

Founded in 1968 Wallen Design has been servicing the Advertising, Marketing and Licensing Industries for over forty years. Specializing in Consumer Products, Services, Entertainment and Sports. From Madison Ave to Hollywood Blvd, our commitment to excellence and theme is simple: Creative solutions by design, delivering quality work, on time & on budget. Successful product launches and marketing campaigns are not an accident, but rather by design.





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Bill Wallen has created and produced innovative and award winning entertainment and consumer product, marketing campaigns and original programming for over 40 years. Bill was senior vice president / creative director of strategic marketing worldwide for Sony/Columbia/TriStar.







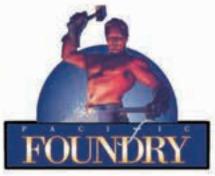
































MOTION PICTURE MARKET IN G

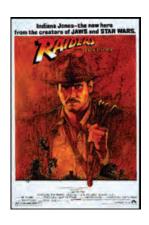
Bill Wallen, art director, designer, illustrator, writer, producer has created strategic marketing plans and creatively directed the development and overall execution of over 300 motion picture campaigns worldwide.

















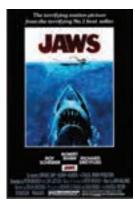
















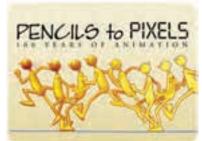
BROADCAST PROGRAMMING DEVELOPMENT

Wallen Design has developed and produced award-winning television programming and promotions, including original series and specials for networks, production companies and studios.





















Motion Picture

campaign completion, Bill Wallen has creatively directed and developed several hundred motion picture campaigns.





































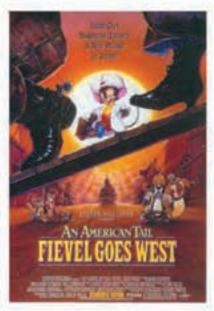




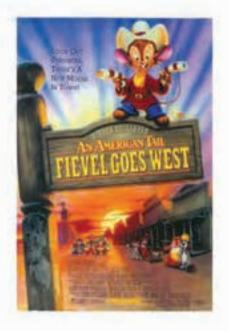
















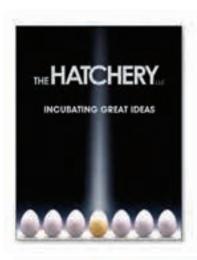












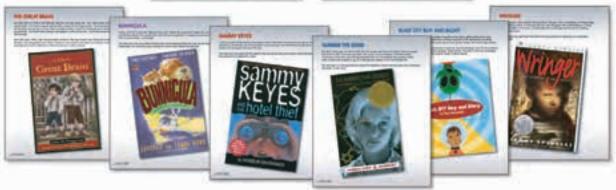




































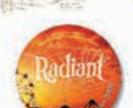




























Music Concert Touring

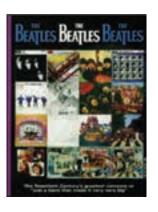
Complete music concert touring and licensing packages from tickets to tour books, to advertising, promotions and sponsorships, Bill Wallen has creatively directed the music marketing machine.

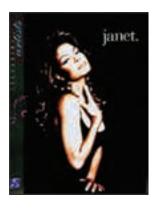




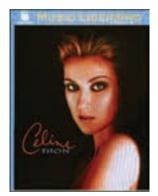


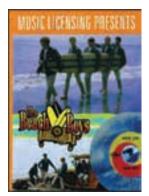








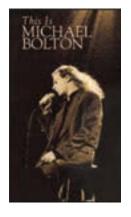












Music Licensing Merchandising

From consumer products to collectibles and memorabilia, from inserts to e-commerce, these innovative merchandising and licensing programs have helped heighten awareness and maximize sales and revenue.

























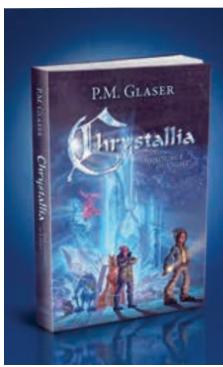








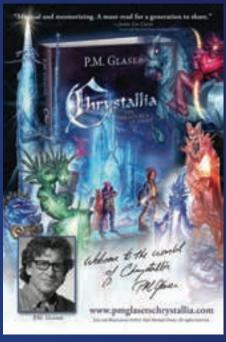


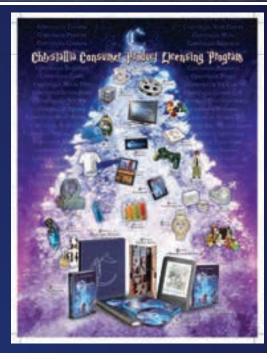












#### OVER 100,000 FAMILIES HAVE DISCOVERED IN PERSON THE PHENOMENON OF PAUL MICHAEL GLASER'S CHRYSTALLIA AND THE SOURCE OF LIGHT

