

# Inventive ideas. Engaging creative. Winning results.

In an era of information overload, creative communication and design are more than just important, they are essential. StudioAPCO® helps clients break through the clutter. StudioAPCO is an award-winning team of producers and designers with experience ranging from film and video production to innovative print publishing and the latest in interactive and digital design.

StudioAPCO's products win awards and, more importantly, they get results. Whether establishing a fresh presence on the Internet; producing a compelling commercial or video; or designing a brochure that gets a second look, StudioAPCO helps clients succeed.

StudioAPCO's creative professionals work in partnership with clients to determine the right strategic approach. StudioAPCO designers deliver creative products that can stand alone or fit seamlessly into an overall campaign.

StudioAPCO is based in APCO's Washington, D.C., headquarters, producing creative work for clients worldwide, often in collaboration with expert colleagues around the globe.

## CAPABILITIES

### Branding

StudioAPCO's approach to branding aligns three critical elements: market perceptions of the organization and competitors; marketplace demand and audience metrics; and the organization's strengths, history, vision and values. StudioAPCO works to tell client stories and build awareness and support for clients through development of a brand that communicates focus, purpose and integrity. The resulting brand position is then transformed into all elements of visual

imagery and copy messaging across a full spectrum of creative media.

### Graphic design

StudioAPCO offers a full-service graphic and print design department with experience in creating integrated marketing communication for both consumer and business-to-business applications. StudioAPCO's portfolio includes annual reports, advertising, brochures, branding, package design, direct mail, collateral and promotional materials.

### Broadcast production

From script to screen, StudioAPCO's experienced film and video staff writes, directs and produces broadcast television and radio advertising; satellite media tours; video and radio news releases; and a vast array of corporate film and video programs. StudioAPCO produces creative work in multiple languages and formats for audiences around the world.

### Digital design

StudioAPCO's interactive design team creates and produces original graphics and animation for Web sites, online advertising, CD-ROMs, trade shows and presentation materials. The team stays on the leading edge of design – using the latest software, hardware and production techniques – and is always finding new ways to keep clients ahead of the competition.

StudioAPCO®

APCO  
worldwide®  
apcoworldwide.com



To find out how APCO makes a difference for our clients go to [www.apcoworldwide.com/casestudies](http://www.apcoworldwide.com/casestudies).

**Awards for StudioAPCO's work include:**

- **ADDY Award**  
The Advertising Club of Metropolitan Washington
- **AIGA Annual**  
The Professional Association for Design
- **ADCMW Award**  
Art Directors Club of Metropolitan Washington
- **ADC Award**  
Art Directors Club of New York
- **Astrid Award** for outstanding achievement in design communications
- **Aurora Award**
- **Axiem Multimedia Award**
- **Bronze Anvil Award**  
PRSA - Public Relations Society of America
- **Communicator Award** for excellence in communications
- **CIPRA Award** for creativity in public relations  
*Inside PR Magazine*
- **GALAXY Award**  
MerComm, Inc.
- **HOW Design Annual Award**  
*HOW Magazine*
- **ITVA Peer Award**  
International Television and Video Association
- **Mercury Award**  
MerComm, Inc.
- **POLLIE Award**  
American Association of Political Consultants
- **Regional Design Annual Award**  
*Print Magazine*
- **SABRE Award** for superior achievement in branding and reputation  
The Holmes Group
- **Telly Award**
- **Thoth Award**  
PRSA - National Capital Chapter of the Public Relations Society of America
- **The Videographer Award**

**StudioAPCO's creative services include:**

- Animation
- Art direction
- Branding
- Broadcast film and video production
- Copy writing
- CD-ROM and DVD authoring and design
- Graphic and logo design
- Media planning and buying
- Online advertising
- Print production
- Package design
- Video production and editing
- Web and multimedia design