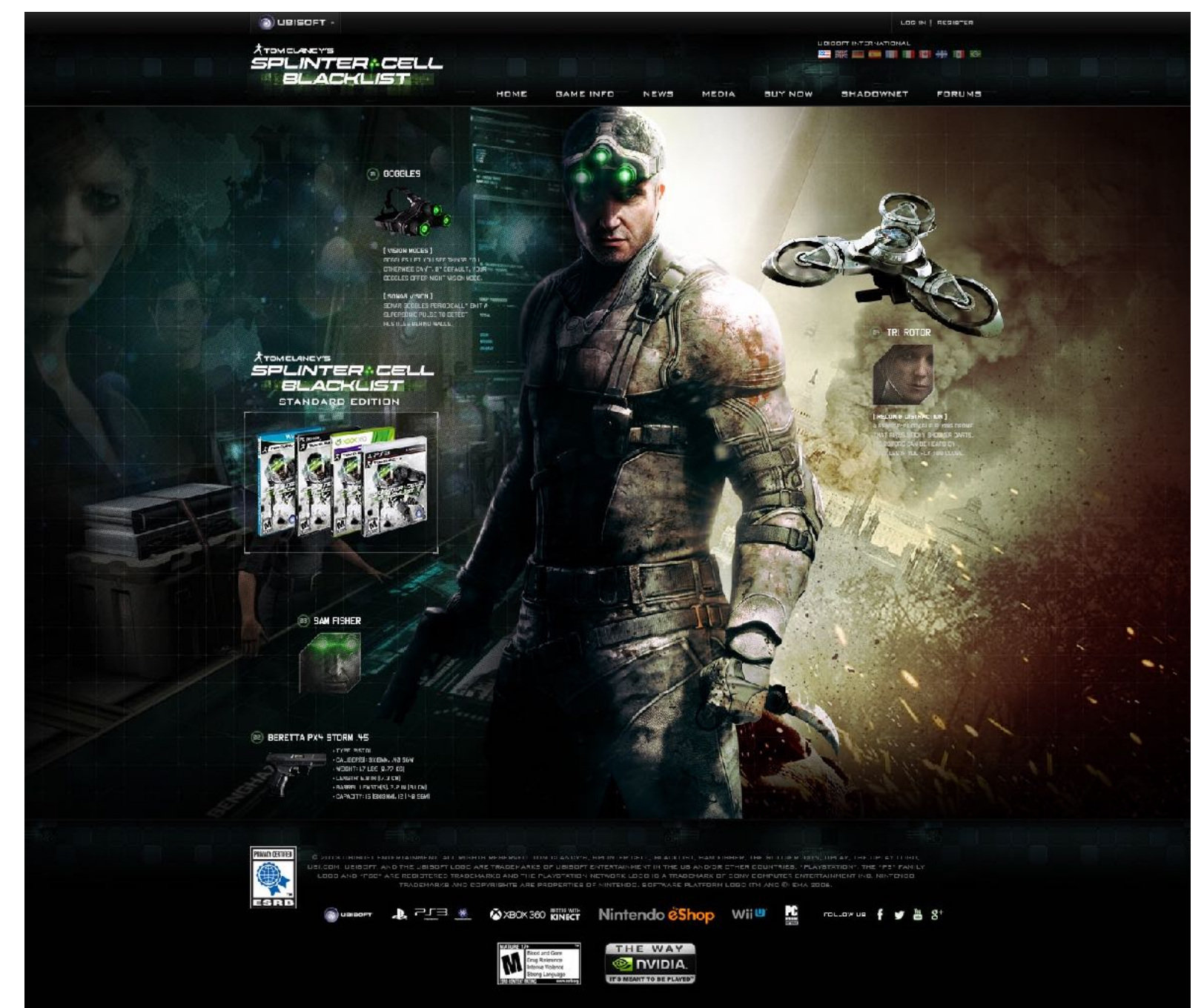
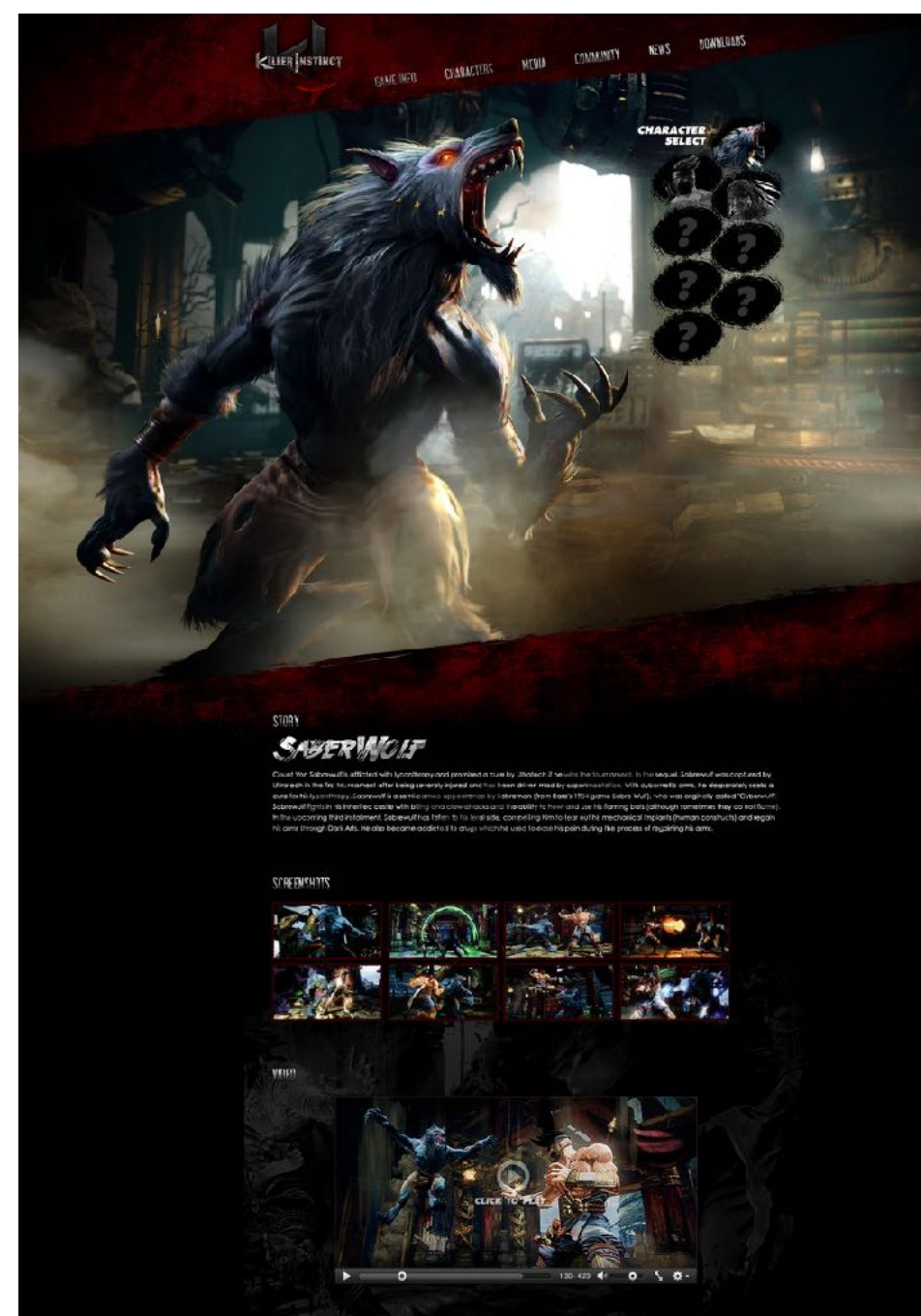