THANK YOU! IN BARDER & WORE ANALYSIS INDUSTRIAL OF

#### Join the tour!)

#### See you in and around:





#### RECORD BREAKING SALES!

now and show we see a hook shar weeply flor off she shelves STALLIA is one such hook. Biochellers has it and take to

The First Edition printing run of 10,000 has been SOLD OUT in the initial test stage exceeding

#### CHRYSTALLIA StoryTime and Event Appearance Facts:

























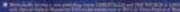






### Strategic Marketing

#### If You Don't Know Whete You'te Going, You'te Gonna End Up Somewhete Else."





































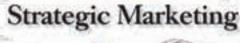




















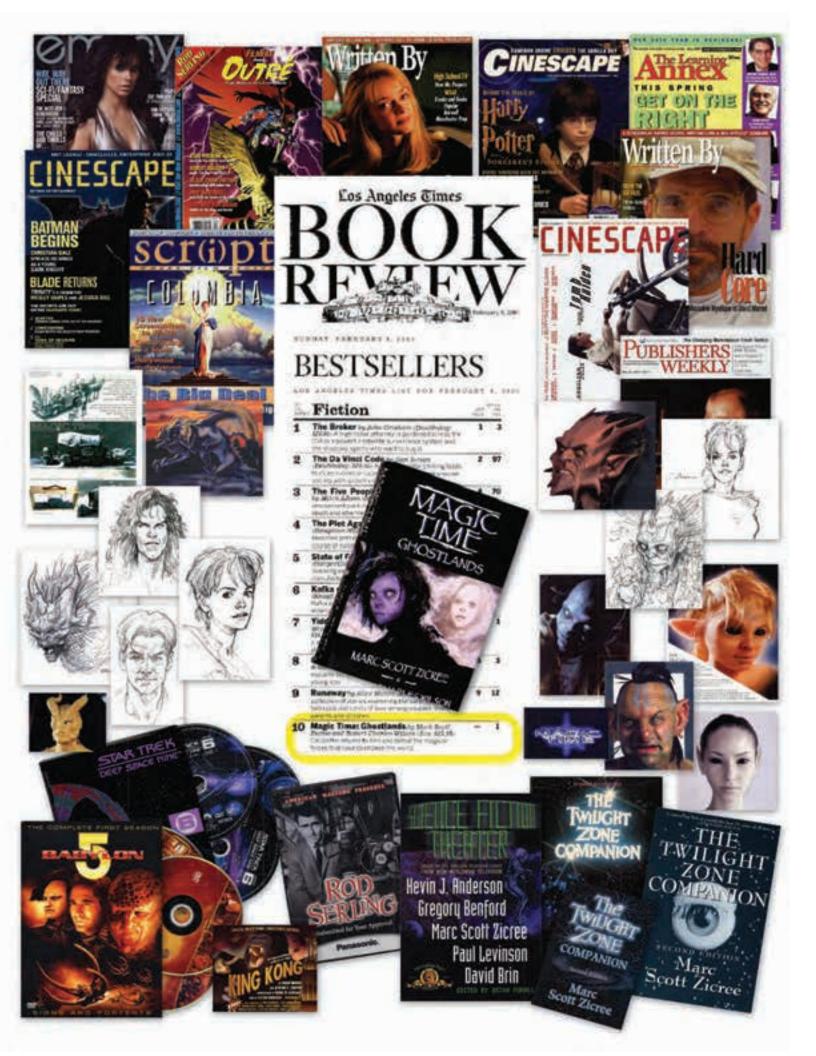




MARC SCOTT ZICREE.
MAYA KAATHRYN BOHNHOFF









ORIGINAL

E T Ν

PROGRAMMING

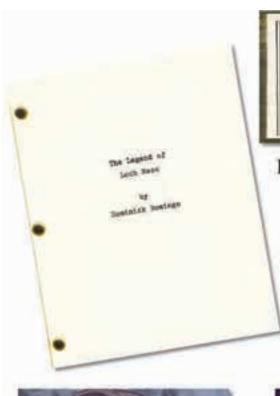
Star Trek New Voyages: The five IV "World Enough and Time"







"TREKKIES" in association with Rodger Nygard





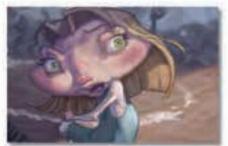
#### FROM DISNEY ANIMATOR

#### DOMINICK DOMINGO

LION KING • POCOHANTAS HUNCHBACK OF NOTRE DAME TARZAN • FANTASIA







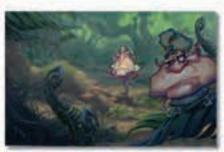














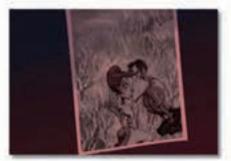














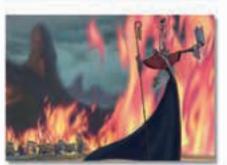








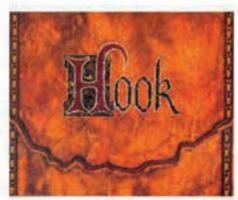






S T Y L E G U I D E S
L I C E N S I N G
P R O G R A M S

Style guides are an essential element in creating a consistant and quality licensing program. Bill Wallen has been creating style guides for over 40 years.















