

Case Study

Capython 2026
Launch Films



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Team Members

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My Role

Throughout the project, we worked collaboratively as a team, but I was involved at every stage of the branding process and took on a leadership role in guiding our creative direction.

I contributed to all major decisions, helped ensure consistency across the project, and took responsibility for both the agency branding and working alongside Jason to development the website.

Description

After brainstorming as a team, we developed an idea centered around our agency's goal: bringing products into the limelight through launch campaigns. And from that the inspiration for fireworks launching into the air was born.

Building on this concept, we created the tagline: "Make your presence known." This idea became the foundation of our brand identity.

I played a key role in shaping and refining this direction, helping guide how the concept would be applied across the project. After presenting and discussing it as a group, we collectively decided to move forward as Launch Films.

Video Production Company In Montreal.

LAUNCH

FILMS

Make your presence known.

Agency Branding

Agency Name

However our name was not always certain, as our original concept for our brand was simply going to be «Launched», but I along with others felt that this name didn't match what story we were trying to convey.

After long deliberation, we wanted to keep our vision for launching but wanted to make sure our agency production was clear and could be understood without the need for more details.

Finally after having a big contribution to coming up with names for our agency, Launch Films was selected as it best reflected both our concept and our focus on impactful launches.

Website

As a team, we began the website process with a wireframe created by one of our members. The design included all the key components needed for a functional site, along with more refined features such as a video section on the homepage.

After completing the branding, we revisited the wireframe to better align it with our established visual identity. I contributed to refining that design and adapting it to fit our brand aesthetic.

Problem

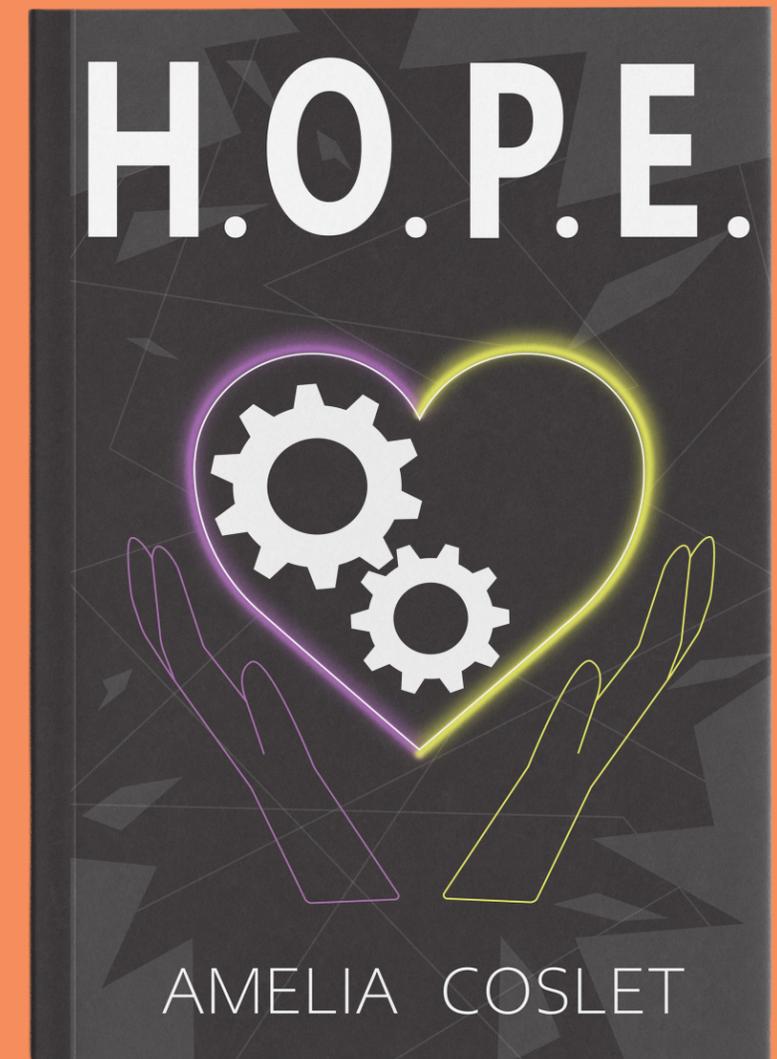
With tight deadlines approaching, we realized that implementing all of the planned features like more complex elements like embedding a video, we would find to be too difficult within the available timeframe.



Book Launch Campaign

With our agency established, we were approached by Amelia Coslet to support the launch of her newest book. As a team, we were tasked with creating promotional video content for her social media to help generate attention and build anticipation around the release.

While I was not directly involved in producing the videos, I remained actively engaged throughout the process. I provided creative input, helped guide decisions, and maintained oversight to ensure that all content aligned with our agency's brand identity and overall direction.



Event Banners

Although the team focused on digital promotion, I took on the responsibility of developing materials for the physical side of the launch event. I designed banners and posters to promote the in-person book signing, ensuring that the visuals were consistent with both the author's work and our agency's branding.

This allowed us to extend the campaign beyond social media and create a cohesive experience across both digital and physical spaces. My goal was to make sure that every touchpoint of the launch felt unified and professionally executed.



Conclusion

Overall, this project was a strong example of how we were able to take an idea from its early stages and develop it into a fully realized agency and campaign. From building our brand identity to executing both digital and physical deliverables, we worked collaboratively to create something cohesive and impactful.

For me, being involved at every stage of the process while also helping guide the team was both challenging and rewarding. It pushed me to think more critically about creative direction, decision-making, and how to balance ideas with practical limitations like time and scope.

Final Thoughts

Seeing everything come together, from the agency branding to the final launch materials, was a really satisfying moment. At the same time, it also highlighted areas where we could continue to grow, especially in refining execution and expanding on some of the ideas we had to simplify.

By the end of the project, I felt proud of what we accomplished as a team and confident in the direction we took. It was a valuable experience that strengthened both my creative and leadership skills, and it gave me a clearer understanding of how to bring a concept to life from start to finish.