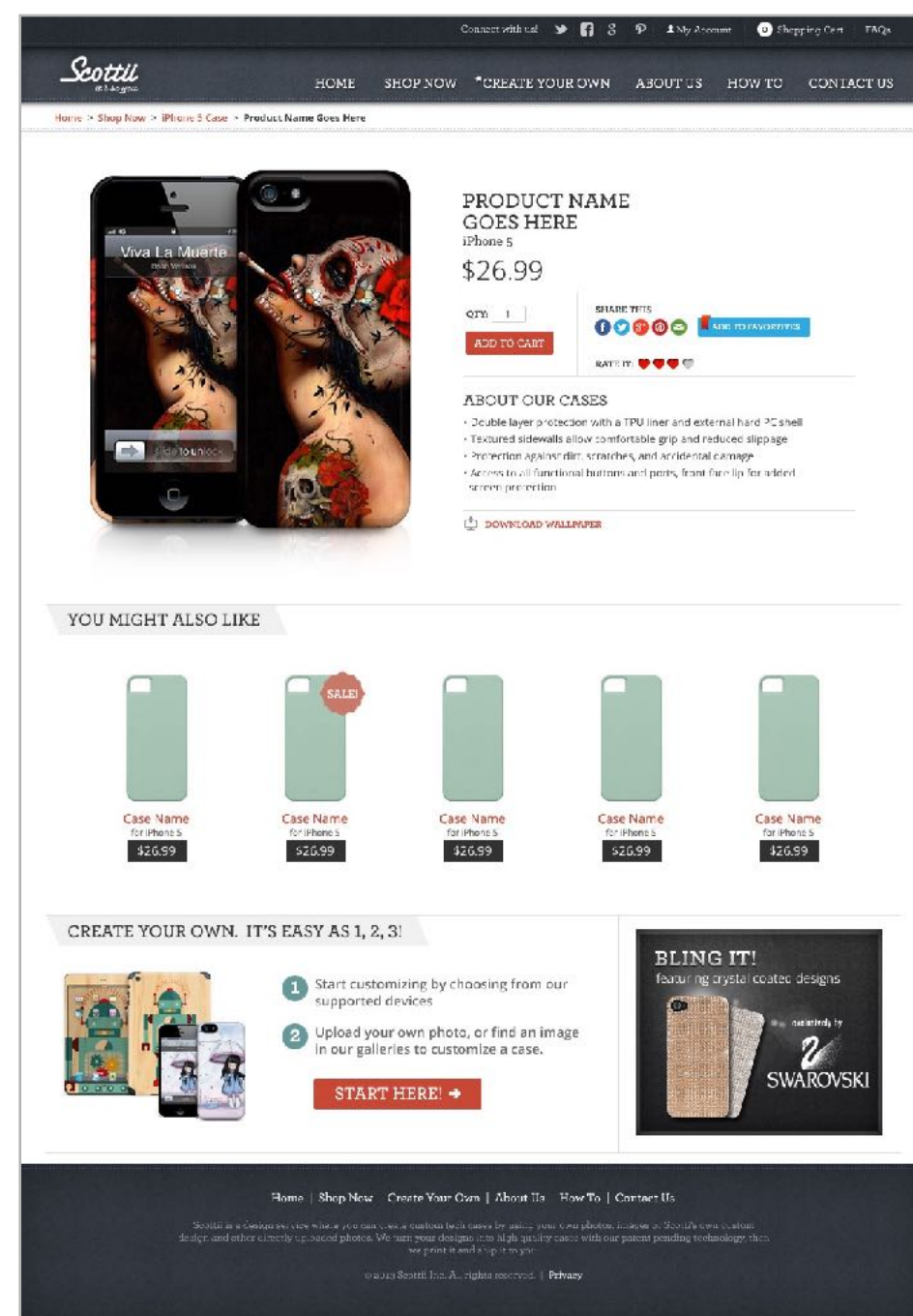
