## **GET TO KNOW FG**

"The film in the camera when the shot is taken is 'first generation.' A print of this negative will be 'second generation.' ...Each generation marks a progressive deterioration in the quality of the image."

-How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media

## WHO IS FG?

On the surface, we're a creative, strategic agency with a long history and an even longer list of capabilities.

At our core, we're a team of passionate people who just really love to take our clients further.



FIRSTGENERATION



## WHAT WE DO

## WHY FG?

We bring something a little different to the table:

Value in Quality & Efficiency Strength in Relationships Dedication to High-Level Service A Whole Lotta Know-How Scalability—from Local Shop to Global Brand

What began as a film production company in 1987 has grown into a full-service strategic marketing agency with a huge shooting studio and extensive in-house capabilities. For us, it's all about the big picture. Learn more at firstgencom.com.



Marketing

A start-to-finish set of creative solutions tailored to your needs



Visual Production

A mastery of movement met with a wealth of technical know-how



Live Experiences

A maze of details and planning molded into a seamless execution



Learning Solutions

An engaging program designed to overcome organizational challenges