

# GLOBAL ATLANTA STUDIO



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## CREATE WITH US

The Global Atlanta Studio helps organizations and brands tap into our 30 years of storytelling experience and news cachet, articulating their differentiated value in the increasingly crowded global marketplace.

We reserve this personalized video production and journalistic service exclusively for Global Atlanta Partners, investing the time to understand your objectives and craft engaging, authentic and trustworthy stories, delivered in written and multimedia formats.



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## WHY USE THE STUDIO?

- Consult with us to crystallize your message
- Capitalize on our platform and recognition
- Gain third-party validation through an established news brand
- Lock out non-Partner competitors
- Accumulate ongoing views and exposure indefinitely
- Create assets to supplement your own marketing campaigns



## SEE OUR WORK



READ RECENT PIECES WRITTEN BY  
THE GLOBAL ATLANTA STUDIO



WATCH OUR PLAYLIST OF  
SPONSORED MULTIMEDIA CONTENT



FIND OUT MORE ABOUT THE  
GLOBAL ATLANTA STUDIO

# GLOBAL ATLANTA STUDIO

## WRITTEN: THINK PIECE

Showcase your organization's experts, executives and thinkers and multiply your marketing reach by adapting existing content or writing a new piece to publish on Global Atlanta.

- Fully produced by the Partner with light editing by Global Atlanta
- First-person commentaries or Q&As only
- Two photos: featured image and executive headshot
- Published on [GlobalAtlanta.com](https://GlobalAtlanta.com) and in all relevant newsletters
- Indefinite exposure
- 600-800 word range

CANADA

## Meet the Firm Helping Clients Crack the Code on Canada for Two-Plus Decades



BY LEIGH VILLEGAS

JUNE 20, 2024



\*All content subject to publisher's final approval



# GLOBAL ATLANTA STUDIO

## WRITTEN: CUSTOM ARTICLE

Let our writers and editors craft a bespoke piece designed for maximum impact on the Southeast's leading international business news platform and beyond.

- Article fully written by the Global Atlanta Studio team
- 30-minute content consultation
- Multiple format options including third-person news article, Q&A or first-person commentary
- Ability to contribute multiple photos, infographics or Partner-produced video content for inclusion in a longer piece
- Published on [GlobalAtlanta.com](https://GlobalAtlanta.com) and in all relevant newsletters
- Indefinite exposure
- Automatically posted on social channels
- Distraction-free mode: Turn off inline display ads

SPONSORED CONTENT ?

## Cobb County Invites Medical Device Firms to Apply for Expo in Germany

**SELECTCOBB**

SPONSORED BY: **SELECTCOBB - ECONOMIC DEVELOPMENT**

MAY 24, 2024



SelectCobb aims to support Cobb County medical device companies to attend MEDICA 2024 in Dusseldorf, Germany, in November.

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# GLOBAL ATLANTA STUDIO

## MULTIMEDIA: STUDIO INTERVIEW

Showcase your expertise through a trusted news brand and multiply your marketing efforts with a custom article and professionally produced video interview.

- Fixed location, professional studio setting
- One hour, Two-camera angles
- 1-2 subjects interviewed
- Up to two edited clips, no more than 2 minutes each
- Custom article with embedded video on GlobalAtlanta.com
- Access to all raw footage for later marketing use
- Green screen for logo insertion
- Option for partner to provide b-roll, subject to editor's review



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# GLOBAL ATLANTA STUDIO

## MULTIMEDIA: BRAND STORY

Our premium option enables you to tell your brand's story in an immersive and visually compelling way.

- One hour of content consultation
- Creative storytelling and collaboration
- On-location filming, b-roll included
- Two-camera interview setup, interviewer on/off camera
- Up to 5 subjects interviewed, panel format available
- Up to two hours of interview time
- Up to three edited clips, up to three minutes each
- Custom article with embedded video on [GlobalAtlanta.com](https://GlobalAtlanta.com)
- Optimized for social media posting
- Access to all raw footage for later marketing use



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WANT TO SEE YOUR COMPANY'S STORY  
AND EXPERTISE PUBLISHED ON GLOBAL ATLANTA?

Learn more about the Global Atlanta Studio Director, [Leigh Villegas](#).

Reach out to Partnerships & Events Director Michal Jensby at [mjensby@globalatlanta.com](mailto:mjensby@globalatlanta.com) to get pricing and find out how to become a Global Atlanta Partner.