

Case Study



MTV – The Orb

**Branding and Information System
for MTV Networks USA**

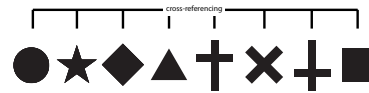
**Ideation, Concept, Art Direction, Design, Animation
and Sound: karlssonwilker inc.**

Commissioned directly by MTV Networks USA

Launched 1/2006

Project:
Branding and Information System for all of MTV Networks' Entities.

Goal:
To create a cross-reference tool that ties together all the various MTV's current and future outlets, allowing a free flow of information between them (fig. 1). It has to be applicable to all media (all their TV channels, websites, online/wifi services, interactive TV, mobile-phone, etc.).



(fig. 1)

Approach/Strategy:

Inherent in this project is the enormous opportunity to create a master layer on top of all their outlets and different platforms, as a gateway into “everything MTV”, a portal into the ever changing MTV universe (fig. 2), as an easy to use (interactive or passive) entry point into the vast ocean of information available in all of their outlets.

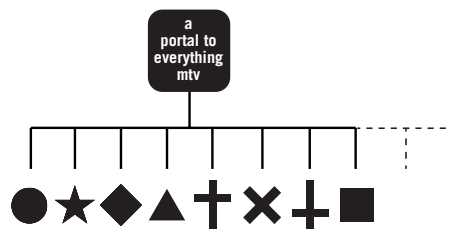
This portal needs to be simple and iconic, and it needs to be immediately recognizable as an information system. The circle stands for wholeness and completeness.

Further, the visual language that is used to “deliver” the information needs to be sensibly (visually) connected to the iconic gateway (see p. 4).

The whole system, including the gateway, needs to be highly flexible to adapt to all current and future outlets and media platforms (see p. 3; add/subtract Orb's slices). All the key visuals need to function in any medium/platform the viewer finds himself.

In an interactive environment, the orb's slices adapt to the users' preferences by change of size, depending on total clicks, and by changing their positions, depending on when content was last updated (see p. 3).

Audio/cues: Minimal and simple sound assures attention in contrast to MTV's usually very “crowded” soundscape (cp. b/w, simple, and minimal animation in their extremely busy and colorful visual landscape).



(fig. 2)

Outcome:

Since its launch in 2006 “The Orb” has quickly become the preeminent icon on MTV, and according to MTV Networks, it has been extremely successful in reaching all their goals and beyond, enabling them to further capitalize on their ownership of an abundant supply of information. It enjoys great popularity with their viewers, has been in heavy rotation since launching and has noticeably strengthened their position as the market leader in the music & youth entertainment industry. “The Orb” also won a BDA Award in 2006 for excellence as an on-air information system.

For more information,
please contact
Louisa@ba-reps.com
T: 212 682 1490
www.ba-reps.com



< the number of the Orb's slices (representing MTV's entities, like MTV, MTV2, MTV.com, ITV, mobile phones, etc.) can easily be increased or decreased, without changing its general appearance.

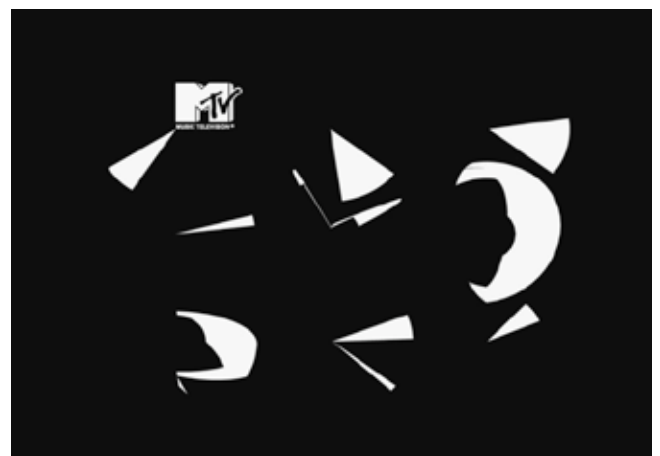
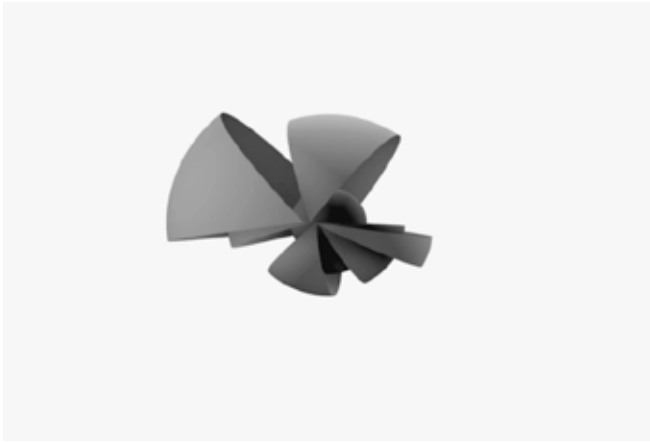


