



Vincent Burkhead Studio

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Project: **Urban Lifestyle Brand Development** Client: **Cypress & Quincy Jones III**

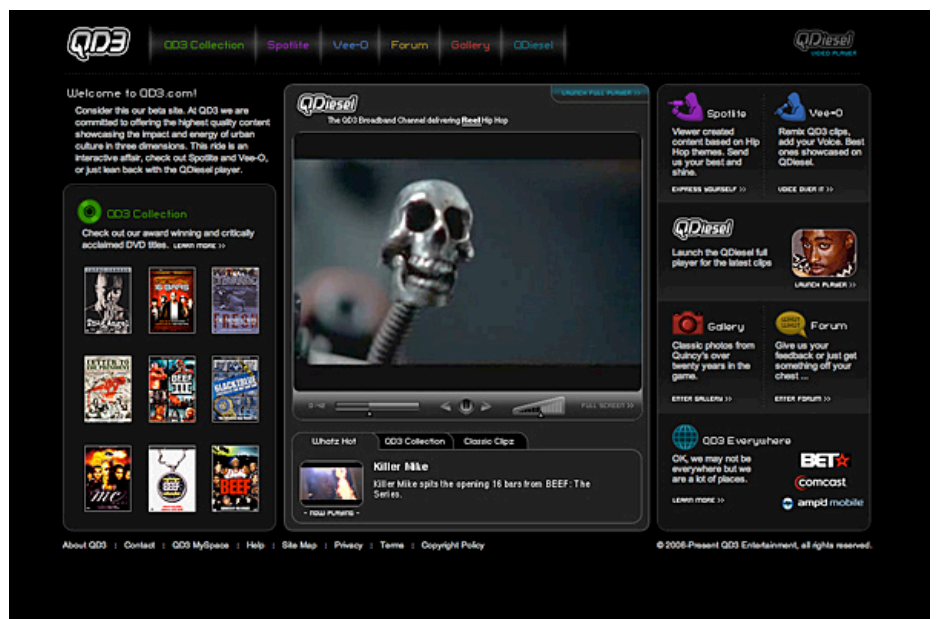


VBS was asked to collaborate with Cypress to develop a new urban lifestyle brand for Quincy Jones III. The website won an international IMA award in 5 different areas of web design & development. [View Award](#)



### Challenges Faced:

Founded in 2002 by Quincy D. Jones III, QD3 is the leading independent urban multi-platform media and entertainment company. The company produces, aggregates and distributes original urban programming across online, DVD, television, VOD, mobile and theatrical platforms. As a media company dubbed “the Harvard of Hip Hop,” QD3 is the leading producer of Hip Hop documentaries and television network shows. With Internet video emerging as hot new space, QD3 recognized the opportunity to create a powerful online experience to compliment their other lines of business, as well as develop new advertising revenue opportunities.



To meet this opportunity QD3 required a web portal with a hip look and feel to appeal to their urban lifestyle audience, and which supports user generated content and community features to make the portal a core online property. This fosters interaction and activity for QD3’s legions of Hip Hop fans. To support this new urban lifestyle portal and its required features QD3 Entertainment required dedicated hardware infrastructure and a sophisticated back-end system to manage thousands of video assets, advertising media, and user generated content.

### Solutions Developed:

The team worked with QD3 to develop an overall strategy for the new portal – collaborating on everything from the feature set to the 3rd party software and hardware infrastructure required to support the system. We determined that integrating the Platform’s Media Publishing System (MPS) into the portal would provide a toolset required to manage the vast content library.



