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## **NEWS RELEASE**

### **SBK Pictures Creates Interactive Tools for The Risk Management Association**

Philadelphia, PA, – SBK Pictures, well known for its award-winning film work in TV commercials and IMAX movies, has just completed two interactive presentations for The Risk Management Association (RMA), the leading professional organization for the commercial banking industry with over 2,850 institutional members that include banks of all sizes as well as nonbank financial institutions.

The two interactive programs were directed by Jeffrey Berry and produced by Jim Huie and Barney Leonard of SBK Pictures. One program focuses on the benefits of RMA membership and the other showcases eMentor, the new RMA online service that offers banking professionals instant access to the vast library of RMA industry-leading information resources.

“Both presentations integrate video with Flash technology into an interactive web-based tool,” says Jeffrey Berry, founding partner of SBK Pictures. “The challenge was to distill the benefits of belonging to RMA and subscribing to eMentor into concise presentations that help banking professionals understand what RMA can mean to their business. Above all, since RMA is a member-driven organization, we wanted to use banking executives from across the country to tell the RMA story in their own words.”

In addition to introducing the RMA website, both videos are also repurposed into CD-ROM multimedia presentations and trade show kiosks. “We were able to repurpose the content across three different formats,” says Berry, “providing added value for the client.”

Developing corporate videos in the business-to-business world is a new initiative for SBK Pictures. “This work is a natural evolution for us,” says Barney Leonard, Vice President of Corporate Media. “We have collaborated for nearly three decades with leading ad agencies and corporations to develop TV spots that sell products. We have a keen understanding of marketing, positioning and communications designed to accomplish well defined objectives. So we’re excited about bringing our experience to the corporate world where we can help companies leverage assets with compelling messaging and stylish graphic applications.”

Among SBK’s recent advertising clients are Allstate, AT&T, Comcast Cable Corporation, Dun & Bradstreet and Motorola.

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