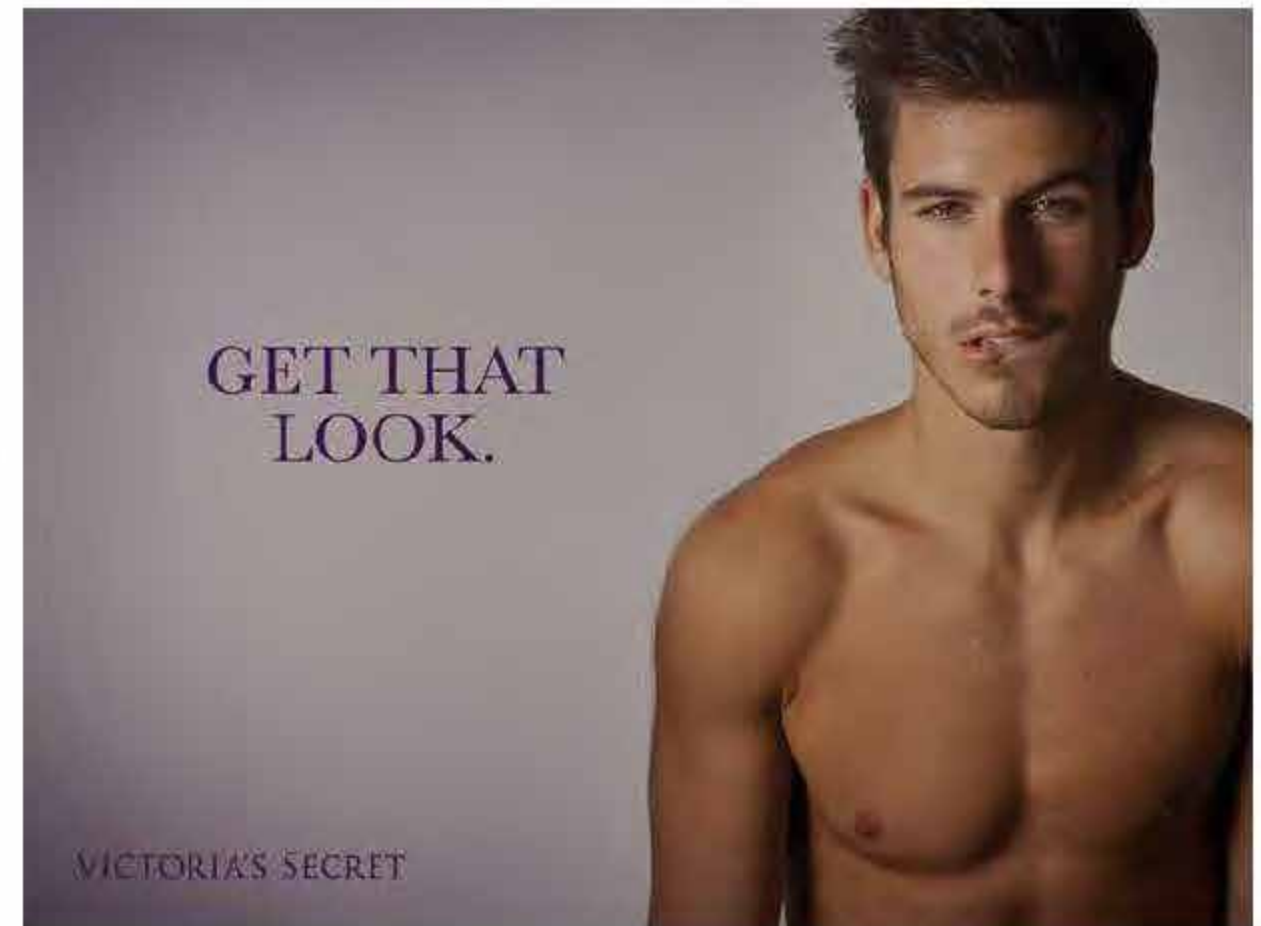


D O J L K A
M O R I C O

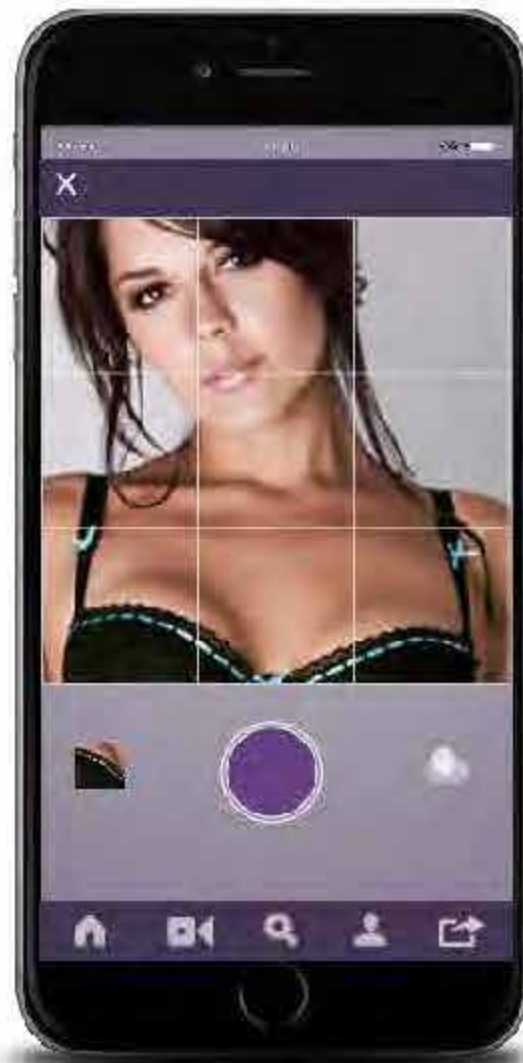


Client: Victoria's Secret

Objective: Every woman wants to feel loved and wanted. So why not remind them and their men that there is something about selecting a special garment that makes it all worth it!

