

Assignment:

Write and produce an “Open House” mailer for a retailer’s custom home theater and be relatively affordable in production costs.

Context:

Genesis Audio Limited is a well regarded high-end, custom audio-video retailer in Ohio. Their custom designed and engineered state-of-the-art theater had over \$100,000 in products and room build-out. Their intent was to create a home theater that set a standard by which other home theaters are measured and to show off the in-house engineering and design capabilities of the company.

Deliverable:

A mailer that announces the new theater and encourage customers, builders, architects and designers to attend the open house.

Marketing Solution:

Communicate that this is more than an open house, it is an event. Develop a mailer that communicates: professionalism, credibility and exclusivity.

1. Create a brand and logo for the new theater. The “DirectorsCut Cinema” logo was created with a type face on a silver screen centered in a 16:9 ratio rectangle background.
2. The mailing envelope prominently featured the event logo. It was essential to communicate to the reader - that this was a special event - and to open the envelope.
3. The announcement brochure featured a matte silver ink as part of the logo - set against a gloss black background. The matte silver logo added professionalism.
4. An insert card was printed on thick card stock and printed in gloss black with a large area that allowed each of the sales staff to write a personal note to their clients, and invited guests, personally encouraging them to attend the exclusive private showing.
5. All marketing, copy, graphic design and interior photography was GCL.

Format:

All copy to fit on an 8-1/2” x 11” brochure. Mailer would fit in a standard #10 envelope and bulk mailed. Custom inserts on card stock. 300 DPI CMYK Full Bleed.



DIRECTORSCUT CINEMA™



Genesis Audio Ltd. is proud to announce the realization of the true potential of HD... and a new reference level for Home Theater, DirectorsCut Cinema™.

DirectorsCut Cinema™ leverages computer simulated room acoustics, 4,000 watts of power, ½ a ton of equipment in a trend-setting installation that establishes a new level of interior design and performance for theater in the home.

We invite you to the unveiling of our new theater.

Experience the Debut | April 2nd | 5-9 pm

This event will be catered with exotic American dishes
Manufacturer representatives will showcase their techno-wizardry
Novel and super-cool prizes will be awarded
A SONY OLED television will be won by a lucky someone

Experience the Debut | April 2nd | 5-9 pm



This theater was six months in the planning, design and installation. At the heart of this theater is the projector and the 2.35 anamorphic lens system which enables you to view movies the way the Director intended. The Stewart CineCurve screen allows full realization of the 2.35 ratio or any aspect ratio on the curved motorized screen.

Creating a world-class theater requires world-class products. We specified components that individually set the standard for performance. Implemented as system, we have achieved a level of performance like no other theater.

DIRECTORS CUT CINEMA™

Projector: Projectiondesign Aviolo Optix
Lens: Panamorph UH480
Screen: 122" Stewart motorized CineCurve
Processor: Lexicon HD-12HD
Amplifier: Lexicon ZX-7
Speakers: Triad LCR Platinum | In-Wall Gold
Subwoofer: Triad 18"
Source: Sony Blu-Ray 5000
Acoustic Room Control: Kinetics
Control: Crestron



For more details visit: | www.genesisaudio.com

GENESIS AUDIO LTD.
REAL HD THEATER

1385 E. Johnstown Road, Gahanna, OH 43230 614-939-0802

Marking Solution:

An insert card was printed on thick card stock and printed in gloss black with a large area that allowed each of the sales staff to write a personal note in a silver Sharpie® to their clients, and invited guests, personally encouraging them to attend the private showing.

Insert Card: Front - unsigned

Heavy card stock, black gloss with matte silver logo.

DIRECTORSCUT CINEMA™

*For the convenience of our important guests,
we're featuring private showings April 2, from 2-5.
Avoid the crowd and you'll get the big picture!*



Insert Card: Front - signed

Heavy card stock, black gloss with matte silver logo, personal note in a silver Sharpie®.

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Marking Solution:

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Insert Card: Back - signed

Heavy card stock, black gloss with matte silver logo, personal note in a silver Sharpie®.

DIRECTORSCUT CINEMA™

Experience the Debut | April 2nd | 5-9 pm

*Jim you've got to experience
this system!
Call me when it fits
Steve
207-4360*

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www.genesisaudio.com

614-939-0802

Envelope: with event logo

Heavy card stock, black gloss with matte silver logo.

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