

## **Loop Media Inc.**

### **Partner, Sonja Perovic**

Loop Media Inc. is a 2D and 3D animation studio based in Toronto. Their expertise in the fields of character animation, commercial production, broadcast design and special effects has been realized in their work with such companies as: Time Warner (USA and Japan), Sony, Post, CTV, Newsworld International, CityTV, Much Music, Ogilvy & Mather, BBDO, and Saatchi & Saatchi. Loop Media has evolved into a company that offers services ranging from long-format productions, commercial and broadcast spots, to special effects for film and television, and broadband content for the web.

Loop Media's animation for TVO's "Polkaroo's Number Wonders" has recently been nominated for a Gemini award in the Best Pre-school Program category. Polkaroo was originally created by TVO for Polka Dot Door in 1971 as a show that encourages learning through imaginative play. Loop Media re-created Polkaroo in 3D using Houdini software.

Loop Media and ICE Inc. received Gold at the ITVA Awards for Excellence in Video Achievement in the Medical/Healthcare category for "Double Impact", a video produced with 3D animation and live action for Janssen Pharmaceuticals. Loop Media and ICE Inc. also received the Judges Choice Award for Excellence in Technical Imagery.

Sonja Perovic, one of three founding partners at Loop Media became a member of OWIT-Toronto in 1999. She has found that the resources that are available through the government are of great value to her and the company. The alliances and partnerships she has created through networking at missions and conferences have opened many doors. Sonja has also found the federal government resources to be very helpful for industry research both locally and globally.

Sonja was a participant on the Team Canada Mission with Prime Minister Jean Chretien and the International Trade Minister Sergio Marchi that went to Ireland in June of 1999. On this mission, Sonja met Sonja Pollar who has since done invaluable market research for Loop Media. She has helped to determine speaking opportunities for Loop at industry conferences, and market research for children's series. On this Mission Sonja also connected with Cel Media who are medical animators/illustrators and there is the possibility of a future alliance.

Last April Sonja went on another trade mission to San Francisco particularly for young entrepreneurs and made some great connections with ad agencies and multimedia companies. Sonja has also had the opportunity to meet with representatives from the Canadian Consulates in Boston, Atlanta, Milan and Germany, who have been helpful in networking and providing information to help Loop Media grow and expand their business.

At the first Canadian Businesswomen's Trade Mission to Washington in 1997, Sonja met Vicki Saunders, Partner of Toronto based NRG. NRG is around the corner from Loop Media and Sonja realized that you often have to go to a conference to meet someone in your own back yard.