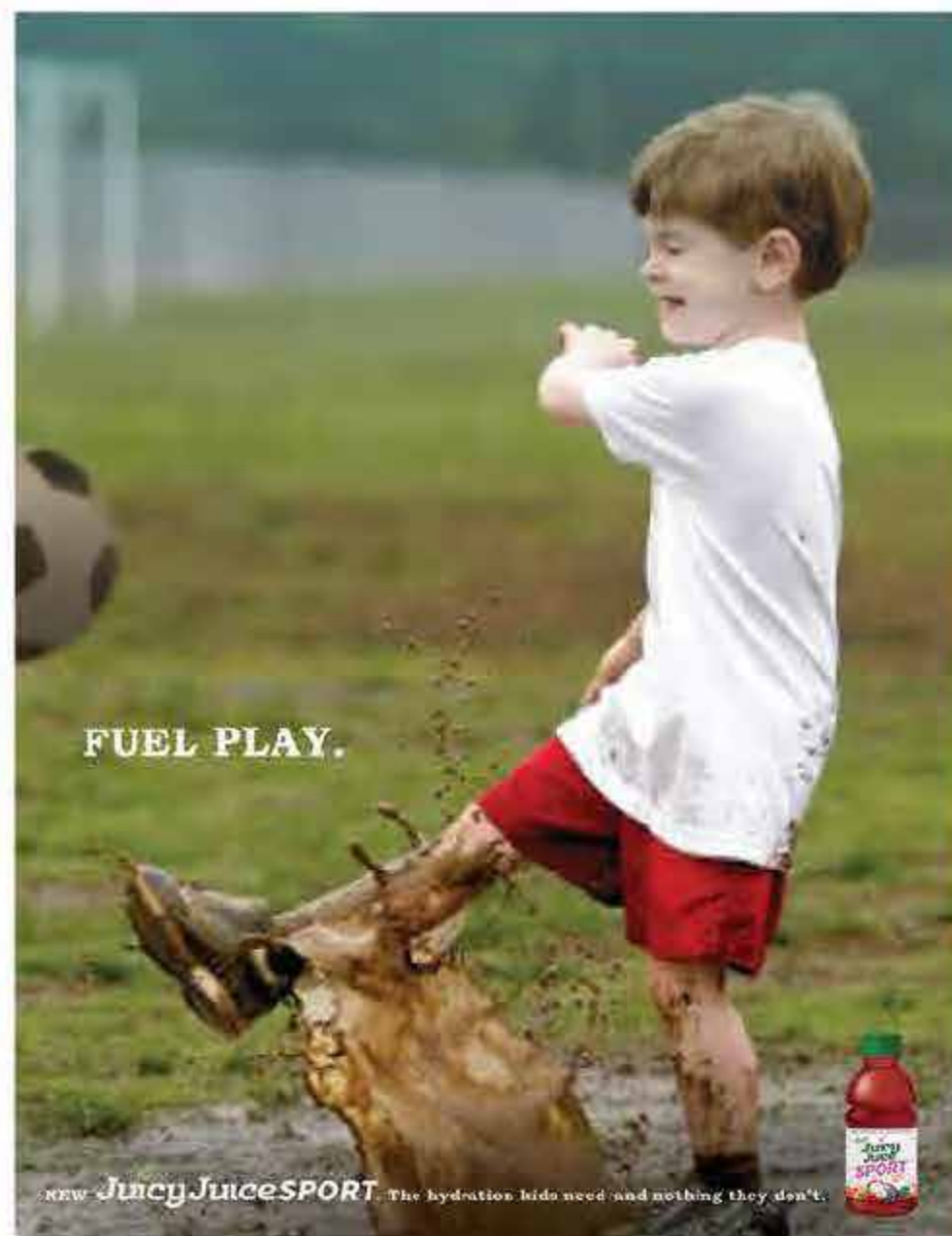
The goal is to empower and remind women of the possibilities when choosing Victoria's Secrets lingerie, ...while also reminding men and partners of its results.





Client: Victoria's Secret

Objective: An App that you can snap pictures of yourself in lingerie, enter your loved one's number and it will send out tantalizing glimpses of you and playful text messages. And then when you get home...the big reveal!