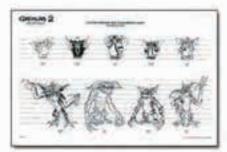


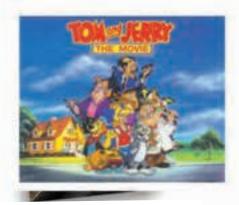






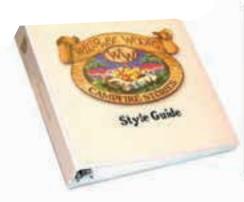












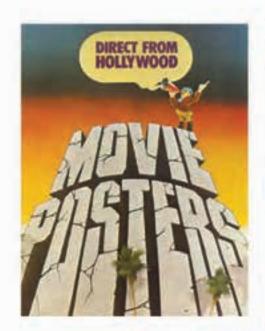






L I C E N S I N G
P R O G R A M S

Bill Wallen has created, designed, art directed and licensed several thousand images for posters, prints, and greeting card lines.

































































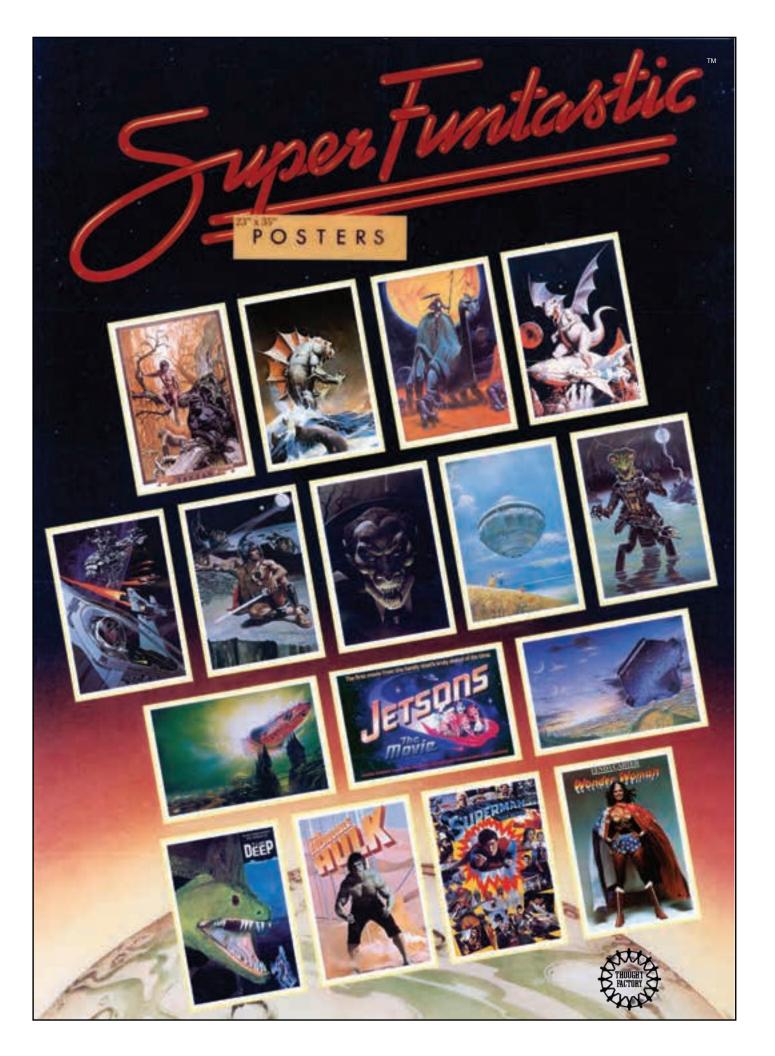












GARY PATTERSON'S

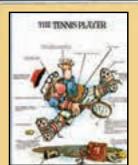
# WEEKEND

#### 18 x 24 PRINTS

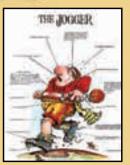








SUITABLE FOR FRAMING )



**RRIORS** 





















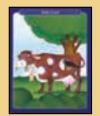


















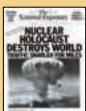










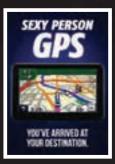






# SCORECARDS<sup>M</sup>

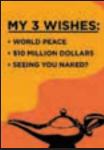
## Laugh more. Live more. Love more.