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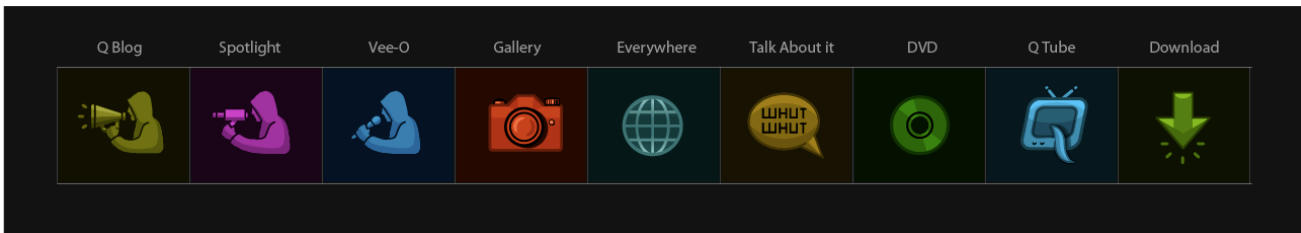
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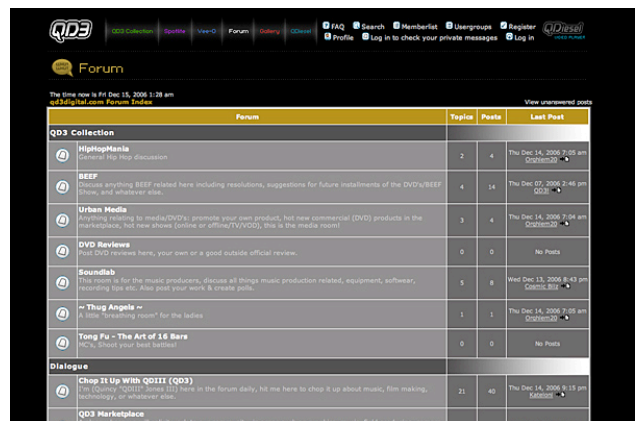
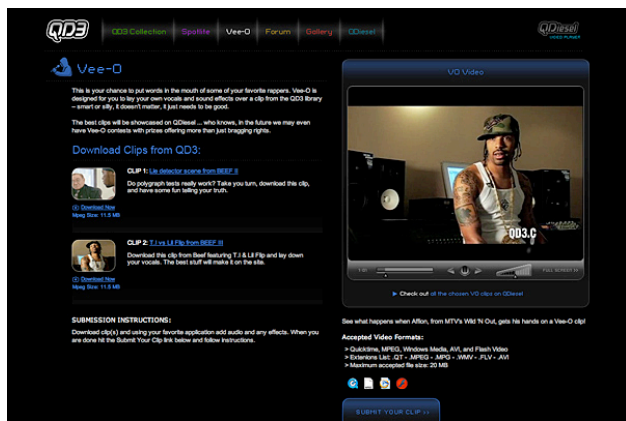
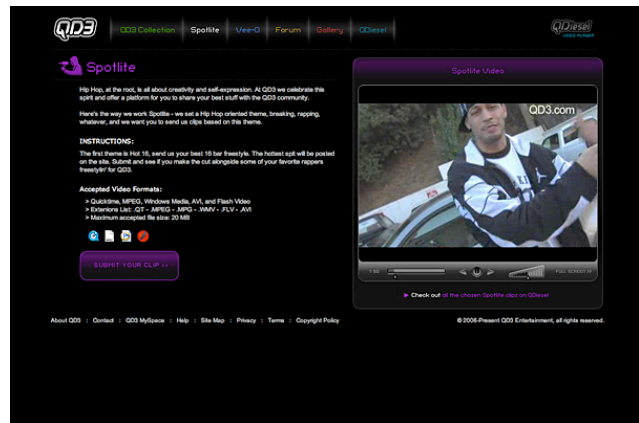
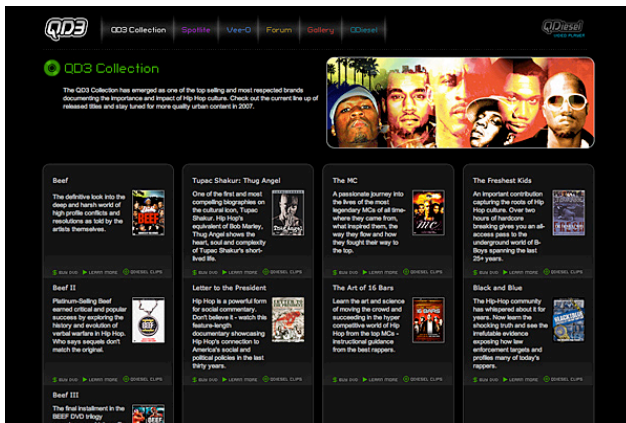
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VBS then began a branding effort focused on the creation of the new QD3 online brand. A sub-brand was also produced for QDiesel – the custom Flash Video Broadband player developed within the portal. The team partnered to define the detailed requirements and specifications for the complete system – from media management to user-generated video submissions, photo galleries and user forums. Flash was identified not only as the most widely accepted platform for the delivery of digital video, but also as the right technology for the interactive interface the audience would use to browse and interact with the media content.



VBS also created a library of custom vector iconography for QD3 to use on and offline.



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VBS & Cypress designed and developed the full web site and Flash broadband video player in addition to the XML Web services and database needed to integrate with the Platform's Media Publishing System (MPS). MPS was also leveraged to create a custom work flow and user guide for the QD3 content team, allowing them to easily manage the daily video updates and advertising content every day. QD3's Television show Beef on BET is already the top rated show on the entire BET network. With QD3.com as the company's new digital channel, QD3 is set to be a top provider of Hip Hop and Urban Entertainment via multiple media. With unique and rare clips updated regularly and always available online, as well as their complimentary content, user generated submissions and community features, their reach has now grown exponentially, as will their advertising and sponsorship opportunities.

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