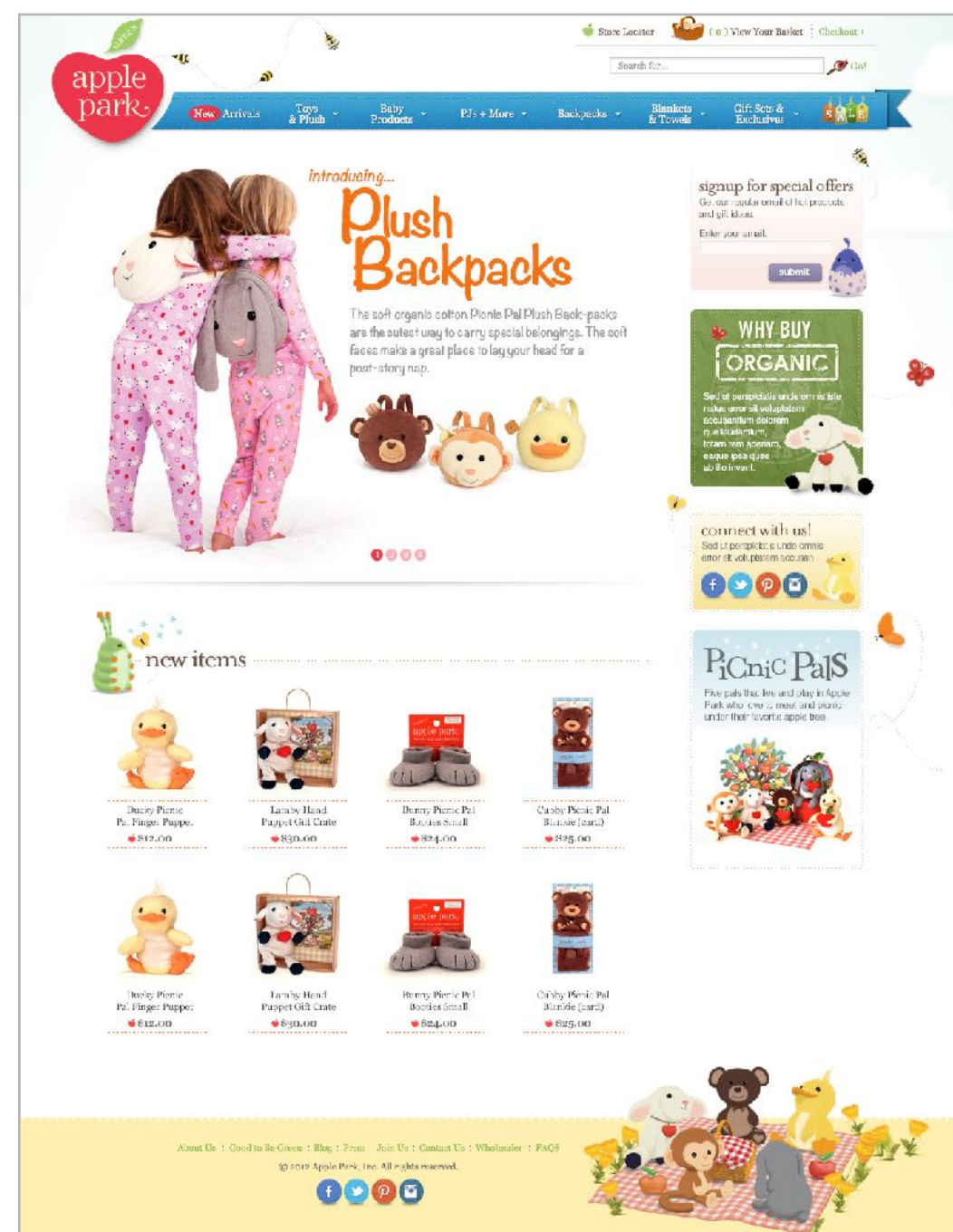
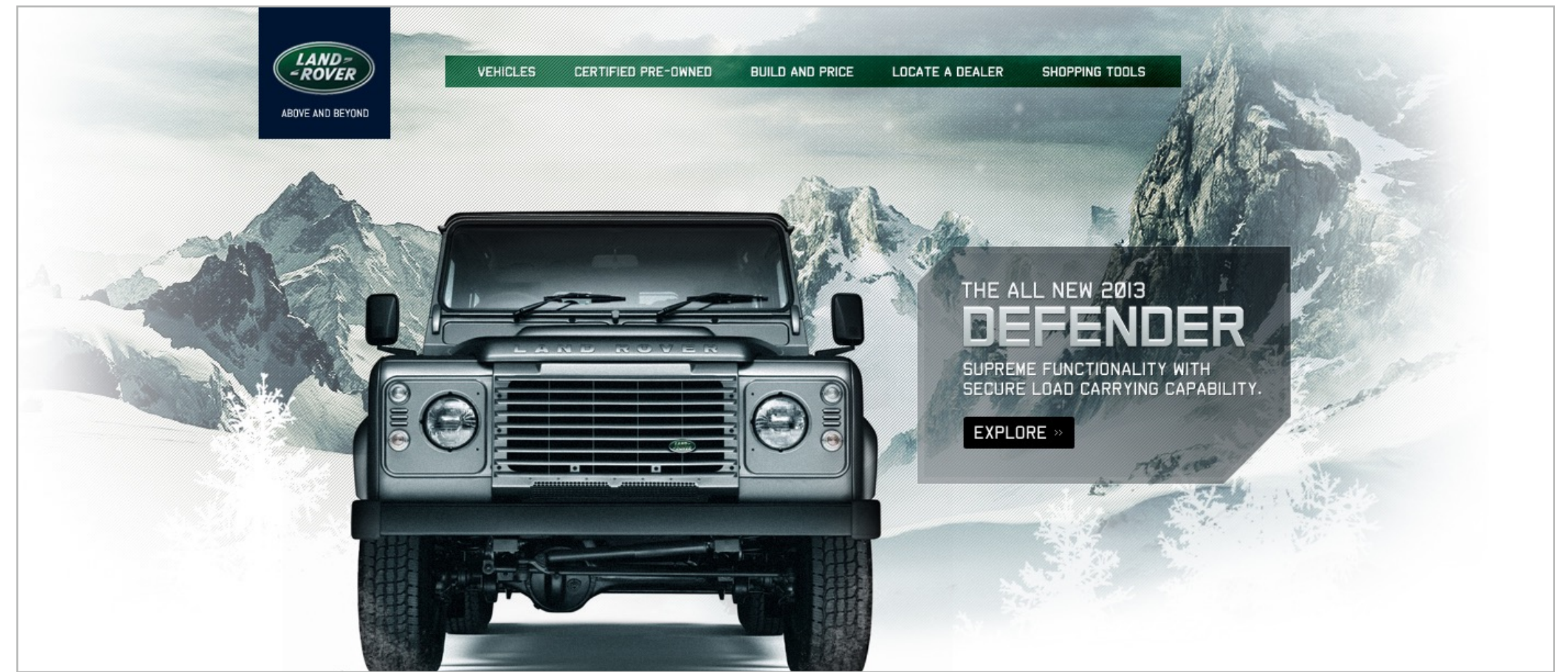