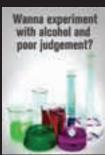












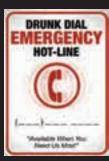










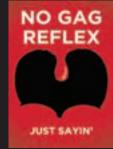












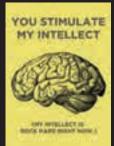


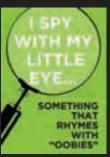




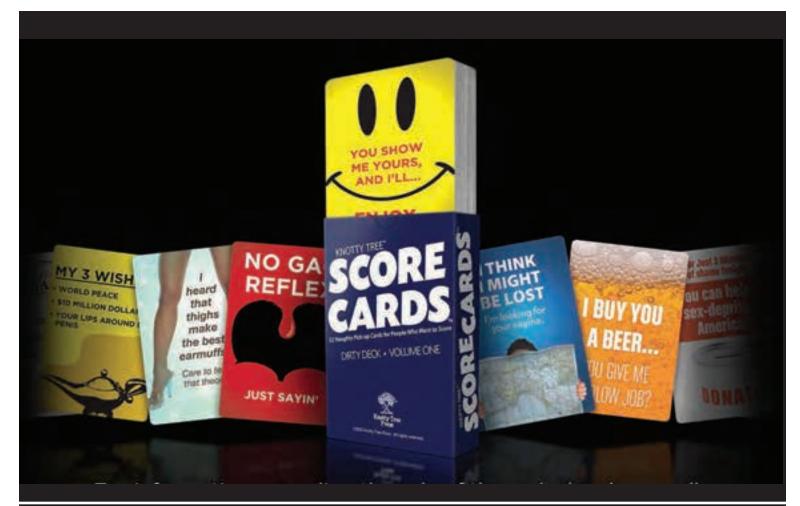




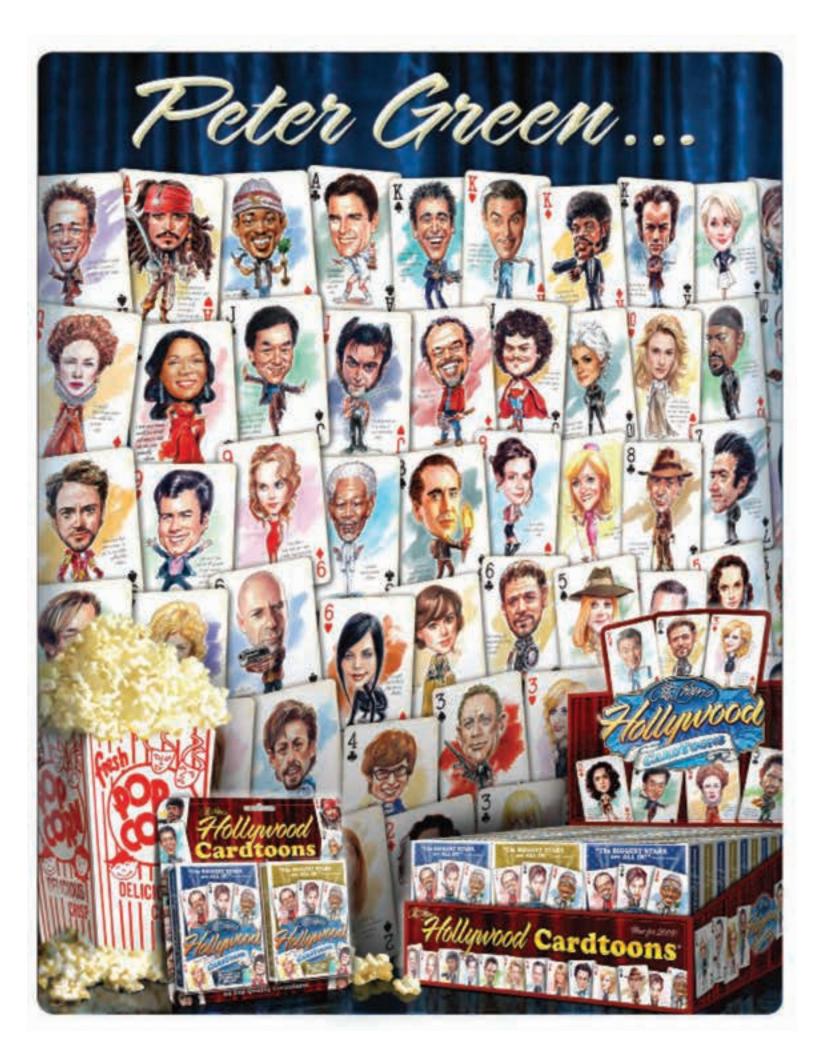








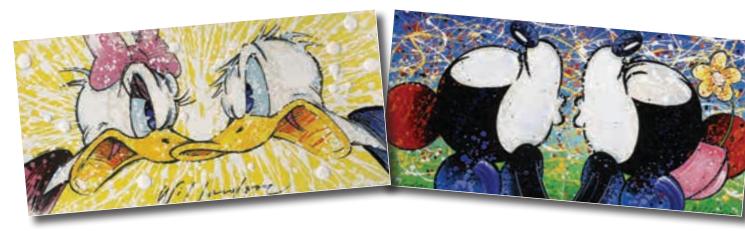






# WALLEN DESIGN FINE ART MERCHANDISING PROGRAMS

Over \$40 million at retail in the first five years.



