

for immediate release – december 4, 2006

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Ploom Unfurls Sleek New Brand Image for Bindaas Productions

*New Brand Helps Hong Kong Studio to Make a Splash in Asia's
Fiercely Competitive Production Market*

Providence, RI. – December 4, 2006 – Hong Kong-based **Bindaas Productions** recently chose **Ploom** (www.ploom.com) for a host of high-end branding and design services including brand strategy, identity design, stationery design, website design, and broadcast logo animation. Ploom's distinctive blend of strategy, science, and sophistication resulted in a vibrant and highly recognizable brand that's sleek and stylized, yet is also cheerful and friendly, in line with the company's hassle-free approach to a host of production services.

Founded by acclaimed filmmaker **Komal Tolani**, Bindaas Productions specializes in creating high-end Asian documentaries and corporate videos for the global marketplace. The word "bindaas" is the Hindi word for "carefree," and Ploom's sleek, vibrant visuals help to support and illustrate that idea. The lively, iconographic opening animation emphasizes the company's accessibility, as well as its warmth and brightness, with a floating filmstrip that unfurls lightly to welcome visitors to the Bindaas website, drawing them into its world. The use of a handwritten typeface reinforces the cheerful, casual look and feel of the surrounding visuals, and establishes a sense of immediacy, as well.

As one of the world's most bustling and successful production hubs, Hong Kong is a tantalizing mix of cultures and creatives. A strong brand strategy for production companies seeking to stand out from a fiercely competitive climate is vital in the Asian marketplace, which is far more aesthetically driven than those in the west. Ploom's creations for Bindaas are striking and immediately recognizable.



"In strategizing for Bindaas, we wanted to build on the company's confident mix of Asian, Indian, and Western approaches," comments Ploom founder Haig Bedrossian, "emphasizing its abilities in bridging the gap for the Asian production market, and with a flavor and style to match." Ploom's brand also emphasizes the vision of Komal Tolani, Bindaas's founder, and an award-winning producer and documentarian (including the acclaimed "Sunset Bollywood") in her own right. The brand built by Ploom smoothly incorporates such vital aspects as the Bindaas identity, stationery, and website, with a sleek and colorful broadcast logo animation to welcome visitors and tie it all together.

About Bindaas Productions

Established in 2004 by Komal Tolani, Bindaas Productions Ltd is a dynamic production company based in the heart of Hong Kong. Bindaas offers a complete range of media services to corporate clients, broadcasters and agencies worldwide. Services include media consultation, documentary and corporate video production, location sourcing, production coordination, crew and equipment hire and event management. Founder Komal Tolani's unique knowledge of Asia helps to bridge the cultural and business divide for international clients wishing to work in the region's demanding environment. The company's distinguished client list includes the National Geographic Channel, Giordano Timewear, Solar Time Ltd, and Zee Television Network.

For more information on Bindaas Productions, please visit www.bindaasproductions.com, call **+852 2170 5579** or e-mail info@bindaasproductions.com.

about ploom

Through his acclaimed visual communications and design office **Ploom** (www.ploom.com), designer **Haig Bedrossian** is known for providing creative design, branding and identity solutions and integrated marketing for a rich variety of media. The studio (whose unique approach is referred to as "plooming") works seamlessly across different media to create a complete visual communications strategy, designs differentiated brand communications, and creates the brand proof and visual triggers that connect to an audience and create a meaningful experience. In accomplishing its magic, Ploom's creative tools include such equipment as a



Macintosh G5, as well as such programs as *AfterEffects*, *Illustrator*, *Photoshop*, and *Macromedia Flash*.

Ploom offers design services for companies of all kinds, including Identity (*Brand Strategy, Visual Identity, Graphic Standards, Launch Communications*), Print (*Stationery, Marketing Collateral, Advertising Design*), Motion (*Channel Identity, Show Opens, Motion Graphics*) – and more. The company has created visual strategies for small brands and large, including such names as **Truth, Powderhouse, Oxygen, 13th Street, Upromise, and Fidelity Investments**. Ploom continues to break new ground in the field of design, and the company's ongoing investigation into new forms of visual communication and creative expression promises results that are provocative and compelling.

about haig bedrossian

The founder and creative spark behind **Ploom**, Haig Bedrossian is an acclaimed brand strategist and creative with over 10 years of professional design experience in Canada and the U.S., and who has used his work to create the faces of a rich variety of entertainment, consumer product, and institutional clients. Before founding Ploom, he worked as a Design Director for such companies as **Hatmaker** and **Razorfish**, as Art Director for **Bravo Canada**, and as lead designer with **Interbrand**. Over the years, he has worked seamlessly within branding and identity design, broadcast design, print design and interactive media, designing everything from broadcast identities to logos to websites. He has designed the visual identities for such immediately recognizable brands as **Upromise, Oxygen, Truth Consulting, Powderhouse** and the popular European television channel **13th Street** for Universal Television, among many others.

