

# Media

## Granada Media

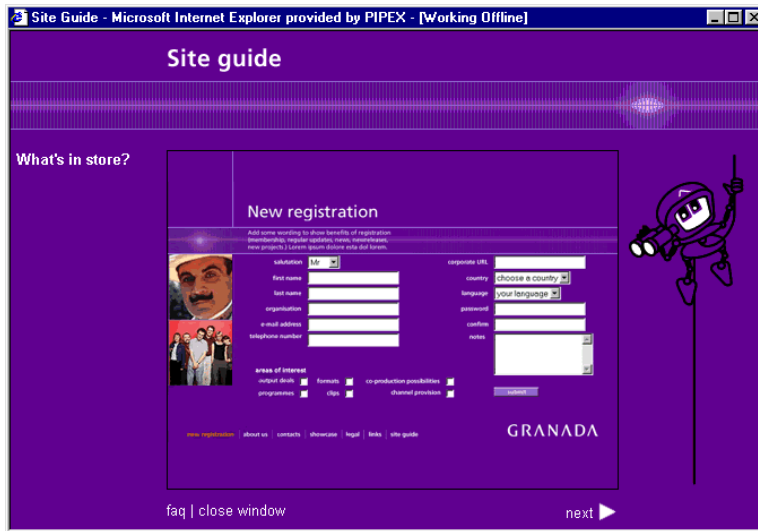
Granada Media have a rich archive of television programming available from Coronation Street to Prime Suspect. These television series are available to Broadcasting companies around the world to buy and broadcast. Account executives can resource a themed evening of sport or science-fiction. Show-reels are dispatched on request so that potential clients can preview the material.

Granada Media's International sales website offers an automated service to compliment the work of the Account Executives. Working as part of a development team of creative services we designed the graphical interface of the Help section.

The website detects from the browser the user's preferred language and translates the content. We devised a Help section that automatically describes the merits of each section and guides users on how to get the best from the service.

The Granada brand is about entertainment and surprise. We developed a character to feature throughout the site and act as a guide. This character had to be imbued with the values of the organisation and appeal to a broad range of cultures and tastes. The character is a robot to represent technological innovation. As the robot helps the site users out of difficulty he is incredibly resourceful and features a wide range of gadgets to entertain.

SITE GUIDE



SITE GUIDE



CHARACTER CREATION - BRAND MANIFESTATION