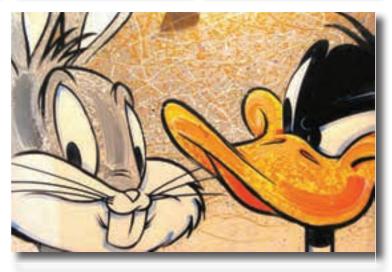










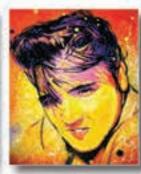






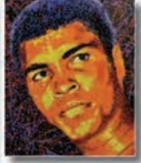
















We work with you to craft, position and find the right avenue to support big thinking. Our proven process helps identify the right path, and finds the right partners for a successful solution. From branding to production development to licensing opportunities, we help light the way.

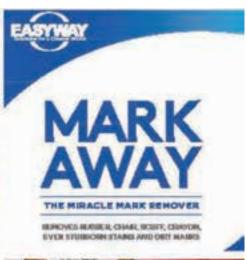
We are assembled to visualize, listen and grow your story.



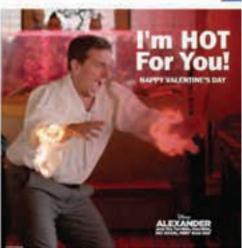
MURIS PEMGSOLAR SKULL TEC EASYWAY CIVIL SOCIETY Weetabix

