



CASE STUDY THE ATLANTA FALCONS

BACKGROUND

With a broad and enthusiastic fan base across metro Atlanta and the entire state of Georgia, the marketing efforts for the Atlanta Falcons must reach diverse markets with a variety of efforts to engage and connect with fans.

PROCESS

Working directly with the Falcons' creative and event marketing staff, Hartwell Studio Works engages in a design process focused on crafting the appropriate voice for the team's wide range of marketing needs.

RESULT

The variety of creative deliverables support the diverse marketing needs of the Falcons, helping to give voice to the team's efforts as they connect fans with the excitement and popularity of NFL football in the South.

"John's work clearly shows he has a strong grasp of the sports industry. He understands how to marry clean and effective design with a strong "wow" factor. His passion, creative vision, professionalism and attention to detail make him a strong asset to any franchise."

*Michael Benford
Creative Services Manager
Atlanta Falcons*

