



They're causing a **K**motion



BY STEVE PRESTEGARD



AS THE PHRASE GOES, WHEN ONE DOOR CLOSSES, another door sometimes opens.

The "door" closed March 31, when Pulse Communications, a Green Bay video and interactive producer, closed.

Shortly thereafter, the "door" opened when about half of Pulse's employees, including Pulse's interactive and Web department, opened Kmotion Media.

"Pulse employees were given three days notice that the business was closing, after 20 years in business, and after one of our best years ever from a sales

perspective," says Kmotion President Susan Stauber.

"Three days is not a lot of time, but we gathered a core production team from what had been Pulse. This was obviously a very stressful time, as we were given little warning but we very quickly formed Kmotion Media and started building our new company."

Stauber describes Kmotion (which the company says is pronounced "com-motion") as "a multimedia production company that merges media in motion with the digital platforms that customers interact with every day. We help our clients succeed by strategically fusing film production, animation, motion graphics, technology and interactive experiences to deliver engaging marketing and communications solutions."

One example is Kmotion's production of one of the first HDTV commercials in the Green Bay TV market, for the Island Resort & Casino in Harris, Mich. Kmotion worked with HVS Advertising-Marketing of Green Bay to do the commercial's motion graphics, animations and editing.

Another is the animated 3D Statue of Liberty and background Kmotion creative partner Jesse Kujava created for Comedy Central's "Family Guy" Memorial Day weekend marathon. Kmotion partner Dan Mead is the creator of a pop art illustration for a British blog dedicated to comic book artist Jack Kirby, cocreator of Captain America, the Incredible Hulk, the Fantastic Four and X-Men. Kmotion partner Gregory De Tennis is the company's director of photography and editor.

"We provide high-end Fortune 500-quality imagery, without the Madison Avenue budgets," says Stauber. "A 'local' looking piece is now unacceptable for a majority of businesses — no matter their size."

"We can provide TV spots that look like nationally broadcast spots, Web sites that stand up against any brand, presentations that allow companies of any size to stand up next to any of their competitors, no matter their size. Larger companies demand the high quality that we can provide. For them, the ability to work with someone locally is a huge plus, both logistically and financially. Smaller companies are excited that they can have access to top-notch quality advertising, marketing and communication tools that allow them to compete at new levels."

Besides Internet-based applications, Kmotion's productions include email blasts, desktop applications and widgets, games, broadcast, viral video, digital signs, touch-screen kiosks and DVDs. Kmotion's core competencies include film and video production and post-production, 2-D and 3-D animation and motion graphics, digital special effects, graphic design, Web design and interactive design.

"We've been incredibly lucky in that, right from day one, our services have been very in demand," says Stauber. "All of the clients I worked with as an account representative at Pulse agreed to work with us at Kmotion, and have been very supportive. We've brought on several new clients, as well, and that's been very exciting."

"Our biggest concern is making sure that we deliver a top notch quality product to all of our clients, which means we need to control the amount of projects we take on. I've always believed that the best sales technique is a job well done, so we definitely focus more on the work we've been hired to do, than what might be around the corner." **M**

Kmotion's demo video (this photo and above left) shows off the company's multimedia and special effects capabilities. Kmotion is (above, clockwise from upper left) Susan Stauber, Greg De Tennis, Jesse Kujava and Daniel Mead.



Photos by Kmotion