



## JOURNELLE

Short solutions to big branding issues.

Claire Chambers was about to expand her brand into the Miami market and needed a unique device to communicate brand, product and p.r. energy, all in one. She asked PWG to come up with a solution that involved creating three short films.

### What we wanted:

- to make a splash with the Miami community, which is not easily impressed
- to communicate Journelle's unique attributes and approach
- to create a crossover device to fulfill advertising, in-store and p.r. needs

### What we did:

- PWG created a range of options and landed on the original shorts series
- PWG wrote, cast and produced all three films
- Worked with Art and Commerce director Jamie Isaia, editor Andreas von Scheele, David Diesing for lighting and up and coming actress Rebecca Dayan
- PWG created commissioned music for each film
- Highly successful launch of a film fest in miniature
- True crossover use for online, in-store, living advertising, p.r. opening, stills, talent press and more

### What we achieved:

PWG started with a seemingly short-ended assignment, saw a solution and dug into our own resources to make it happen. The result was a production with more legs than anyone originally projected that ended up setting a standard for the brand's introduction in new markets everywhere.

