



Deliverables for Field of Grey

+ TESTIMONIAL

"Every design and development task that Pixel IQ has been a part of has demonstrated consistently great results that generally exceed expectations for my business and my clients. All projects are completed with dedication and professionalism in addition to being on time and on budget."

-Bob Harvey, President

FIELD OF GREY

Pixel IQ's engagement with Level 3 Records and Level 3 Productions extends across various projects. We supported all of Field of Grey's branding and marketing efforts by developing various print and web materials. Quality and consistency of communication was established from the very beginning. Pixel IQ created a memorable brand for Field of Grey through Level 3's participation and the group's belief in building a unique experience.

Field of Grey broke into the local scene with tremendous force in the summer of 2004 and began touring the United States soon after. Composed of four well versed and highly experienced musicians from several other successful bands, Field of Grey knew its goals were attainable in a short amount of time. After signing with the Indie label Level 3 Records, their debut release "Yarning", was recorded and has already shown significant album sales worldwide.



Pixel IQ's strategy for Field of Grey was multifaced and multilayered. Our goal was to present the band as if it had already been signed with financial backing from a major record label company. This involved creating an experience through any printed or digital media form. It started with the logo and building a unique image around the album artwork. This was promptly followed by printed pieces including design for posters, postcards, t-shirts, one-sheets, signs, and more. It was extremely important to keep a consistent theme that crossed into digital and online communications.

+ CREATIVE SERVICES

- Brand Identity
- Logo Design
- Print Design
- Web Design
- Web Development
- Video Production
- CD/DVD
- Flash Programming
- eStore
- HTML Campaigns
- Metrics/Traffic Analysis

ESTABLISHING AN INTERACTIVE ONLINE EXPERIENCE

For many potential fans, the first point of contact with Field of Grey is the official band web site. Working with Level 3 Productions, Pixel IQ developed a distinct online image. The image is communicated through the strategic integration of flash-powered modules such as a custom hits jukebox player, "Behind the Scenes" video directed and produced by Pixel IQ, and image gallery.



ADDITIONAL CREATIVE DEVELOPMENTS

Pixel IQ combined flash technologies and delivered a radio hits CD that provided presentation and video materials promoting the band. Other online marketing initiatives included creating a MySpace page that had the same look and feel as the web site. Their hit single "American Beauty" and other songs currently have over a quarter of a million plays. Connecting their online projects with Analytic Software has allowed the band to make informed decisions on how to promote themselves next. Web traffic analysis and successful email campaigns and allowed them to stay connected to and increase their fan base. Bob Harvey, owner and manager, states: "Pixel IQ has taken us to the next level when it comes to marketing, advertising, and execution of designs for promotional awareness of Field of Grey. We couldn't get where we are today without them, We highly recommend them to anyone demanding outstanding creative services - it has been a great long lasting relationship. Pixel IQ has large agency talent without the ego and large price tag."

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