

IDEAS

Insight
Development
Execution
Art
Satisfaction

*“Ideas take shape as
insight becomes art.”*

CASE STUDY: *“Play On”*

Insight:

Who wants an Emmy[®] or a Telly, when you can win a YouTube-y!

Our client was working with YouTube, the leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience. They were approached to produce a prestige award to honor individuals creating original videos that received above and beyond the usual number of play hits. Once approached, our client provided Visions Awards / Awardcraft with drawings envisioning their idea.

Development:

We began development by taking the client sketch and completing a detailed rendering. Through our insight development, we knew the award needed to encapsulate the YouTube brand and the nature of the medium, while being somewhat edgy with the prestige and esteem factor behind the award. It needed fame and fun in one form.

Execution:

Once the concept was developed and approved, we put our organizational capabilities into the production, design, manufacturing, detailing, fulfillment and customer service. Time frames were tight, which meant exacting specifications and follow up for success.



Art:

The award, which now can be seen on numerous YouTube videos, was an instant hit. Its design is reminiscent of the YouTube logo (a crystal screen) with an oversized “play” button on the right hand side, capturing the essence of the medium and the honoree.

Satisfaction:

There’s really nothing more to say than, “go to YouTube, and take a look for yourself.”

Play on!