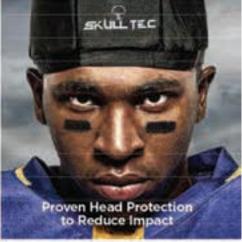


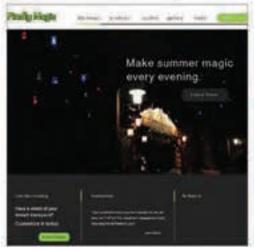








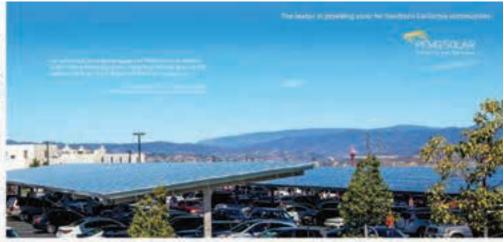














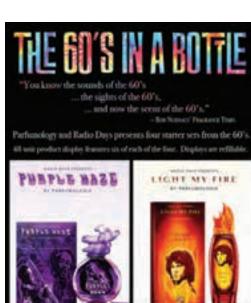




















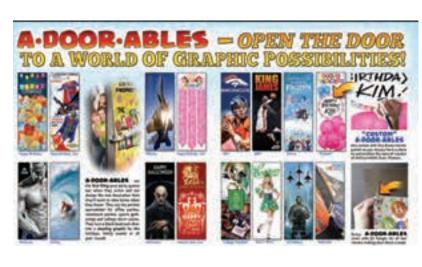








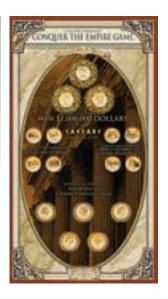


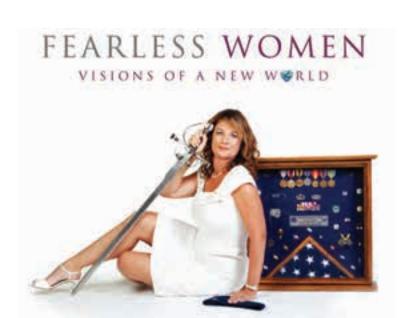






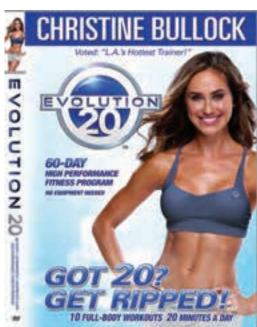








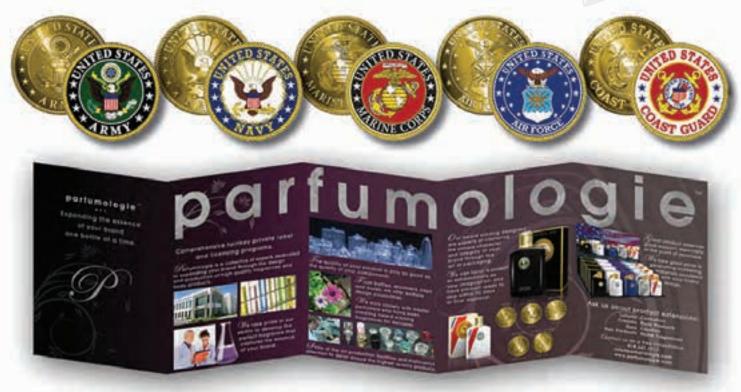




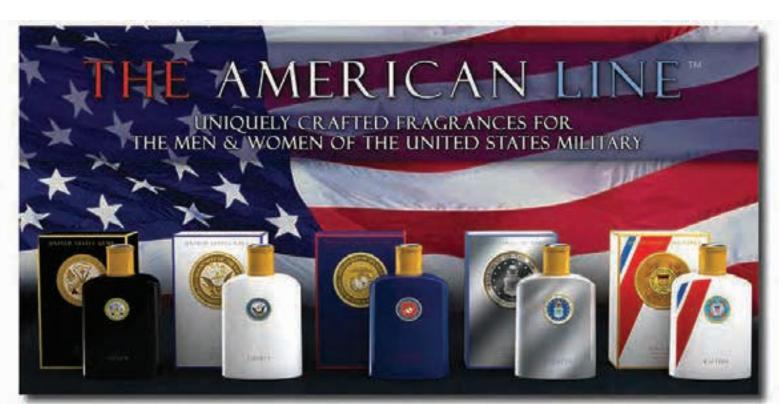


PRIVATE LABEL MERCHANDISING PROGRAMS

Comprehensive turn-key development. From concept through production, manufacturing, merchandising, and advertising marketing support.











## Creative business development veterans join forces to form Brandscape, a branding, marketing, licensing & Supergroup.

Introducing Brandscape Solutions, a new enterprise made up of creative, strategic marketing, branding, licensing and legal experts servicing the *Cannabis Industry*. It's a jungle out there. Rules of engagement keep changing. Regulations

keep cropping up. Politicians keep hurling obstacles. If you're not careful, numerous pitfalls can sink your business.

We're here to help you build great brands – one product at a time. Part of



Temp image as our actual staff is out there blazing trails for our clients.

the associates that created UCBA and published Kush magazine, Brandscape guides you through the jungle as as a full service, turn-key, creative business development operation.

We know the *Cannabis Industry* and surround your business with the legal teams responsible for pro-industry laws and regulations adopted by cities, counties and states, nationwide.

# Dedicated to creating quality work, on-time and on-budget for over 30 years.







C	0	R	Р	0	R	Α	T	Е
P	R	0	М	0	ТІ	0	N	S
S	Т	R	Α	Т	R	G	I	С
Α	L	L	I	Α	Ν	C	Е	S

Your identity in today's market will either put you ahead of the race or get you lost in the crowd. These added value, backend promotions have moved millions of dollars worth of self-liquidating premiums while promoting the brands.























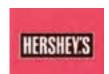
















































































**DVDS and ACTIVITY BOOKS** 















sociation with Dave Willandson

































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Creating total marketing solutions for e-commerce and e-business companies by networking website designers, value added resellers, advertising, promotion and

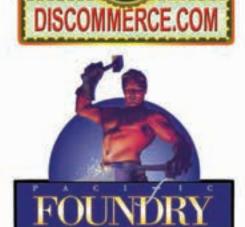


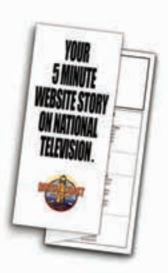










































O V E R N M E N T D Ν

Wallen Design developed and delivered highly targeted multi-media branding projects for various departments of the Federal Government including, The U.S. Congress, The Department of Education, and The Center for Civic Education.







































## Paper or Plastic?











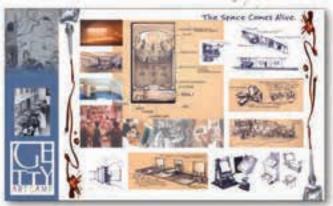


ENVIRONMENTAL
ENTERTAINMENT
DESIGN

From concept through execution, Wallen Design delivers intelligent solutions for environmental entertainment projects.









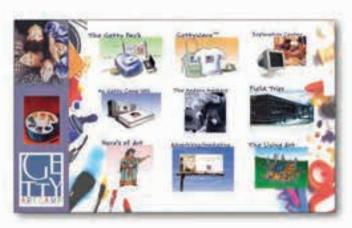
















INSTRUCTOR
BILL WALLEN

FRANCHISE/ BRAND

DEVELOPMENT ENTERTAINMENT



MARKETING
LICENSING

PRESENTATION

ART CENTER COLLEGE OF DESIGN



FOUNDATION STUDIES
FRED FEHLAU
OHAR



## MUTLI-MEDIA ENTERTAINMENT COMPANIES 10 MAJOR DIVISIONS

- 1. Movies
- 2. Home Entertainment
- 3. Television
- 4. Music
- 5. Publishing

- 6. Video Games
- 7. Live Attractions
- 8. Sports
- 9. Theme Park
- 10. Licensing