A gifted artist and creative on a variety of media fronts, Bedrossian has won a variety of awards for print design and screen design from **The American Institute of Graphic Artists, Graphis** and the **Graphic Designers Association of Canada**. His short film *Organized Chance* was screened at **The Museum of Fine Arts Boston, Harvard University**, and at **Underground Film Revolution (Boston)**. He holds a B.A. in Visual Communication Design and Animation from Ontario College of Art & Design (OCAD), Toronto, and also received an MBA in Design Management from the University of Westminster, in London, U.K.



To speak with Haig Bedrossian directly about Ploom or his recent project for Retica, please e-mail [**Haig@Ploom.com**](mailto:Haig@Ploom.com) or call **(401) 273-7070**.

Meanwhile, for further press releases, pictures, design samples, or PR materials on Ploom or Haig Bedrossian, please call publicist **Angela Mitchell** at **(904) 982-8043** or e-mail [**Paramitch@aol.com**](mailto:Paramitch@aol.com).

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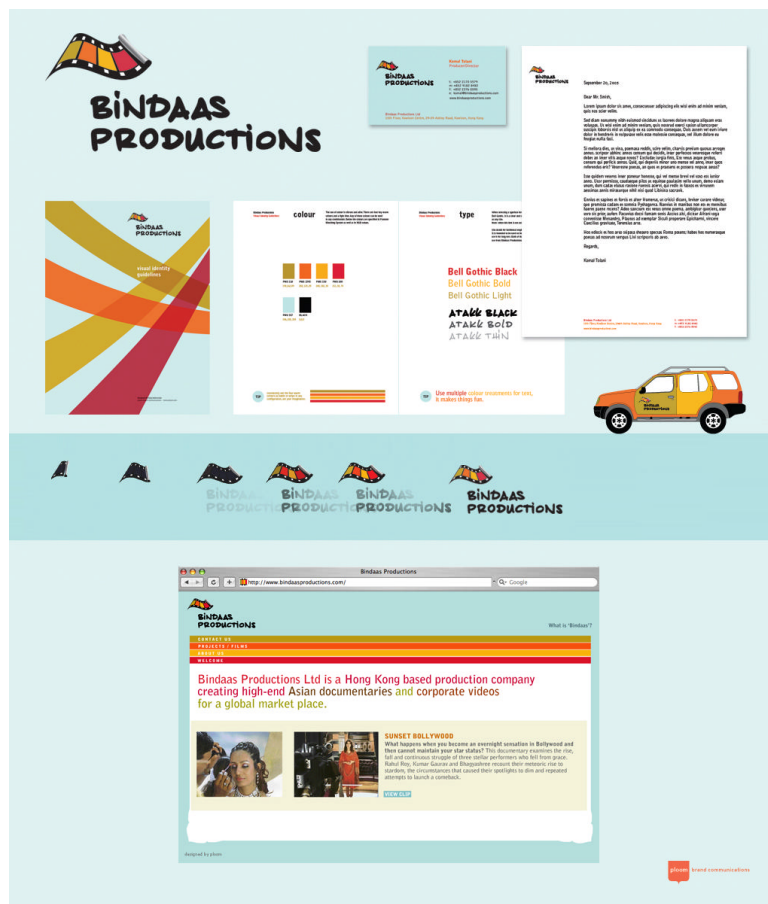


Bindaas Productions – New Brand and Identity from Ploom



BINDAAS PRODUCTIONS

(above) A warm, colorful filmstrip unfurls to greet the Bindaas website visitor, reinforcing the company's vibrant and creative personality.



(above) The exciting and vibrant identity designed by Ploom emphasizes the day-to-day accessibility and superb production support offered by Hong Kong-based Bindaas Productions.