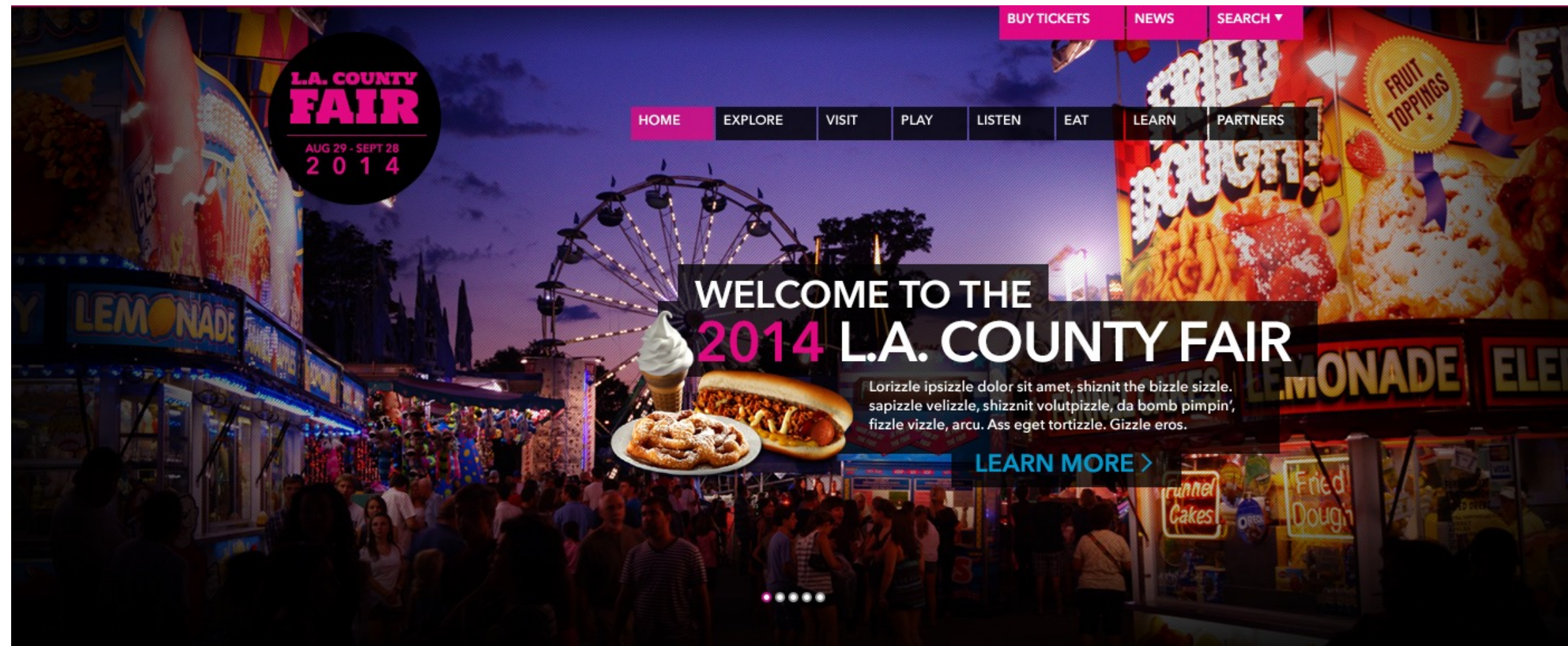


