

"TSG Entertainment" Utilizing Odysseus's Triumphant Contest

The  **Seelig Group Entertainment Finance LLC** (TSG Entertainment) is a company which aids with the financing and production for various media and entertainment corporations.¹ Their signature logo, which prefaces the films they sponsor, is a short animation of the hero Odysseus shooting an arrow through twelve axes. TSG Entertainment uses this allusion to the classic myth to illustrate how they won a deal with the corporation 20th Century Fox (Fox) and gained the foundation and credibility necessary for their success as a financial partner.

Coming out of the Great Recession of 2008, film corporations were anxiously looking for funding through third party investors in order to start up production again. TSG Entertainment and Fox hallmarked the industry with a deal of just over \$400 million in funding for the following five years.² It was a fantastic deal that would prove beneficial for each party due to the immediate success of films like *The Secret Life of Walter Mitty* in 2013 to *Logan* in 2017. The risk of their investment provides a significant connection to the Homeric myth they chose for their insignia. Odysseus journey home was a feat full of chance and challenges, and then having to trust fate in with a contest of archery would have been a great risk. What turns this risky business into a positive interpretation is that in the myth, Odysseus was always  **going to be the only to successfully** string the bow and make the shot. He knew it and the suitors knew it. One, Eurymachus, says that, "in truth we  so far short of godlike Odysseus in might, seeing that we cannot string his bow" (**Homer, The Odyssey, line 254**).³ In  **notation** with the company logo, it signifies that the artists were suggesting that TSG Entertainment is a true victor of the financial market, and no matter the odds,

¹ "Welcome to The Seelig Group." The Seelig Group. 2016. Accessed February 2018. <http://www.theseeliggroup.com/>.

² Abrams, Rachel. "Fox closes \$400 million co-financing pact." Variety. January 29, 2013. Accessed February 2018. <https://variety.com/2013/film/news/fox-closes-400-million-co-financing-pact-1118065325/>.

³ Homer. *The Odyssey with an English Translation by A.T. Murray, PH.D. in two volumes*. Cambridge, MA., Harvard University Press; London, William Heinemann, Ltd. 1919.

they will come out on top of the competition. They took their shot, and proved themselves worthy of the rewards.



In taking a closer look at what the creators of the logo were wanting to capture with their

piece, it was the designer's company stated that, "This particular scene within his journey was

chosen to reflect the precision of the company's vision, and the caliber of the films it represent



So beyond representing the accomplishment around their initial business venture, the logo is also supposed to represent the skills and credible authority of which the company has engendered in its progress through the years. Just as Odysseus went about accomplishing many great feats and facing incredible odds, TSG has managed to flourish and grow in their investments, which can never be strictly secure in the movie industry. No one can know whether a movie is going to reap enough profits until weeks after it airs, thus putting millions of dollars into its production is nothing short of a gamble. Yet, what the logo is trying to assure is that TSG Entertainment is secure and smart about its ventures, hitting the mark with each investment it has made. This is the st impression that audiences and interested parties get when they see this logo. The design is meant to engage and assure them that this is a company that works with exactness and prestige, just as the character Odysseus continually proved throughout his many adventures. Odysseus is the face of Greek heroism, always making the smart choices and claiming victory in the end. TSG Entertainment, through utilizing his epic feat of the archery contest, is sending the impression that they too are the face of media production, making investments that bring them success. For an interested film corporation, that is the kind of company they would want to partner with. Thus, from their roots with Fox to their continuous success, TSG Entertainment's modern use of a classical myth proves itself to be a cunning and correct usage of a timeless character and his caliber.



ams, Richie. "Theatrical Logotype: TSG Entertainment." River Road Creative. 2018. Accessed February 2018.
<http://www.rrc.la/tsg.php>.

