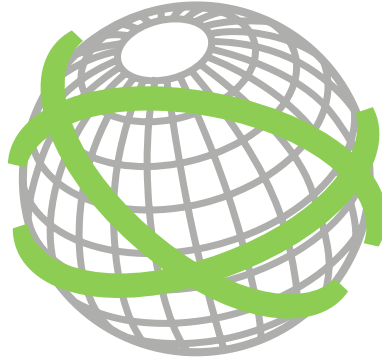


THE GLOBAL DIGITAL NETWORK



The new identity has enabled d-media to become a **global player**

PROBLEM

D-Media is the new incarnation of the South East Media Network, an organisation which had been disbanded as part of the UK government's restructuring. As a new to the world organisation, D-Media would not be supported by subsidy and instead look to members for funding. It needed to present a credible, professional brand to attract new members and fulfil its vision of becoming the world's leading global digital business network.

SOLUTION

Prospect worked closely with the D-Media leadership to first define the core values of the organisation and articulate the value proposition. In developing the vision and mission, a clear offer began to emerge. Audiences were identified, competitors examined and a straw man of the business model was created.

The next step was to begin defining the look and feel of the brand and how it might be articulated throughout all touchpoints: static logo, animated logo, website, letterhead, presentation templates, banners and printed collateral. Various iterations of the design were explored, with the team ultimately opting for a flowing matrix of multi-coloured dots that represented the connectivity and dynamic nature of D-Media. This approach created a living identity that could mutate across platforms while still maintaining the integrity of the message.

IMPACT

The identity was launched at D-Media's key London conference on 29 March, 2011 in the BAFTA building in Piccadilly. The identity was an immediate hit with the membership, who could see themselves as part of the wider D-Media network.



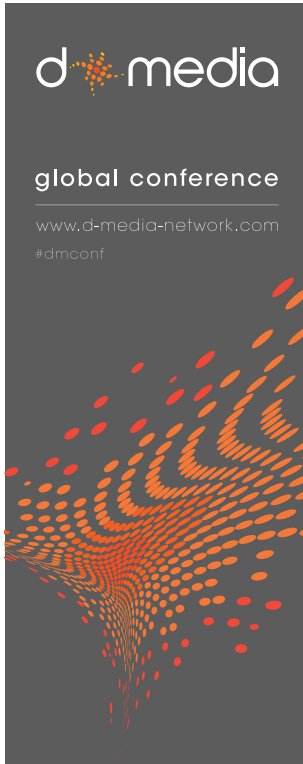
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Articulate the proposition

Understand the competitive landscape

Build a vision for communication

Create a new identity that reflects the vision





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D-Media is a global network of digital media professionals who are serious about business growth and who value collaboration.

d-media conference

29 - 30th of March 2011

The future of digital entertainment is being shaped by new distribution platforms, new methods of payment, and new consumer patterns of behavior. Digital technology has broken down vertical silos of creative activity spawning threats and opportunity in equal measure. Those who 'get it' will be the next generation of media players.

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this week's question:

What is the future of digital publishing across platforms?

30th Nov. 2010
Matt Kenefick
Futur en Seine D-Media: The Future of Festivals, Futur en Seine, June 2011 [@d_media_network #fens](http://t.co/LYDOGZC) - posted on 08/09/2011 12:32:35

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