ORIGINAL ARTWORK • ASSET CREATION • DEVELOPMENT OF BRANDING STYLE GUIDES

# INTERACTIVE

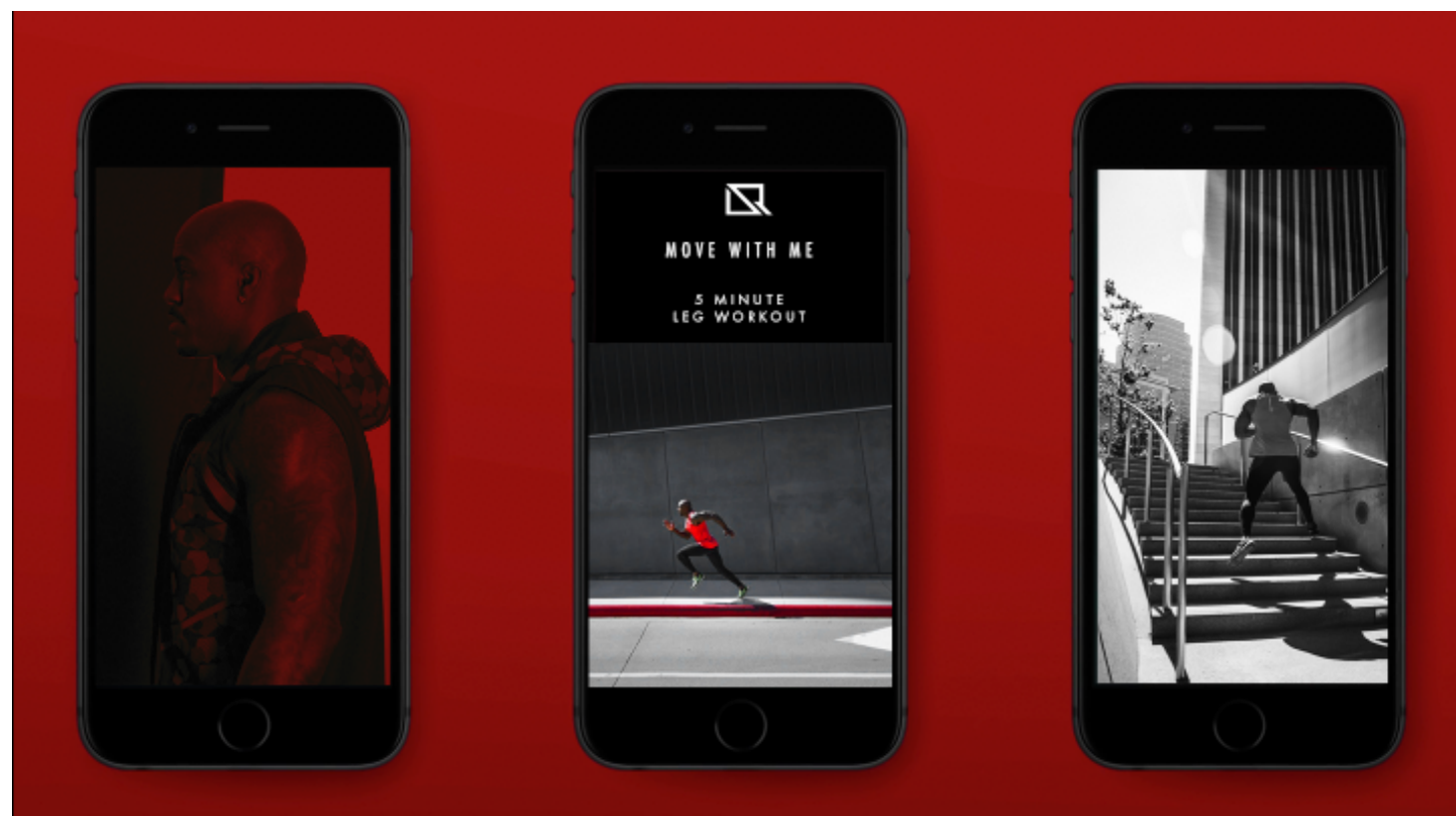
The web is our canvas, stage, and playground. Whether you view our work at a desk or in your hands, we tailor every digital experience according to your brand and audience.





CHILDREN'S CONSUMER PRODUCTS • ELECTRONICS • AUTOMOTIVE • GAMES • THEATRICAL • EVENTS

INTERACTIVE // APPS & DYNAMIC CONTENT



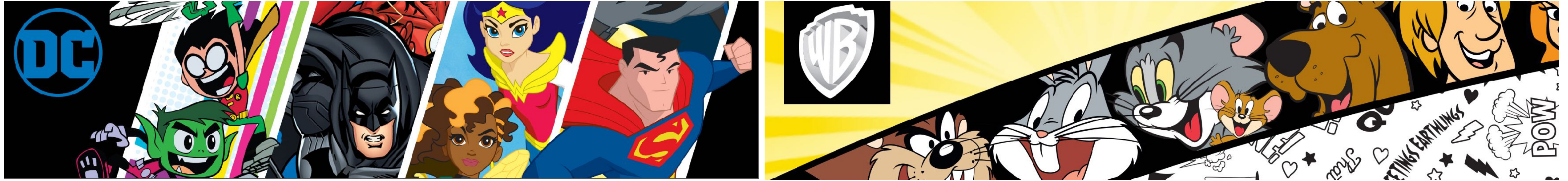
360° VR EXPERIENCE • DYNAMIC CONTENT

# NEW MEDIA + ADVERTISING

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Our work will have you at hello. And you'll want to introduce it to friends and family immediately. We strive to capture a look and a message that are memorable and unique to your brand.





**\* Hakkasan Nightclub**

LABOR DAY WEEKEND

**TIËSTO**

FRI SEP 4

THU SEP 3  
**STEVE AOKI**

FRI SEP 4  
**TIËSTO**

SAT SEP 5  
**Hardwell**

SUN SEP 6  
**CALVIN HARRIS**

**Hakkasan Nightclub**

LABOR DAY WEEKEND

TICKETS AVAILABLE AT HARMON CORNER



OUTDOOR BILLBOARDS ( INCLUDING DIGITAL / MOTION ADS )

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**GOT** THE FINAL SEASON APRIL 14 **HBO** #FORHETHRONE

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The Boston Celtics and the Things We Don't Know About Sports  
By Louise Thomas

A Royal Named Archie  
By Anthony Lane

IS THIS THE OFFICIAL TRUMP CONSTITUTIONAL  
By Eric Holubay

**GOT**

THE FINAL SEASON APRIL 14 **HBO** #FORHETHRONE

CHAOS TAKES CONTROL #LIVEWITHOUTLIMITS

**HBO**

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**HBO**

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By Eric Kahn, Christian Blauvelt, Kate Erbland, Anne Thompson, Chris O'Neil, David Ehrlich, Tom Bruggemann, Tandy O'Connell, Julie Dryden 7 hours ago

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TRENDING #NY: CHAPTER TWO #GEORGIA HEARTBEAT BILL #AVENGERS: ENDGAME vs. 'TITANIC' #CATCH-22 #NETFLIX

**MUST READ**

10 Black Films From the 1990s That Changed American Cinema

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**'Avengers: Endgame' vs. 'Titanic' vs. the Adjusted Box Office: Here's Who Wins**

