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FOR IMMEDIATE RELEASE

“JOB SPOT” FRANCHISE GETS MAKEOVER

Waterman Broadcasting, Southwest Florida’s NBC-2 and ABC-7 affiliates, selected Alias Creative Group, Ltd. to redesign their flagship Job Spot franchise to invigorate new life into its identity and image.

One of the most viewed TV commercials over the course of the past 5 years, Job Spot is a staple for local employment listings.

After a couple of revisions, the new identity for Job Spot has been launched on television on both networks. The new logo can be viewed at <http://www.nbc-2.com/JobSpot>. A new logo was only part of the redesign -- a new theme for Job Spot, “Spotlighting local jobs”, started as a concept in Alias Creative Group’s art department and evolved into animations and transitions that focus on a job portfolio jacket which contains folders of job listings.

Everything was designed in Autodesk’s 3D Studio Max software to give the scenes depth and a sense of realism. The Job Spot portfolio appears in an opening animation where spot lights illuminate and focus attention onto the job listings.

Before, the job listings were simply displayed against a flat background, now the jobs reveal themselves in a clean, 3D animation as the job listings are displayed inside office folders that flip and slide inside each other for easy updates at the station.

Alias Creative Group, Ltd. Co. is a local advertising agency/production house located in Southwest Florida. Preview some of their work and find out more about them at www.acgteam.com, or call (239) 344-6711.

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