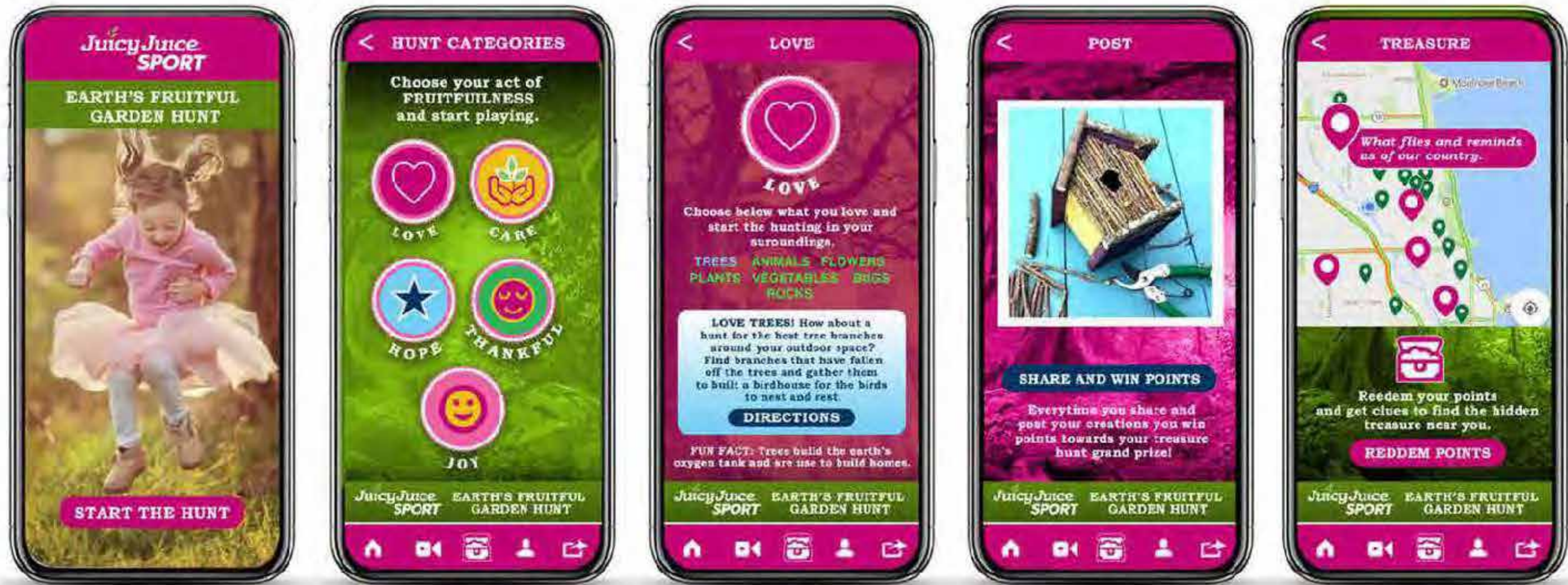
Client: Juicy Juice

Objective: We created a campaign that engages and educates mom's on the new Juicy Juice Sport's drink for kids and it's nutritious hydration value. Showcasing kids active at play we connect with mom to bring top of mind the importance of healthy hydration for the active kid in their family. As well as promote the importance of outdoor activities.



Client: Juicy Juice

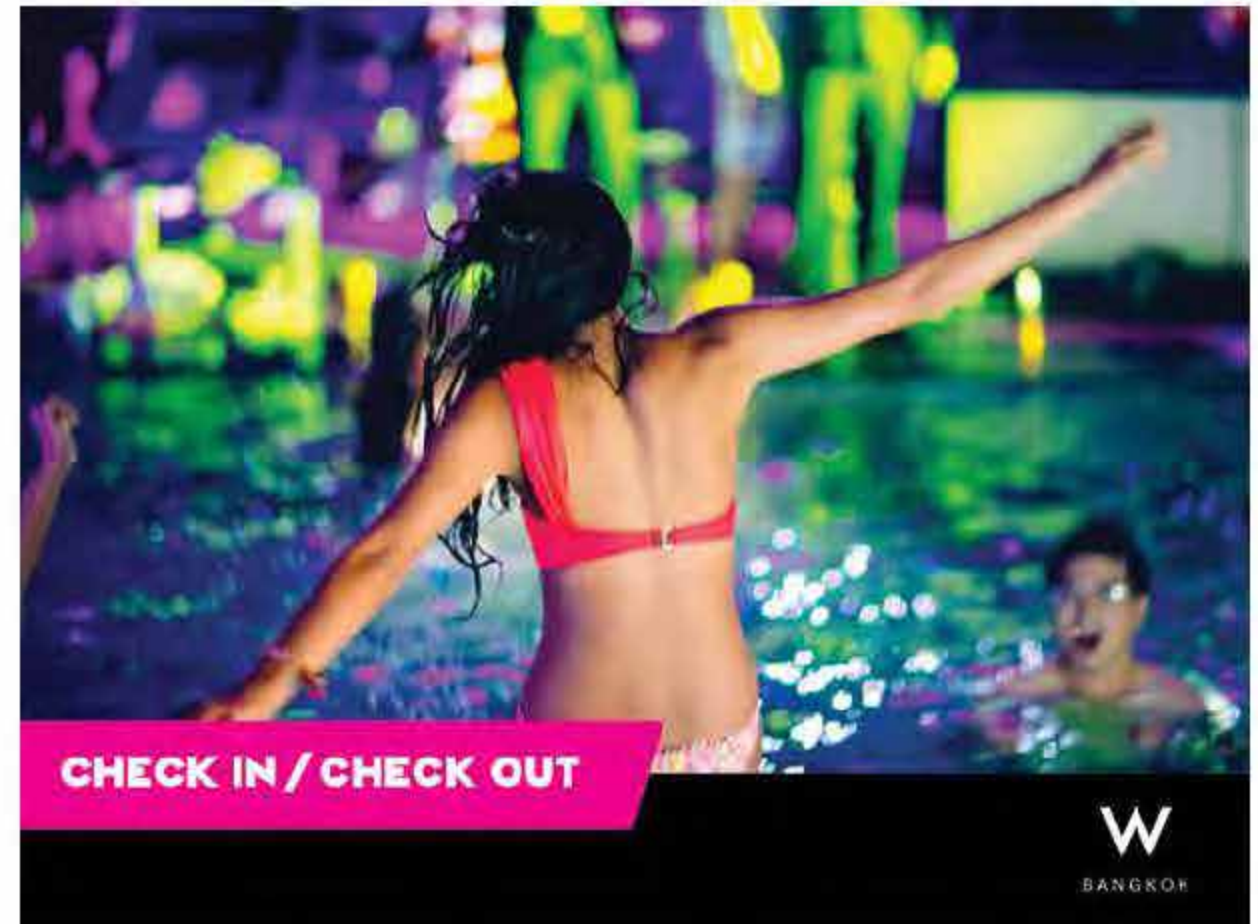
Objective: Billboards to continue building awareness of the new product Juicy Juice Sport's and the importance of a healthy hydration for the active kid.



Client: Juicy Juice

Objective: To help promote the the New Juicy Juice Sport drink, we created and app and game with a grand prize called: "Juicy Juice Sport, Earth's Fruitful Garden Hunt". This app helps to engage and promote the new Juicy Juice Sport drink as well as give kids the opportunity to engage with each other, go outside to play and share their experience with family and friends. While promoting awareness of product and giving the active kid a ray of games to enjoy and promote healthy play.

