



Pacific Film and Television Commission

QUEENSLAND AUSTRALIA

Brand Refreshment

The Pacific Film and Television Commission (PFTC) facilitates and celebrates quality film and television production in Queensland. The Commission's key role is to develop and support the local film industry, attract production to Queensland and celebrate an active screen culture across the State.

PFTC recognised that their existing corporate identity had aged and no longer effectively met the varying marketing and communication needs of their units.

PFTC challenged Tell to create a unique brand image that unified the Commission, provided the freedom for its units to communicate with their widely-ranging markets, while maintaining an overall design integrity and consistency.

Working through a deliberate, exhaustive process, Tell has helped to determine, streamline and structure PFTC's market messages, creating a brand that is relevant, strategic and adaptable.

Beginning with a review of the existing trademark with a view to moving forward while retaining brand equity, implementation of the brand has included development of a complete corporate literature suite, marketing publications, strategic brand structure and unit positioning, and the extension of the brand into time-based media.

“Tell has undoubtedly risen to the challenge of revitalising PFTC’s brand image. The new image has greatly enhanced PFTC’s profile, projecting an image of a modern, progressive and dynamic organisation. Thanks Tell – your personalised and professional approach has been fantastic throughout the rebranding journey.”

Helen Maguire

Strategic Communications and Policy Manager,
Pacific Film and Television Commission

