



| NEW PBS BRANDING BROADENS HORIZONS |

NEW YORK NY

"Be More" is the message of a new PBS multiplatform brand package. It entails more than 600 elements — promo opens and closes, lower thirds, video bumps for IDs and support messaging, web elements, print templates and more — using live-action footage, contemporary colors and original music. Strategic direction for the new package was developed by PBS' Brand Management team and executed by New York-based Eyeball. "The new package expresses what people love best about PBS — that our shows invite every one, from every walk of life, to explore new ideas, discover new worlds and to broaden their horizons, in other words, to be more," says Lesli Rotenberg, Senior Vice President, PBS Brand Management and Promotion." John Ruppenthal is Senior Creative Director for PBS and Limore Shur is Chief Creative Officer of Eyeball. Contact: www.eyeballnyc.com



Hornall Anderson's Slam Dunk

SEATTLE WA

Madison Square Garden, the New York sports landmark, called upon Hornall Anderson to create "an immersive guest experience" to showcase upgraded suite and partnership offerings. The Presentation Center space, as it is called, features a theatrical presentation that connects the past and the future of Madison Square Garden to evoke the thrill of an evening in the arena. Physical "keys" cue lighting and video and surround visitors with colorful and emotional content. In addition to the Presentation Center, the ongoing story of a re-imagined Garden is also shown through sales materials and a website. The project was done in collaboration with TPG Architecture. The makeover of the arena is slated for completion by 2011.

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