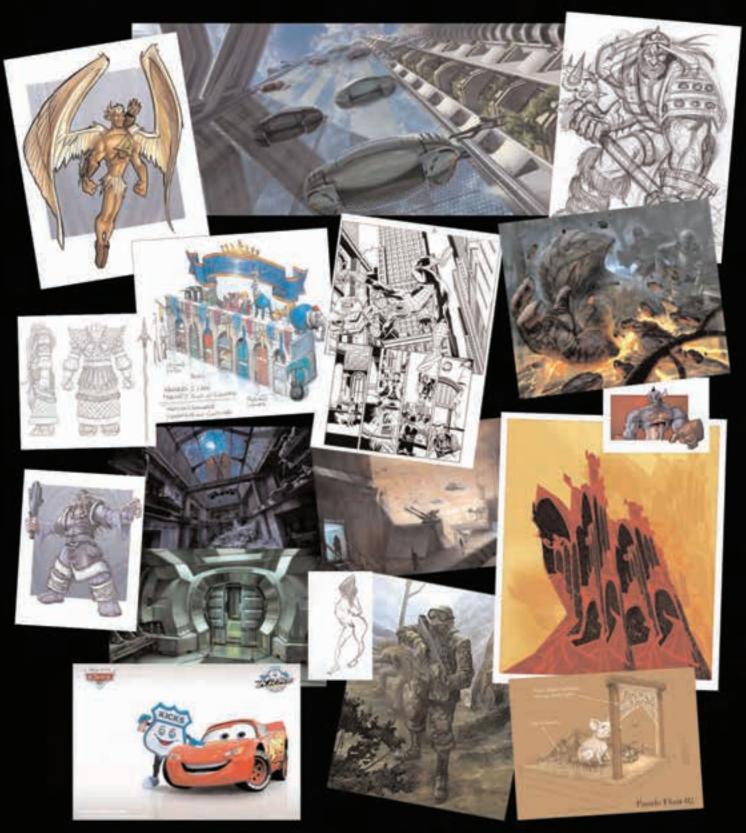
There are over 300 Production & Support Jobs/Assignments Catagories.

There are 6 additional positions (internally & externally) in support bringing the total to 1800 jobs/assignments per studio.

There are 7 major multimedia entertainment companies:

- Time/Warner
- \* Viacom (Paramount)
- GE (Universal)
- . News Corp (Fox)
- . Disney
- . Sony (Columbia/Tri-Star/MGM)
- Dreamworks