By Tom Bruggemann 6 hours ago

FOR YOUR CONSIDERATION IN ALL CATEGORIES

**GAME OF THRONES**

GOLDEN GLOBE AWARDS NOMINEE

7 ANIME AWARDS NOMINATIONS BEST ANIME FILM FEATURE

CRITICS' CHOICE AWARD NOMINEE

BEST CINEMATOGRAPHY NOMINATION

"UNLIKE ANY OTHER TV SHOW EVER PRODUCED"

"THIS SEASON IS UNLIKE ANYTHING YOU'VE EVER SEEN"

WEB / ONLINE ADS ( INCLUDING DIGITAL / MOTION KEY ART)

# VIDEO PRODUCTION

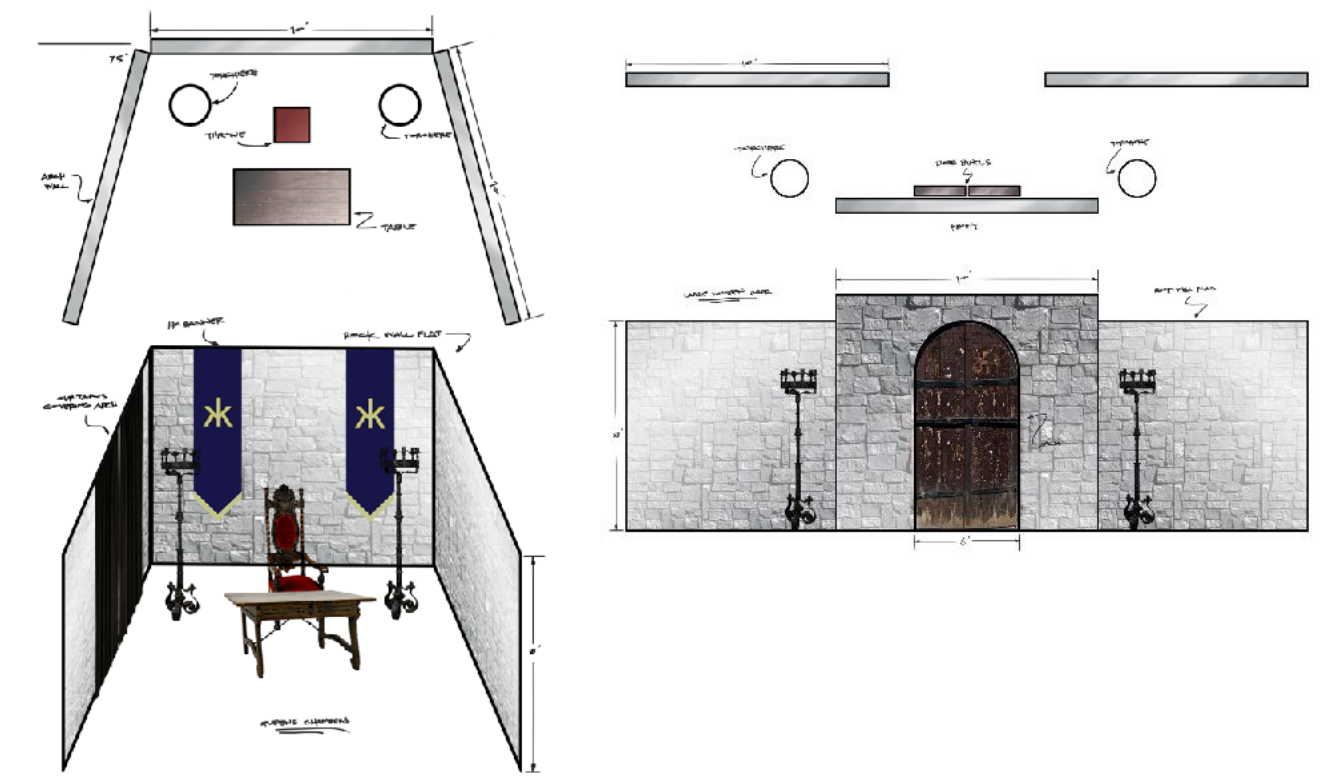
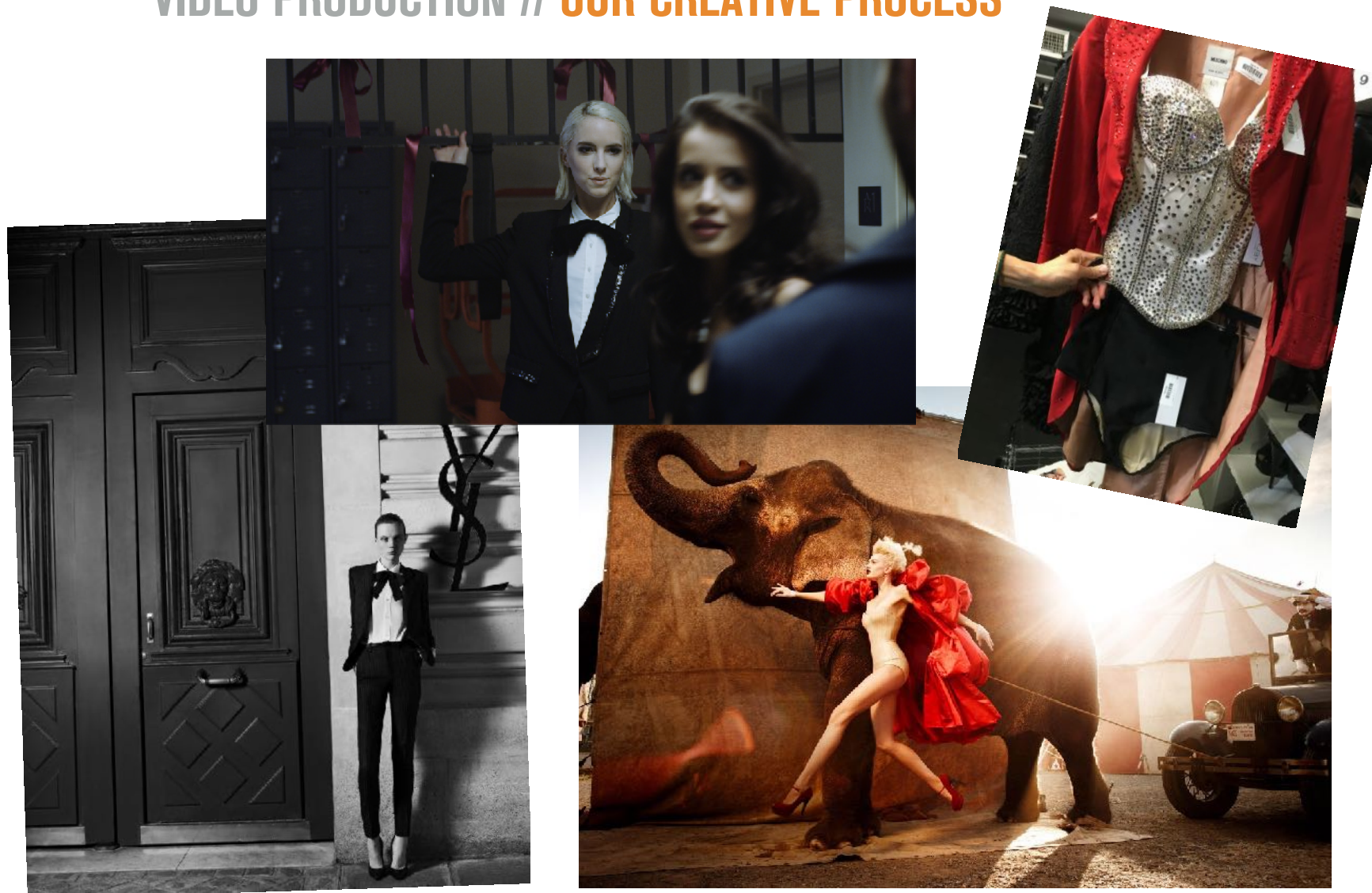
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You name it – we've shot it. From commercials, music videos, and event videos to documentaries and scripted series, we write, produce, and direct content that will put your play button to work.





