



A+E Studios' Creative Has *Limitless*™ Potential

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It started with a sizzle.

A+E Studios, the award-winning studio unit of A+E Networks, has grown steadily since its launch in 2013. Originally created to produce content for the company's networks (A&E, History and Lifetime), the studio eventually expanded its operations to develop and produce scripted series for third-party partners from streamers to cable and broadcast. With more than seventy projects in development, a hit show on ABC in David E. Kelly's crime thriller *Big Sky*, several upcoming projects, and expansion into international production, the team had a simple enough request - they needed an updated sizzle to show off their progress.

That sounded straight forward enough. But Barry Jossen, head of A+E Studios, had a very specific request: don't make it feel like every other sizzle video.

Enter Moshe Laniado-Peleg, VP of marketing, global creative content at A+E, and his creative team. Working closely with Allison Bierly, A+E Studios' marketing director, they landed on the theme of "limitless" and decided to tell the cinematic story of A+E Studios' unique ability as an independent studio, with the backing and support of a traditional media company, to innovate and take a

customizable approach that prioritizes talent relations, creativity and excellent storytelling.

"We wanted to showcase that there are no boundaries to the stories we create - and that the possibilities are limitless," says Laniado-Peleg. "At the same time, we underscored the limitless partnering opportunities in developing premium scripted entertainment across all platforms."

The "limitless" messaging resonated. Initially intended as a sales tool in meetings, the sizzle expanded to be more public facing and was played as part of A+E Studios' sponsorship of Variety's Showrunner's Dinner in September to rave responses from the participants. It then found its way to a full-page ad in The Hollywood Reporter.

When A+E Studios decided to run a 12-page advertorial in Variety that November, it was the obvious choice to pull in "limitless" as part of the cover design.

"When Allison and Moshe approached us to create a new identity reel for A+E Studios, they started with a blank page," says Jossen. "They asked us what story we wanted to tell about A+E Studios. We decided that our theme should be storytelling, driven by limitless creativity. That is only possible by establishing relatable characters and making viewers feel something. Their limitless short delivers all of it - story, character and emotion. It is brilliant."

"The original sizzle opened the door for a fresh way to tell Studios' evolution story and ended up being a springboard for a host of marketing opportunities," says Bierly. "Through sheer innovation, tenacity and creativity, A+E Studios has forged a new path and continues to adapt. When we look at how far we've come, our future truly feels limitless. It's been fun to tell that story."

A+E Studios' Limitless campaign has been nominated for a Promax North America Award in the category of 360 Campaign: Brand Image.

Next up for A+E Studios: the release of drama series The Lincoln Lawyer from David E. Kelley for Netflix based on the popular novels by Michael Connelly. The Lincoln Lawyer premiered May 13 on Netflix.