size of slices > depending on number of total clicks

< position of slices depending on last time content was updated (upper left clockwise to lower left)



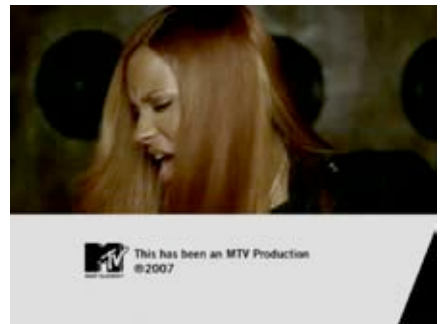
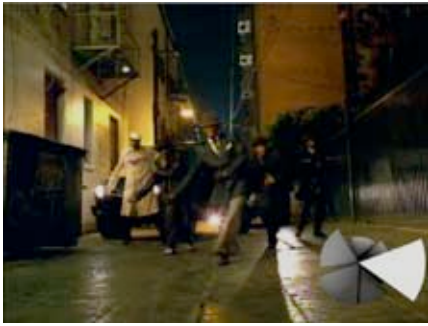
sketches (showing the Orb's behavior when interactive) and first computer rendering, development phase



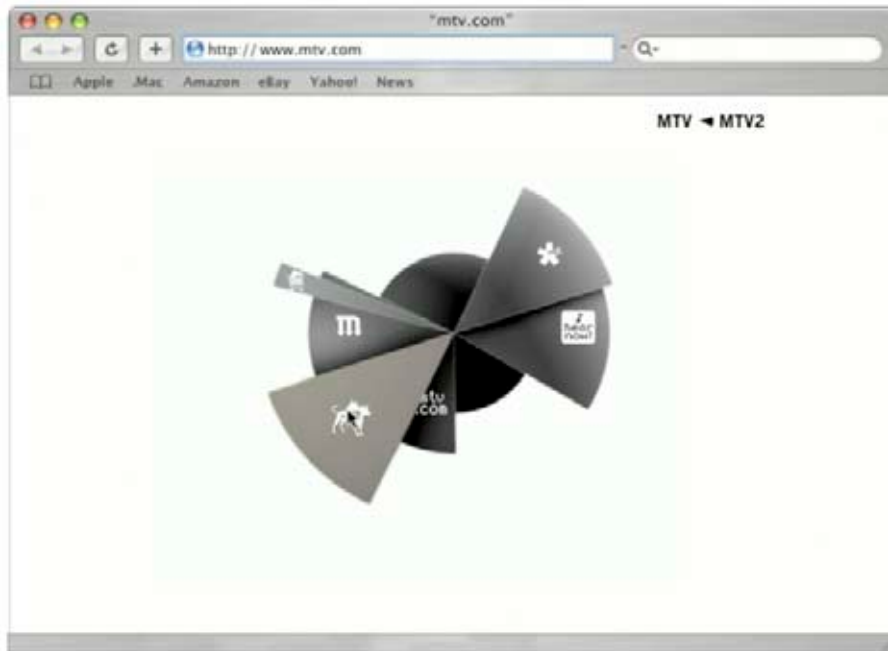
various trailers, used to introduce The Orb, its motions, behavior and sound to the viewers, on-air.



various live trailers, used as interstitials, on-air.



The Orb's on-air information system at work.



The Orb as an interactive navigational interface, online.



The Orb system on the *MTV/Virgin mobile phone interface.



MTV's interactive television (ITV) user interface, based on the Orb's branding and information system.