



Blue Marble Video Selected as Agency of Record by Georgia Department of Economic Development

ATLANTA - July 29, 2021 - [PRLog](#) -- Blue Marble Video, a leading B2B video agency, announced it has been selected by the Georgia Department of Economic Development and Tourism (GDEcD) as their Video Agency of Record. GDEcD markets Georgia to the world by encouraging business investment and trade, attracting tourists to Georgia, and promoting the state as a go-to location for film, music, digital entertainment, and the arts. GDEcD awarded Blue Marble Video this five year contract after completing a detailed bid review that included 18 other creative agencies.

The video agency of record designation is a natural next step in Blue Marble's long-standing relationship with GDEcD that began in 2009. During the past 12 years Blue Marble has produced over 70 brand and testimonial videos that helped promote logistics, tourism, trade, innovation, global commerce, eSports, and small business across the state.

"We're proud of all the amazing work the department has done to help make Georgia the #1 state for business 8 years in a row," said Cara Barineau, Blue Marble Creative Director and Principal. From in-language videos for recruiting companies from Japan, China, Korea, and Germany to a high-profile mini-documentary about the impact of the film industry in Georgia, Blue Marble (<https://bluemarblemedia.com/>) has helped promote the state's competitive advantages. In fact, the Southern Charm video (<https://vimeo.com/473141952>) highlights the state's art, workforce, logistics and culture.

Given the growing importance of video in its marketing efforts, GDEcD (<https://www.georgia.org/>) recognized the value of selecting a video agency of record to help establish and implement video brand guidelines. "It's an incredible honor for Blue Marble to be selected to help promote our home state. We look forward to continuing to expand our relationship with our outstanding creative partners at GDEcD to promote Georgia's industries, innovations and expertise," continued Ms. Barineau.

About Blue Marble Video

Blue Marble Video specializes in the creative and technical development of high-profile B2B video & motion graphics presentations. Our team has been honored with more than 200 national and international awards for our work. Clients include Fortune 100 companies and industry leaders such as SAP, Verizon, McKesson, Georgia-Pacific, Hitachi, Fiserv, Manhattan Associates, The Home Depot, Pitney Bowes, Sage, the Centers for Disease Control and Prevention (CDC), the State of Georgia and many others showcased at www.bluemarblemedia.com.

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Source Blue Marble Video

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