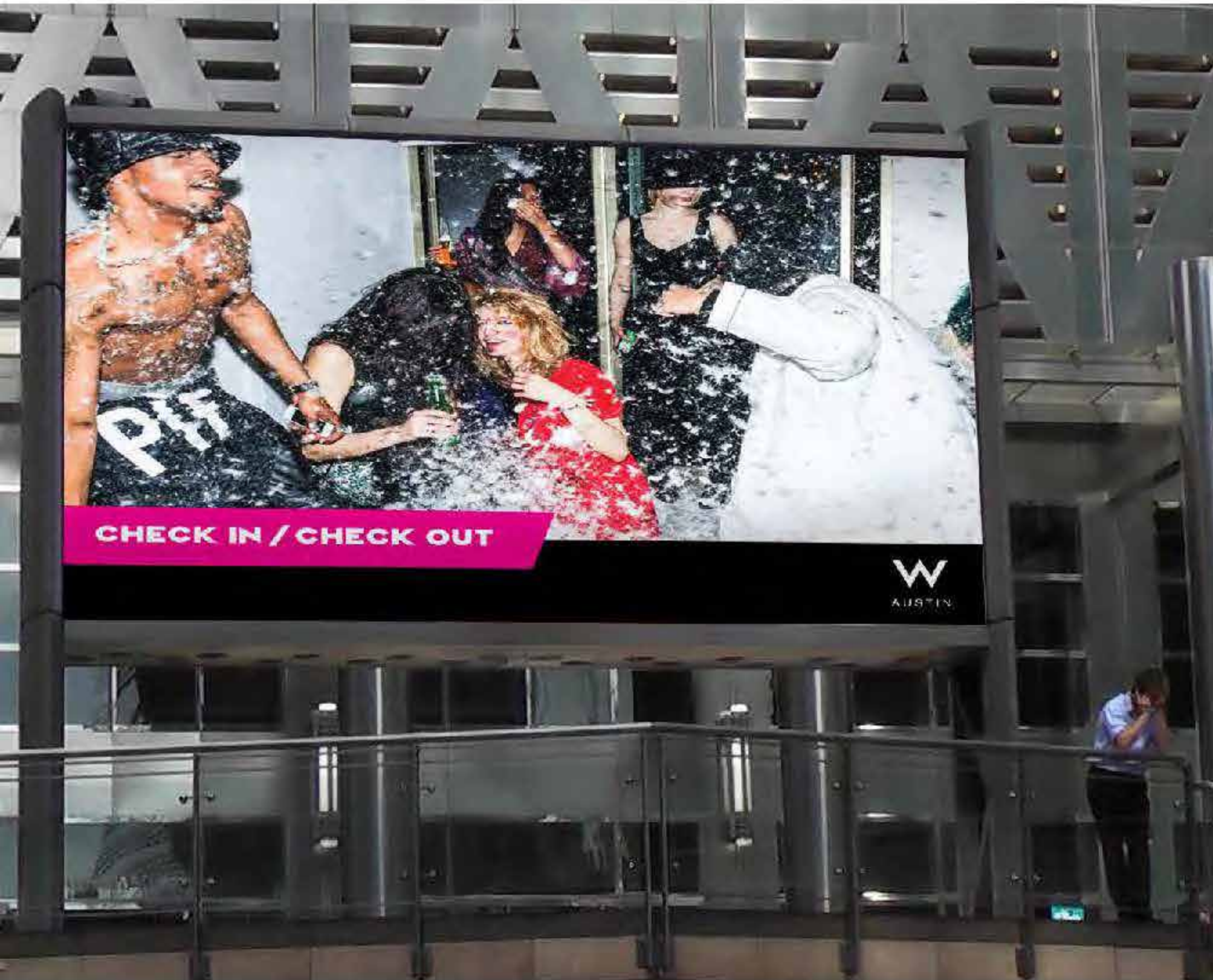
How it works: Kids with parents can download app, create a profile and invite there friends to be a part of their network. Together they can play and share there experiences and creations through the app. The app has categories to choose from with trivia questions, fun facts and games that prompt kids to choose a category. Each category proposes a challenge that requires an activity to be completed before it could be shared. The more you play and share the more you accumulate points to win and enter into the grand prize pool to hunt for the hidden treasure near your location. Grand Prize treasure boxes are placed around regional locations where promotion is active. To unlock treasure boxes app requires answers to clues, as well as post points and guided GPS tracker to clue you on how close you are. The treasure boxes are filled with the distinct categories fun toys, games, books and other fun rewards as well as an ample supply of Juicy Juice Sport drink. A money reward and give-away tickets to national parks and museums to learn more about Earth's Natural Treasures is also a part of the grand prize winner.



Client: W Hotels

Objective: There comes a time to leave all worries behind and enjoy life. We highlight these moments to remind consumers that