#### THE WORLD'S TOP PROFESSIONALS TEACH YOU TO PERFORM IN THE ENTERTAINMENT INDUSTRY



## ENTERTAINMENT ART ACADEMY



MOVIES . TELEVISION . GAMING . COMICS





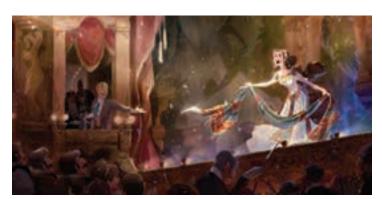


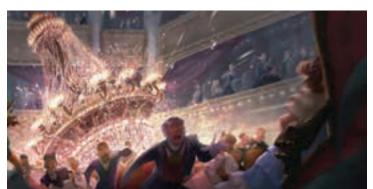




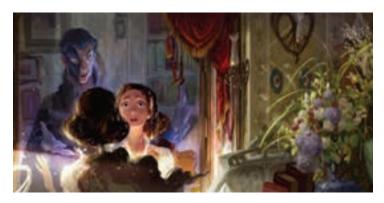










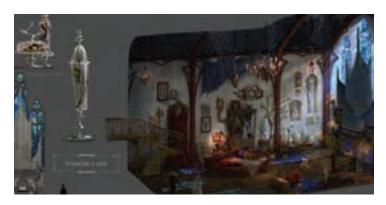














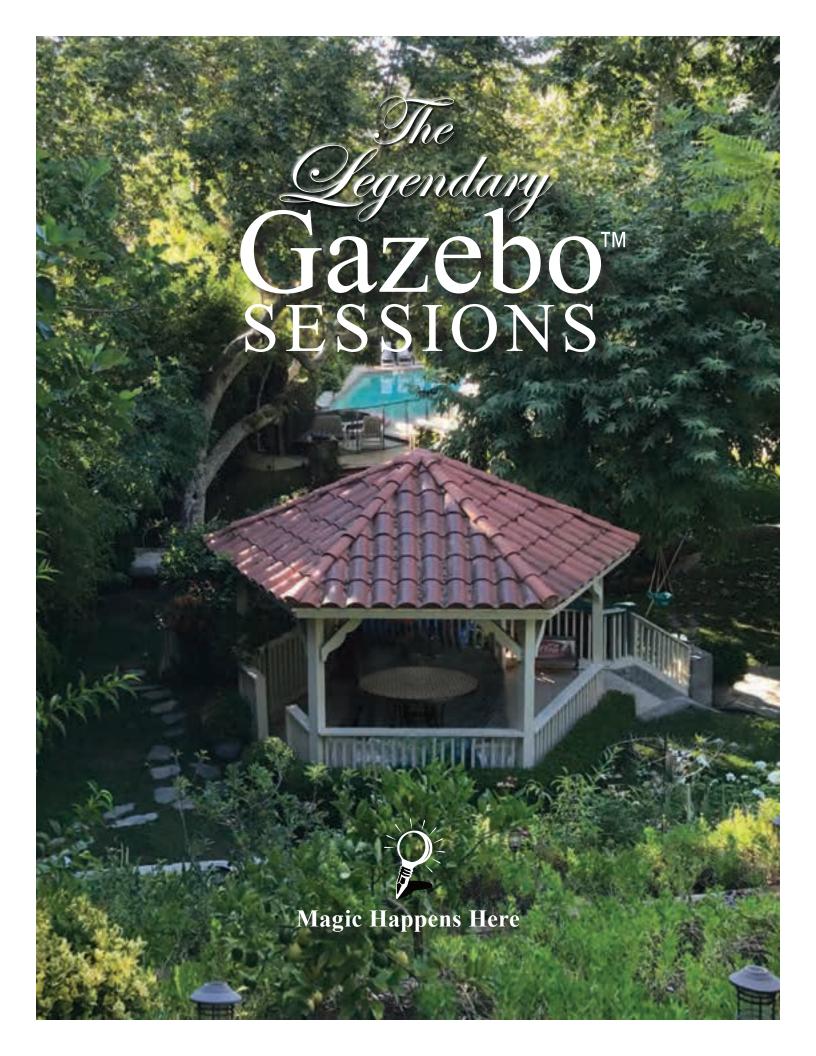








Cline Kim independent study project ACCD Entertinment Design 8th term 2016



# The Legendary Gazebo Sessions<sup>TM</sup>

### **Intellectual Property Development For Licensing**

WILLOWBE WOODS
Campfilre Stories

THE MOON IN MY ROOM

THE NOT ME MONSTER

A TEAM OF ONE

MUSEEIUM

THE NAVIGATORS

**ESTROGEN** 

THE FOUNDRY

**PEPART** 

HEART Hear Art • See Music

WILLARDSON
Disney Fine Art

DISNEY'S SING ME A STORY WITH BELLE

DISNEY'S AMERICAN TEACHER AWARDS CHRYSTALLIA And The Source of Light

THE HATCHERY

MANNERS I. CARE

**MAGIC TIME** 

THOUGHT FACTORY

WEEKEND WARRIORS

NOTHING TO IT LETTERS

PICTURE PERFECT

**SLANGUAGE** 

SCORE CARDS

STUDIO DIRECT COLLECTIBLES

**KICKS** 

The Official Mascot of Route 66

CAR KRAZY KIDS

**GETTY ART CAMP** 

ENTERTAINMENT ART ACADEMY STARTREK NEW VOYAGES

**LOCH NESS** 

**SPRINGBOARD** 

EASY WAY

**ELEMENTAL** 

**ICE BREAKERS** 

PARFUMOLOGIE

A•DOOR•ABLES

THE AMERICAN LINE

DIGITAL COAST NETWORK

INTER•TUBE•TV

**BIZJUNGLE** 

ART DREAMS

**DEAL POOL** 

A successful Creative Director is only as good as the talent they are surrounded by. Thank you to collaborators and influencers...

Jack Roberts, Mikio Osaki, Saul Bass, Tony Asher, David Ogilvy, Hanley Norrins, Paul Schaeffer, Fred Bernstein, Tony Seiniger, Greg Morrison, Sid Ganis, George Lucas, Steven Spielberg, Marv Levy, Gene Cofsky, Brad Globe, Drew Strusan, Barry Shereschevsky, Dave Willardson, Peter Green, Gary Patterson, Mike Cole, Ken Jillson and Randall Scherrer.

"When great talent get together, great things happen."





CREATIVE
MARKETING
SOLUTIONS

Wallen Design is dedicated to creatively helping companies navigate their way through emerging technologies and convergent interactive new media by developing innovative ideas, uncovering underutilized resources, and existing assets.

#### **SERVICES:**

Intellectual property development
Consumer product design
Packaging Design
Brand building and management
Original Programming
Integrated strategic marketing
Multi-media advertising
Direct Response Programs
Value-added promotions
Licensing and merchandising

## **CONTACT:**

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2145 Crespi Lane Westlake Village, CA 91361

P 818.422.1200

bill@wallendesign.com

www.wallendesign.com