

SPECTRUM PRODUCTIONS ANNOUNCES EVOLUTION OF BRAND IDENTITY TO REMEDY TELEVISION + BRANDED

*Award-Winning Entertainment, Branding and Content Studio
Creates Powerful Narratives To Engage Audiences Wherever They Are*

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REMEDY
Television + Branded

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TAMPA, FLA. – TUESDAY, NOV. 19, 2019 – Spectrum Productions, an Emmy Award-winning entertainment, branding and content studio behind popular hits like Nat Geo’s special, *World’s Biggest Great White?*, is evolving its brand identity. Effective today, **Founder, CEO & Executive Producer Guy Nickerson** announced Spectrum Productions is embarking on the next chapter of its story as [Remedy Television + Branded](#).

“Since we began 30 years ago, we’ve evolved as a company,” said **Nickerson**. “But one thing’s remained the same – our commitment to delivering great solutions through honest storytelling. This philosophy, along with our team’s passion and motivation to create and tell intriguing stories for our clients, is why changing our name to **Remedy Television + Branded** made the most sense. Our ability to produce authentic character-driven stories – for networks and brands – is what sets us apart.”

Remedy Television + Branded is more than a new name. It represents the company’s specialized team of television producers, content developers, advertisers, storytellers, digital minds and branding experts who produce and drive effective and engaging content for audiences, networks, brands and agency partners across any platform.

“Whether we’re creating a groundbreaking television series, a stunning documentary, original online entertainment, an authentic character-driven Instagram story or a fun Facebook Live broadcast, Snapchat ad or commercial spot, we never lose sight of this essential fact: **Everything we do starts with a great story**,” continued **Nickerson**.

Remedy Television + Branded’s new brand identity reflects the studio’s commitment to finding adventure in all the stories it tells. In particular, the new moniker captures the company’s enthusiasm for problem solving and creating compelling content for each and every client. Showcasing incredibly visual work, going the extra mile for a great story and presenting impactful solutions to creative challenges is at the forefront of the studio’s evolution.

Producing television series, documentaries, specials, branded television, identity and title design for some of the biggest networks, **Remedy Television + Branded’s** capabilities are vast, including show conception, talent development, production, post-production and distribution.

The studio’s current and recent production slate includes Nat Geo WILD’s popular series [Secrets of the Zoo](#) (Columbus & Tampa), [Dr. K’s Exotic Animal ER](#) and [Dr. T. Lonestar Vet](#); Nat Geo’s *World’s Biggest Great White?* special; ABC’s [Jack Hanna’s Wild Countdown](#); the CW and nationally syndicated, seven-time Emmy Award-winning series, [Jack Hanna’s Into the Wild](#); and Science Channel’s [Street Science](#).



In addition, the studio works with renowned brand clients on a myriad of marketing solutions by developing meaningful creative, such as social media content, web series, short films, documentaries, brand campaigns, high-end corporate and sales promos, branded television specials and more.

Recent branded and marketing content includes a short film and slate of social media assets for [Sheraton Hotels](#), multiple 30-second TV commercials for Herschend Family Entertainment's [Dollywood](#) theme park, and the [Warrior Games](#)' opening ceremony video starring comedian and former *Daily Show* host Jon Stewart.

As passionate and collaborative storytellers, **Remedy Television + Branded**, which is represented by ICM Partners, has produced over 1,000 television episodes and content solutions for high-profile networks and brands, including ABC, NBC, BBC, Discovery, Science Channel, Travel Channel, Nat Geo, Nat Geo WILD, Animal Planet, The Weather Channel, Disney, Marriott International, Universal, Busch Gardens, Sheraton, Herschend Family Entertainment, Fox Sports, NHL, Publix Supermarkets, National Fish and Wildlife Foundation and more.

For more information about **Remedy Television + Branded** and to find the latest "remedy," visit www.remedystudios.com. Viewers are also invited to join social conversations using [#remedystudios](#) on [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#).

Executive interviews and [media assets](#) are also available upon request.

ABOUT REMEDY TELEVISION + BRANDED

Remedy Television + Branded is an Emmy Award-winning entertainment, branding and content studio with offices in Tampa and offices in Los Angeles. While surfing on Florida's east coast during the summer of 1989, CEO and Executive Producer Guy Nickerson was inspired to launch the company as Spectrum Productions. The 30-year-old content studio's beginnings are a result of his love of adventure and great storytelling, and remain at the company's core today. With seven Emmy Awards and thousands of episodes of television programming and branded entertainment, **Remedy Television + Branded** is one of America's leading creators of original content. For more information, visit <http://www.remedystudios.com>.

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