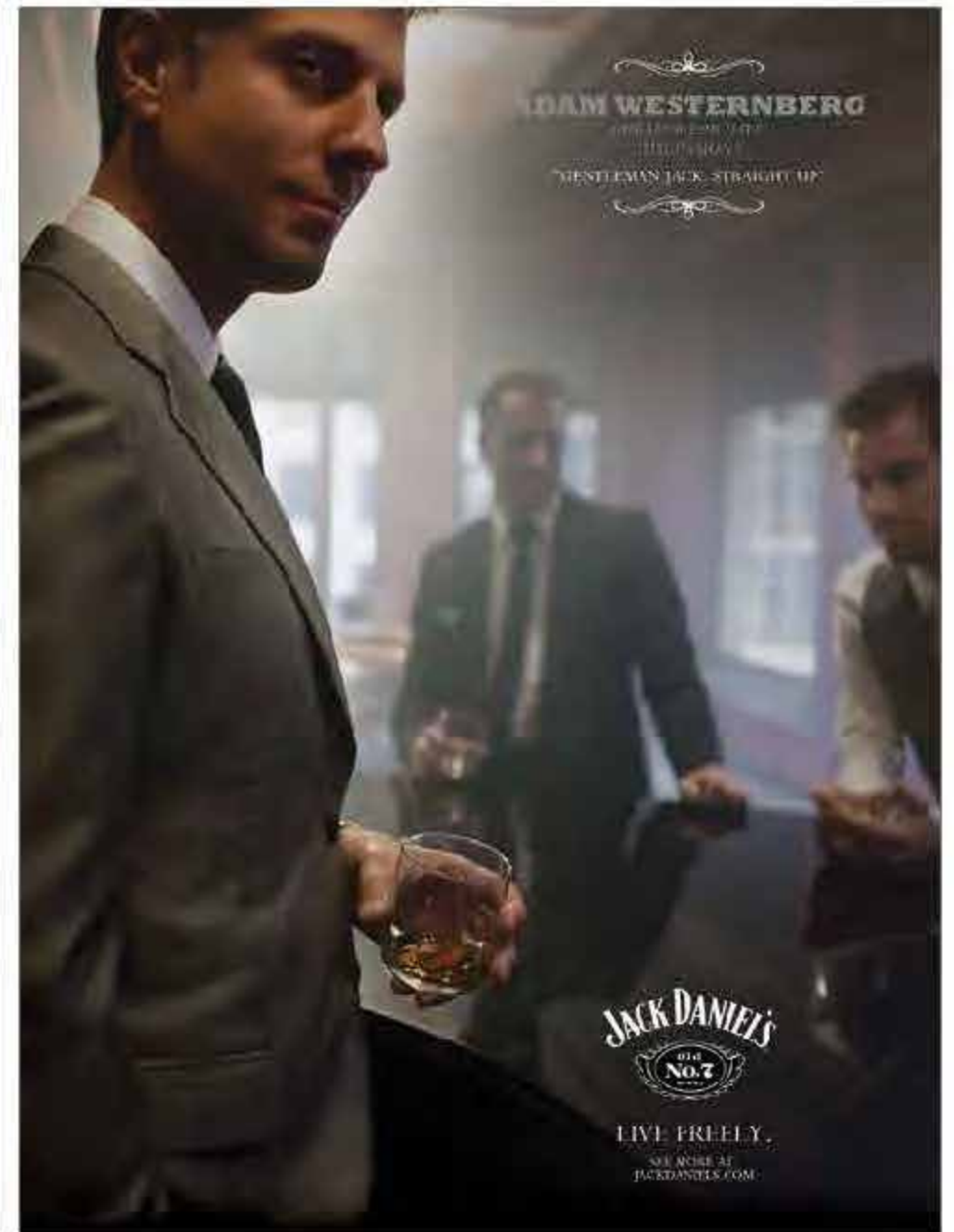
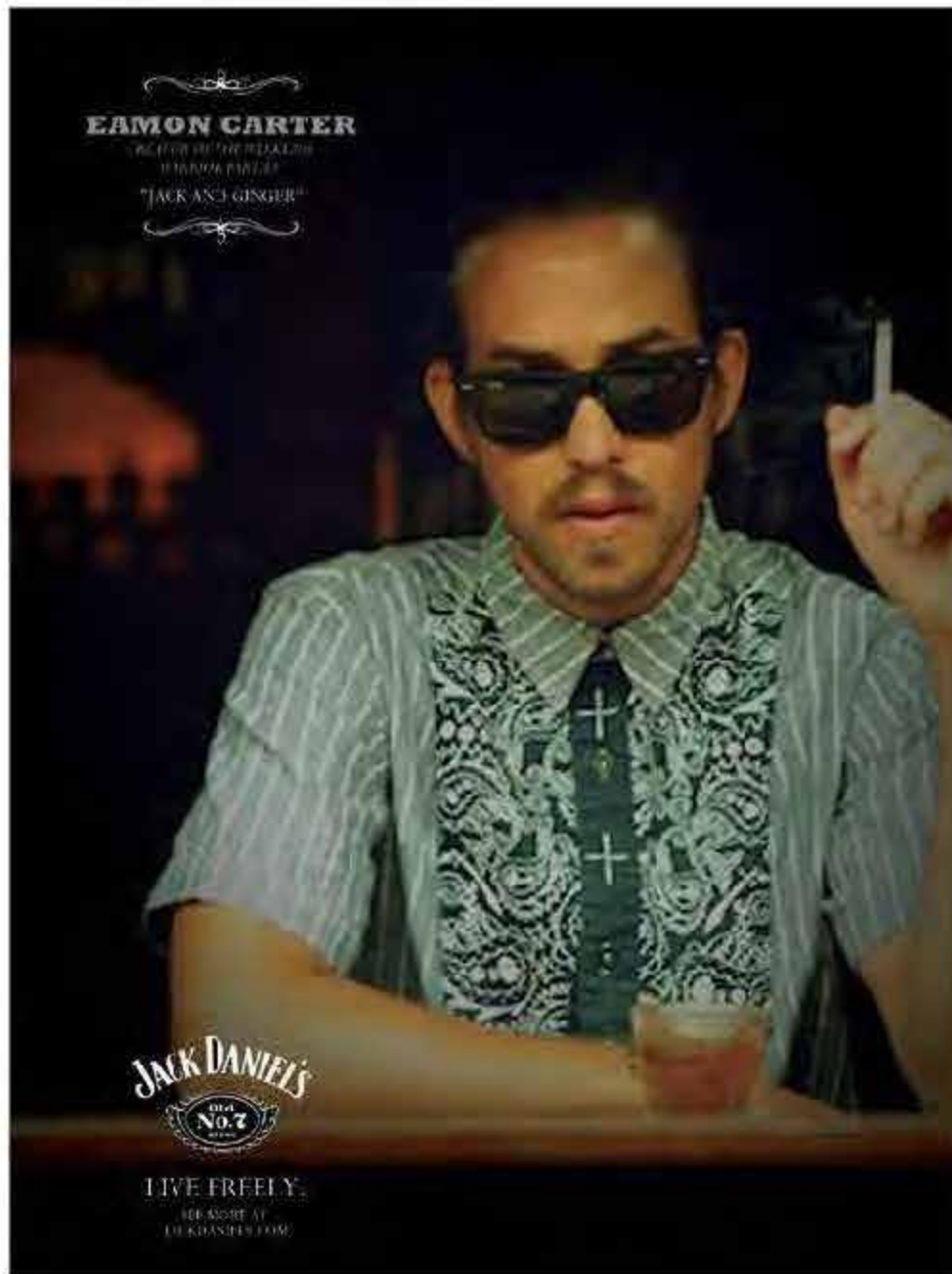
when choosing the W Hotels; they are sure to find all the comforts to make their journey worthwhile and memorable.





