

“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.



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

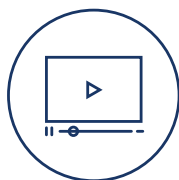
WHAT WE DO

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](https://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