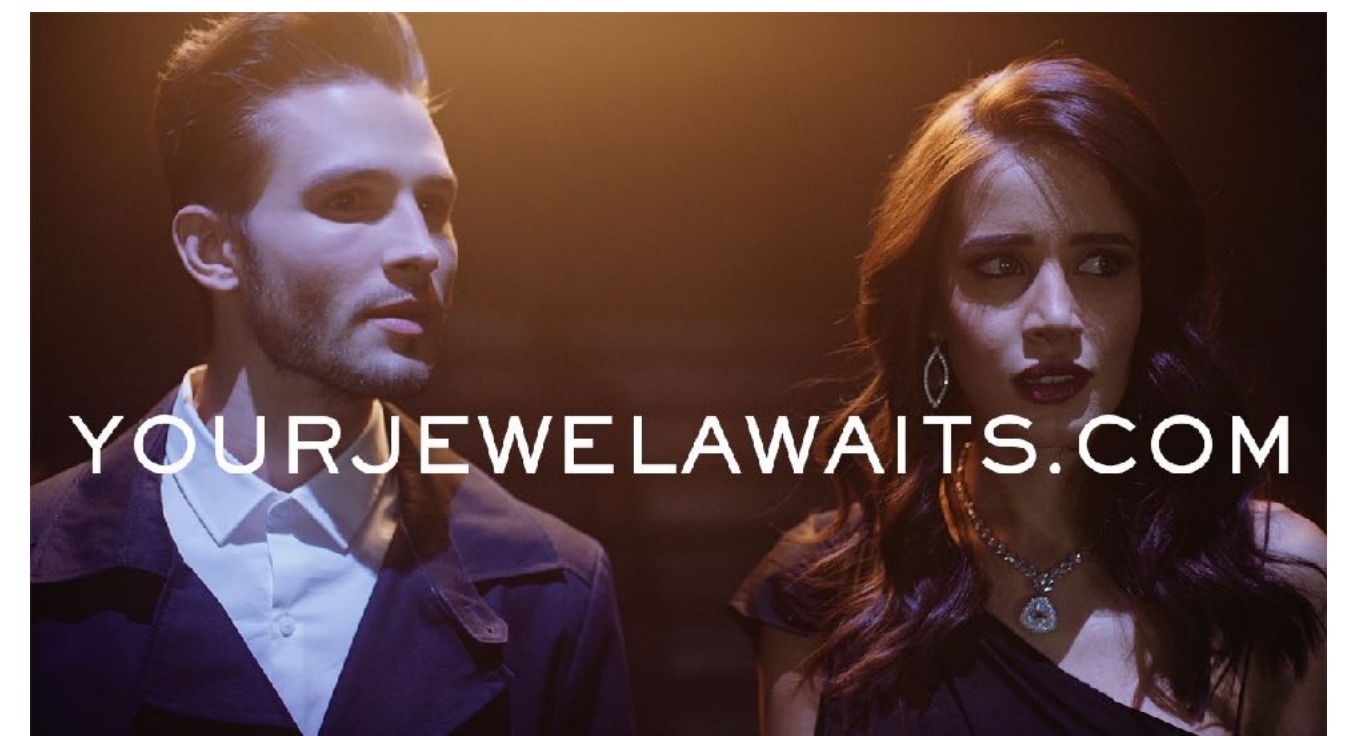
VIDEO PRODUCTION // OUR CREATIVE PROCESS



1. AERIAL WS - We open with a sweeping aerial shot of a medieval mountain hidden among snow capped mountains. The camera tilts up from the trees to reveal the castle. SFX - Snow and cold winding howling.



2. Cut to inside the castle. DOLLY IN - Begin on a wide shot of the queen, the camera dollies in slowly as she writes a letter with her feather quill. Her squire nervously watches from a dark corner. SFX - Loud banging on the main door as if someone is trying to break in.