NYT Web Banner: Images change to show diversity of moments enjoyed at hotel.





Client: Jack Daniel's

Objective: Life's meant to be enjoyed. We set out to promote the ones who are a little out of the ordinary and go in search of the extraordinary. We want to promote, celebrate and inspire to seek the unknown that makes you a little closer to your dream. Because believing in one's self is believing you can. We hand selected a

few up and coming celebrities that are making a big name for them self's. And asked them to promote their favorite Jack drink. We also took a deeper look at their everyday life by producing a series of web videos that highlight their story. This allows us to showcase that Jack Daniel's pursue for excellence in crafting the very best makes a great partner to any journey.

(See the next 3 pages for video scripts)

Web videos:
Eamon Carter, for Jack Daniel's



Bright white room, brick and leather. A makeup artist puts the finishing touches on a seated Eamon who thanks her softly and then smiles at the camera.

Eamon: Hey. I'm Eamon Carter.

Jump cut to an awesome outdoor party with beautiful people, big dance floor, disco music, dogs, chill vibe. Voiceover.

Eamon: About 5 years ago my friend Jake and I just started throwing parties in our backyard. We'd take turns dj-ing and invite friends and people from the neighborhood. Word got around pretty fast and we started looking for places in Brooklyn to keep it going. We invited some more DJ's, food trucks and the people kept coming. And it just kept...growing. We do them every weekend now in NY, LA, London. It's always a good time. I love music, I love hosting so...it's a great fit, so far!

Back to Eamon.

Off Camera Interviewer: What's the best party you've ever been to?

Eamon: My sister's 13th birthday party. I got to hang with the older kids!

Laughter. Fade out, black screen. "Live freely. Cheers, Jack Daniels"

Web videos:
Lydia Moon, for Jack Daniel's



Lydia stands in an immaculate kitchen in front of a large wok pan.

Lydia: You ready?

After a moment, she throws something in the pan, and fire bursts up. Everyone starts laughing.

As Lydia prepares a meal. Voiceover.

Lydia: To me, cooking is the perfect mix of science and art. I have to use both sides of my brain, equally. I was actually a latecomer to this. When I was 30, I woke up one morning and decided it was something I really wanted to try. Took a lot of classes, pestered some chefs into letting me into their kitchens. It's tough back here. I love it. I love my customers too, man. They help me juggle between what's classic, what's forward. And it has to be delicious. Otherwise, it's useless.

Back to first shot.

Off Camera Interviewer: Lydia what's something no one knows about you?

Lydia: My deepest secret?

Off Camera Interviewer: I guess so!

Lydia: I'm addicted to Wendy's.

Laughter. Fade out, black screen. "Live freely. Cheers, Jack Daniels"

Web videos:
Adam Westernberg, for Jack Daniel's



An empty theater. Adam sits in the audience and watches the crew prep on stage for a discussion. The scene fast forwards as they finish, the seats fill up and someone takes the stage. Voiceover.

Adam: I believe in the will to learn.

Cut to an empty bar, Adam cradles a drink.

Adam: People are so fascinating. So smart. There are millions of people living lives I can't even begin to imagine. And the knowledge...it's incredible. I wanted to create a platform that would connect people, allow them to share, to discover. It took off as much as it did because people are innately curious. Tap into that and you start to see some beautiful things.

