



BRING YOUR STORY TO LIFE 

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PROSPER DIGITAL TV WINS 10 INTERNATIONAL AWARDS FOR EXCELLENCE

WORKS RANGE FROM HUMOROUS LONG-FORM PIECE WITH A MARMOSET MONKEY TO TRAINING VIDEOS HELPING TAXI DRIVERS PROVIDE SAFE TRANSIT TO WHEELCHAIR PASSENGERS IN NEW YORK CITY

Brooklyn, NY -- Prosper Digital TV won 10 international awards for creativity and production quality, including landing top awards for a humorous tale of a big-hearted surfer helping to reunite a pygmy marmoset couple, as well as multiple wins for an innovative training video series that helps NYC taxi drivers learn how to provide wheelchair passengers with safe transit.

The two video projects each won multiple awards from The Telly Awards and the Communicator Awards, two leading international video contests, and each are emblematic of the company's approach to creating purpose-driven content to meet client needs, said Joanes Prosper, CEO and Creative Director of Prosper Digital TV, a Brooklyn-based video production and marketing company.

"What these projects have in common is a sense of purpose and a dedication to innovative, engaging productions," Prosper said. "These awards reflect both the skill and creativity of our team and the commitment to transformational storytelling."

The minority-owned firm recently moved into new studio spaces, adding production capabilities as well, in partnerships with Buttons and Six+One Studios.

"Unintended Consequences," a rollicking long form video project for client Cogency Global, won two 2021 Awards of Excellence, the top designation from the Communicator Awards. The video was shot during the pandemic, requiring extensive logistical and advanced visual effects (VFX) production work, and to date has been viewed more than 200,000 times on social media channels.

It tells the story of Victor, an Amazon pygmy marmoset monkey in a tangled web of intrigue involving a corporate lawyer, a big-hearted, big wave surfer, an evil airline tycoon, a hapless zookeeper, and a cross-continental journey -- all to make the point for client Cogency Global that little decisions in business and life can have big consequences. The piece was directed by Laurence Shanet, past winner of the Young Director Award at the Cannes Lions International Festival of Creativity along with Craig Melville, also a past winner at Cannes and recipient of 60 filmmaking awards and frequent collaborator.



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“Overcoming the challenges of producing “Unintended Consequences” in the midst of the pandemic, and creating something that told a humorous story with a strong message was quite rewarding work,” said Shanet. “Since we knew a lot of viewers wouldn’t even know what a process agent was, we wanted to acknowledge the viewer’s mindset and play with that. By showing the consequences of making the wrong choice rather than dwelling on legal terminology, we were able to do that. We still wanted villains, heroes and laughs.”

The work won the top awards from the Communicator Awards in the Financial Services & Banking for Branded Entertainment category as well as in the Craft-Writing for Branded Entertainment category. The project was also honored with a Communicator Award of Distinction designation in the Long Form for Branded Entertainment. In addition, the Telly Awards, a leading international competition, gave two Silver Telly Awards to the project for use of Long Form Format for Branded Content category and for production quality in the Use of Stock Footage category.

Prosper Digital TV also won a 2021 Gold Telly for Branded Content for work on a Training Series for Medical Transportation Management (MTM, Inc.) and the NYC Taxi and Limousine Commission -- helping to train and inform drivers to help with accessibility issues and providing a step-by-step guide for how to best support wheelchair passengers.

The series of videos -- which include a step-by-step process, technical and specific equipment usage demonstrations -- helped to fill a gap in driver education in addition to improving access to wheelchair passengers who rely on taxi services.

“Beyond the technical aspects, which are very important, we worked hard to explore and demonstrate the human connections that make this service so critical,” Prosper said. “This approach puts a focus not just on the images, but the storytelling, and that is what sets these apart.”

In addition to the Gold Telly Award in the Education for Branded Content category, the project was awarded a Silver Telly in the How-To/DIY and won three Awards of Distinction from the Communicator Awards for Copywriting for Online Video, Training for Online Video and How-To/Instructional for Online Video categories.

“We love sharing inspiring stories, using the unique power of digital video and production to create narratives that explain, engage and entertain people, no matter the context,” said Prosper. “These awards are a wonderful affirmation of our hard-working team, and the skills they bring to every project. We’re excited for the recognition, and even more excited about what’s next.”



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Prosper Digital TV is a full-service video production and marketing company that partners with purpose-driven agencies and corporations to help them offer impactful messages to their audiences across diverse mediums and platforms. With a focus on commercials, live-streaming events, branded shorts, documentaries, film and television projects and other creative content, the award-winning company leverages the power of video to bring stories to life.

INTERNATIONAL AWARDS:

Founded in 1979, the Telly Awards honor excellence in video and television across all screens and are judged by a group of leading video and television experts from some of the most prestigious companies in entertainment, publishing, advertising, and emerging technology. (<https://www.tellyawards.com/>)

The Communicator Awards are a leading international awards program recognizing excellence in communications across a spectrum of industries, championing effective and meaningful work. (<https://www.communicatorawards.com/>)

The Prosper Digital TV teams on the two award-winning projects:

Unintended Consequences

Executive Producers Joanes Prosper, Prosper Digital TV
& Tigist Ketema, VP of Global Marketing for Cogency Global
Director/ Writer Laurence Shanet
Director / DP Craig Melville
Producer Lauren Pruitt
Assoc. Creative Director Keith Saunders
1st AD Isabella Olaguera
Motion Editor Yahor Marozau
VFX/Compositor Rob Maisonette
3D VFX Justin Maynard
Editor / Colorist Craig Melville

NYC Driver Safety Series

Executive Producer Joanes Prosper
Writer / ACD Keith Saunders
Director Laurence Shanet
Director of Photography Jamal Solomon
Producer Rabia Sultana
Editor Phil Raymond