

Vin Di Bona Productions

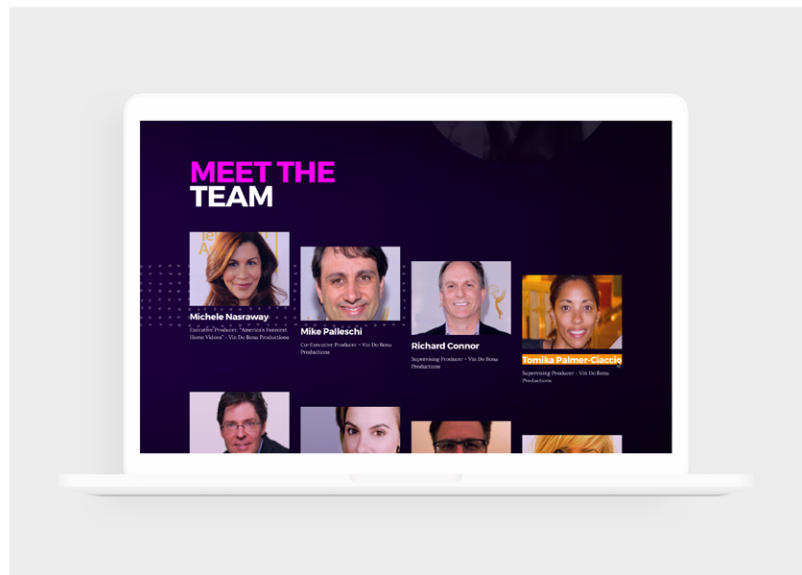
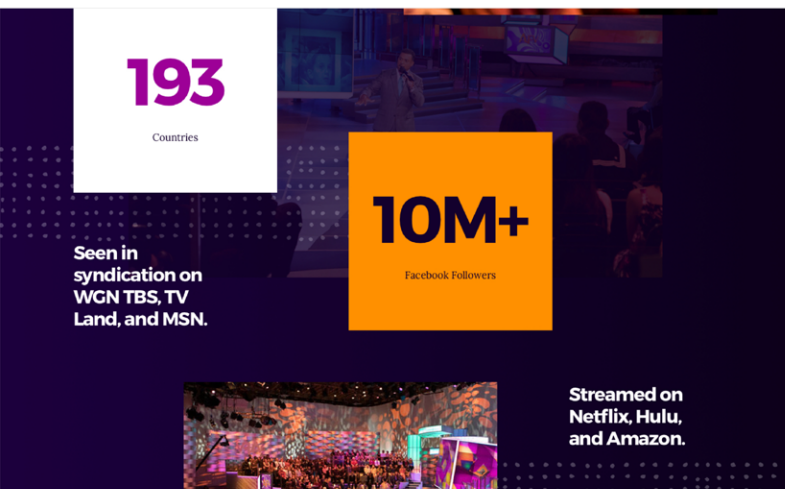
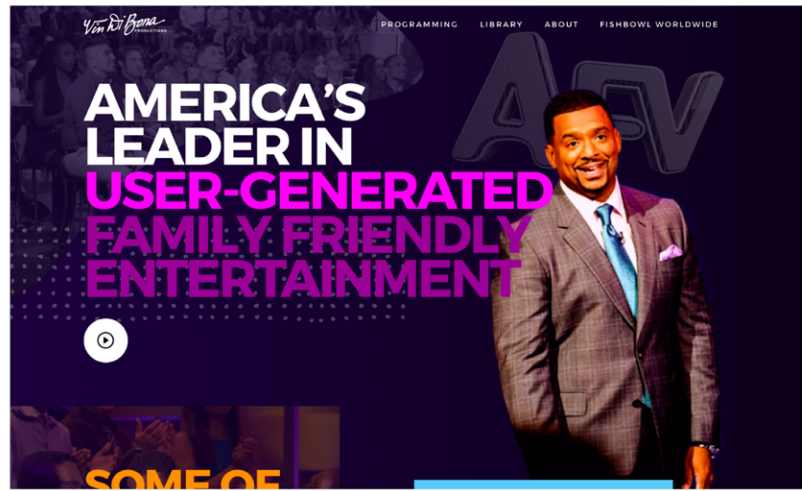
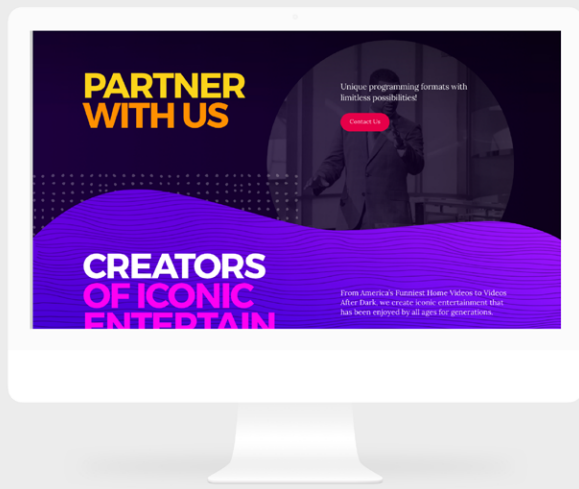
Company Website

ROLES

Website Redesign, Brand Development, User experience planning, Content Strategy

OVERVIEW

- Creator of America's Funniest Home Videos
- Leveraging their huge library as online content
- Successful social media partnerships for clip licensing
- New website to support new show launch this spring



GOALS

- Sell an aging brand to an evolving marketplace
- Define the firm as the originators of “user-generated content”
- Embrace the age of a show that launched in the 90’s while giving it a modern twist
- Focus on how VDBP has managed to stay relevant by leveraging their library and publishing content