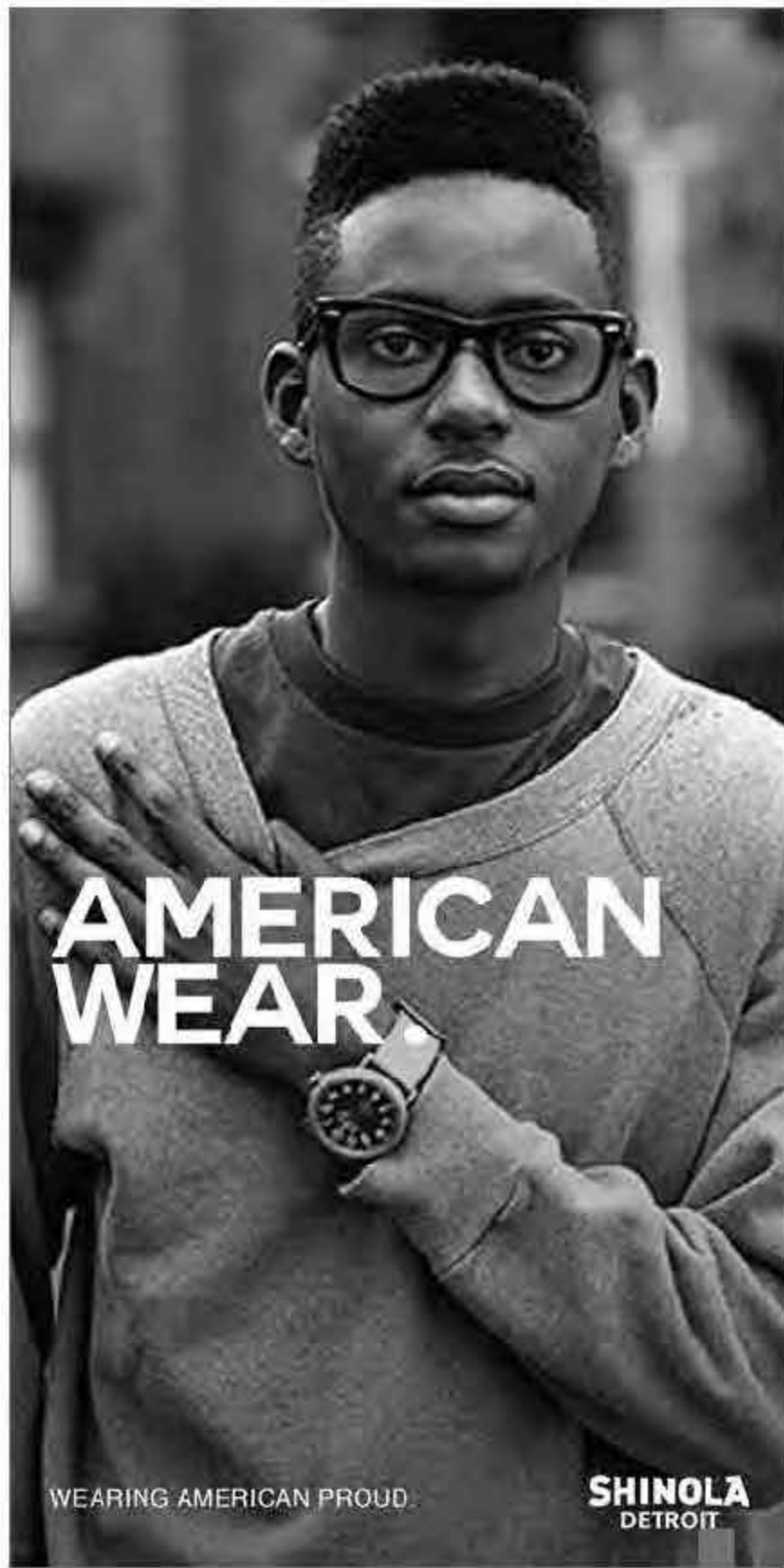
Off Camera Interviewer: What's the best discussion you've ever curated?

Adam: I actually love when magicians drop by to break down their routines. It's alluring, like being invited behind the curtain. Picked up some great party tricks, too.

Off Camera Interviewer: Oh, do you want to show us something?

Adam: Nope.

Laughter. Fade out, black screen. "Live freely. Cheers, Jack Daniels"



Client: Shinola Detroit

Objective: Shinola Detroit is an all American company. The only thing they build is American made products. Their passion and love to rebuild in America is contagious. We focused on the watches by a series of ads showcasing famous American icons

and youth who are proud supporters of Shinola Detroit. Highlighting the watches in a setting of power and passion reminding us what it means to be a proud American. Leaving a desire to join the movement for a better America.



EMERGENCY KIT.



SURVIVAL KIT.



TOOL KIT.



Client: Gorilla Glue

Objective: Accidents do happen and things do break. When the unfortunate happens you want Gorilla Glue to be top of mind. The association of a glue that can practically replace your go-to kit can really help highlight the strength we find in Gorilla

Glue, which drives awareness to the versatility and dominant strength this product offers. After all, it makes the claim as the toughest glue on the planet!





Client: Gorilla Glue

Objective: To continue to building awareness of Gorilla Glue's powerful strength. We set our selfs to create random scenes through NYC depicting accidental situations that would trigger a reaction and awareness of brand strong attributes.