3. ECU - The banging becomes louder and louder, the queen is startled, she suddenly stops writing, then begins again at a feverish pace. Cut to tight inserts of her writing, signing, melting the wax, and finally stamping the letter with the Hakkasan seal.



4. MCU - The queen hands the sealed letter to the squire then whispers instructions to him. He quickly scampers out of the room, through the hallways and out a secret back door. The camera holds on the door. SFX - The loud banging continues then the sound of the doors crashing down. Cut to black.



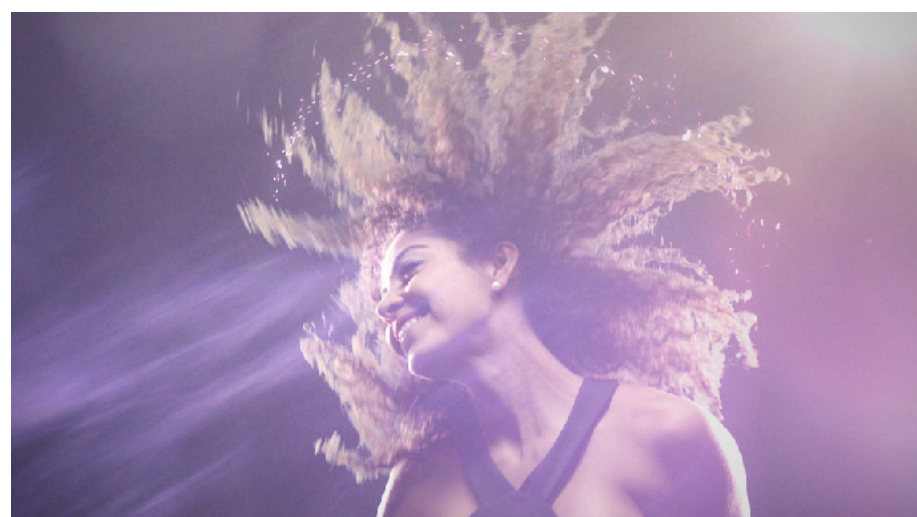
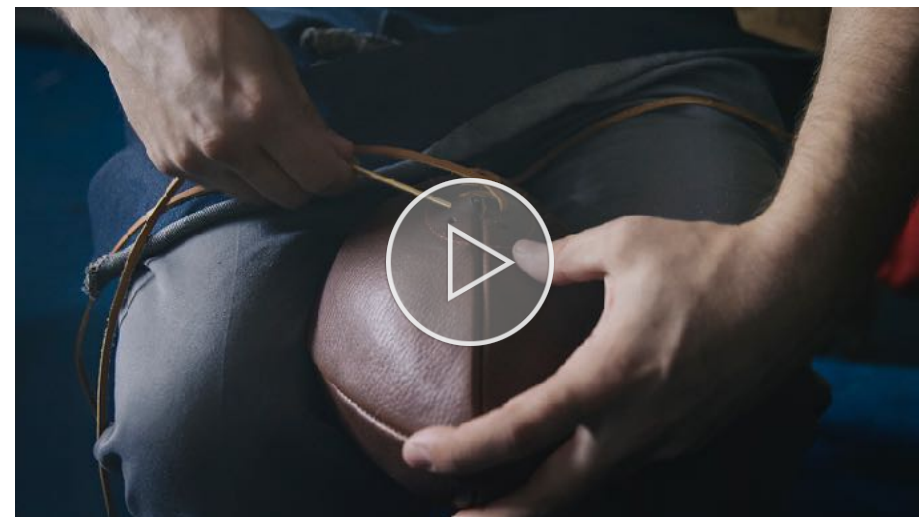
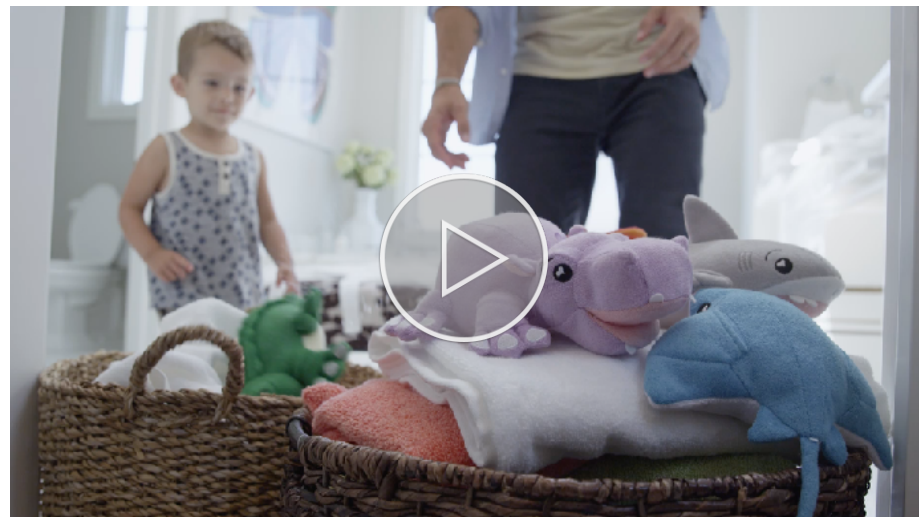
CONTENT DEVELOPMENT • SCRIPT WRITING • STORYBOARD • CASTING • SET DESIGN • ART DIRECTION • CINEMATOGRAPHY • POST PRODUCTION





The Next Generation Of Washcloths For Kids!

VIDEO // **BRANDED CONTENT, COMMERCIAL & MUSIC VIDEO**



**ADDITIONAL SAMPLES OF WORK. (CLICK ON BOTTOM RIGHT OF EACH THUMBNAIL TO PREVIEW)**

**THANK YOU**

**[INSIGHTCREATIVEGROUP.COM](http://INSIGHTCREATIVEGROUP.COM)**

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