Frame 1: Single focus on visual to intrigue the action

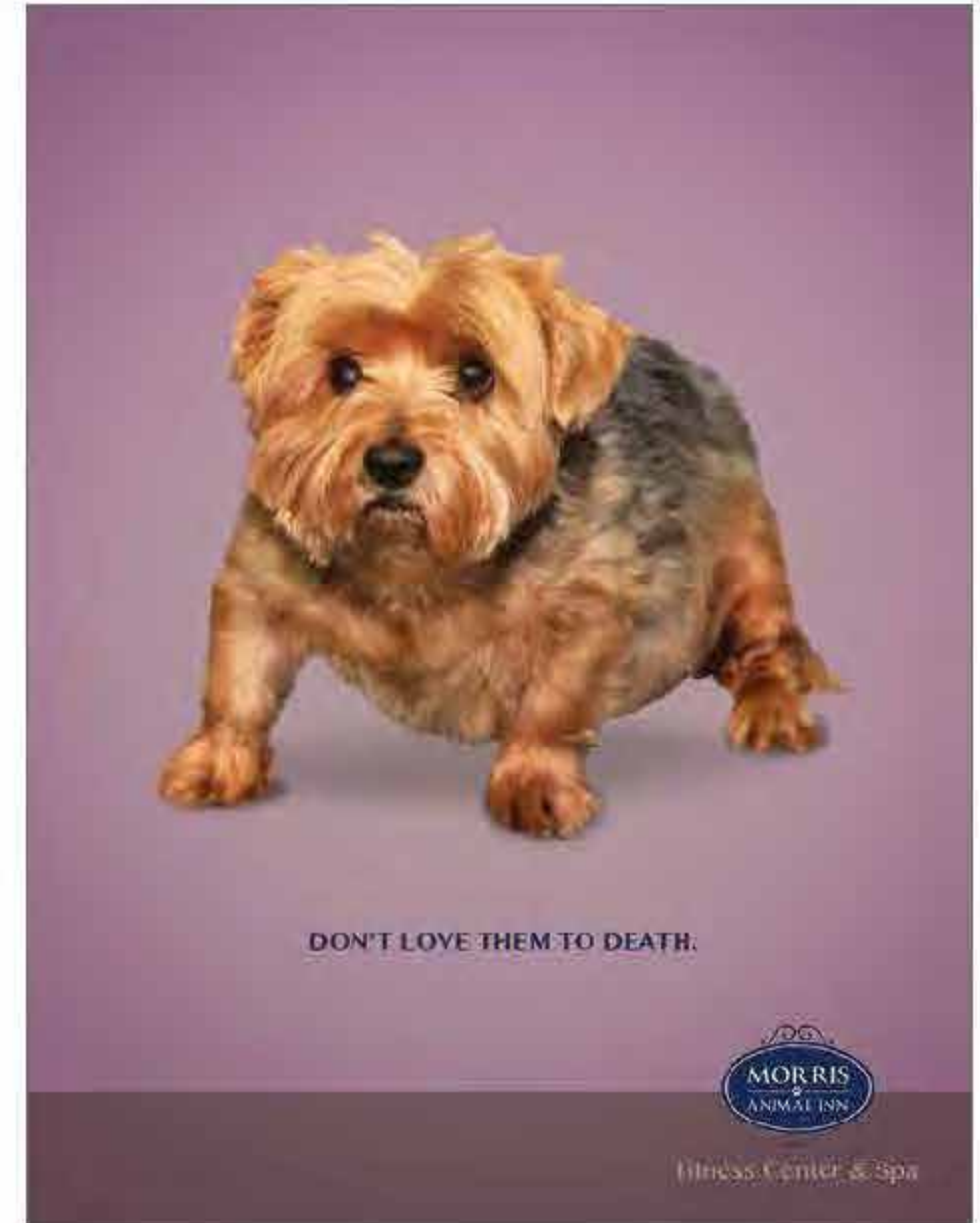
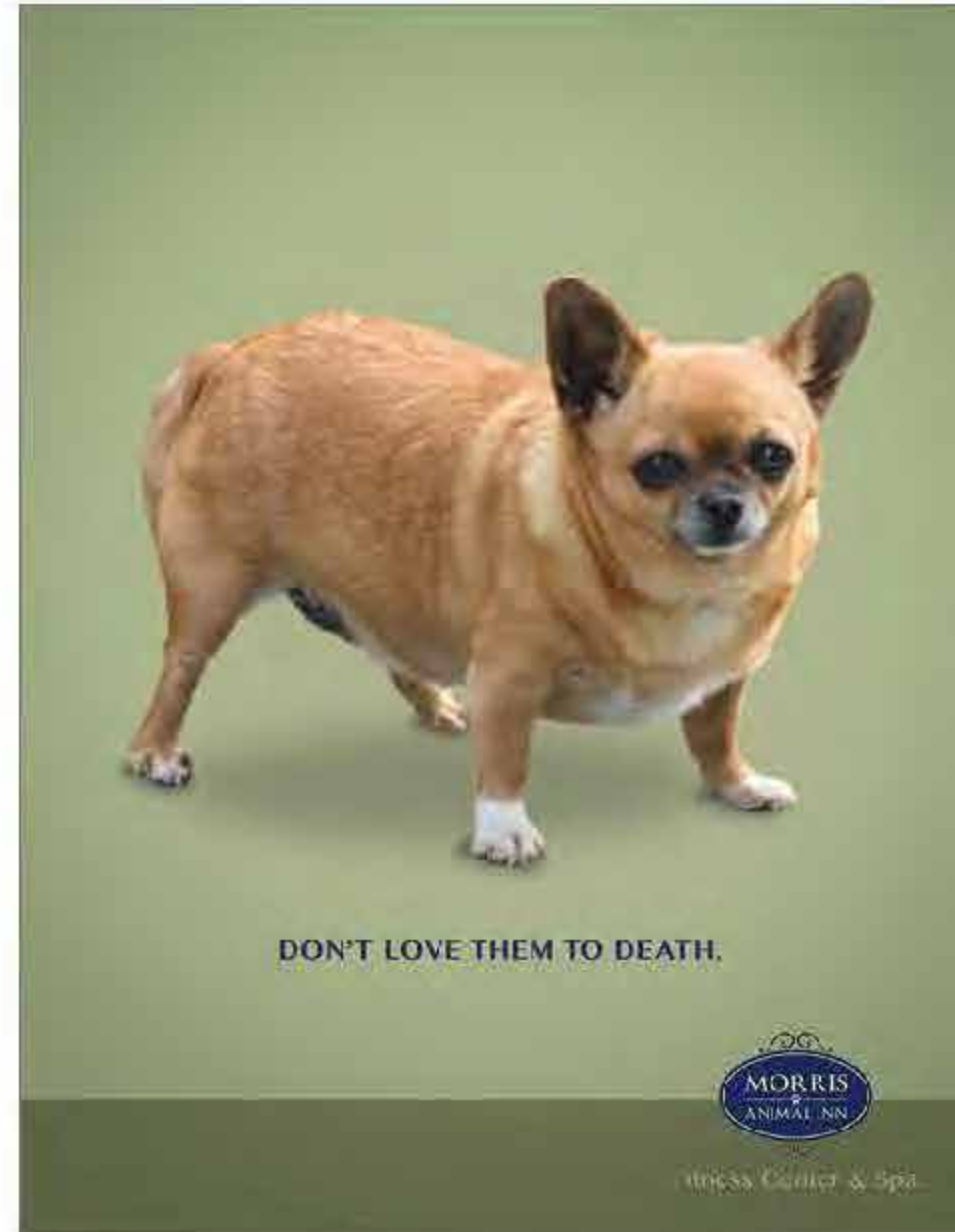
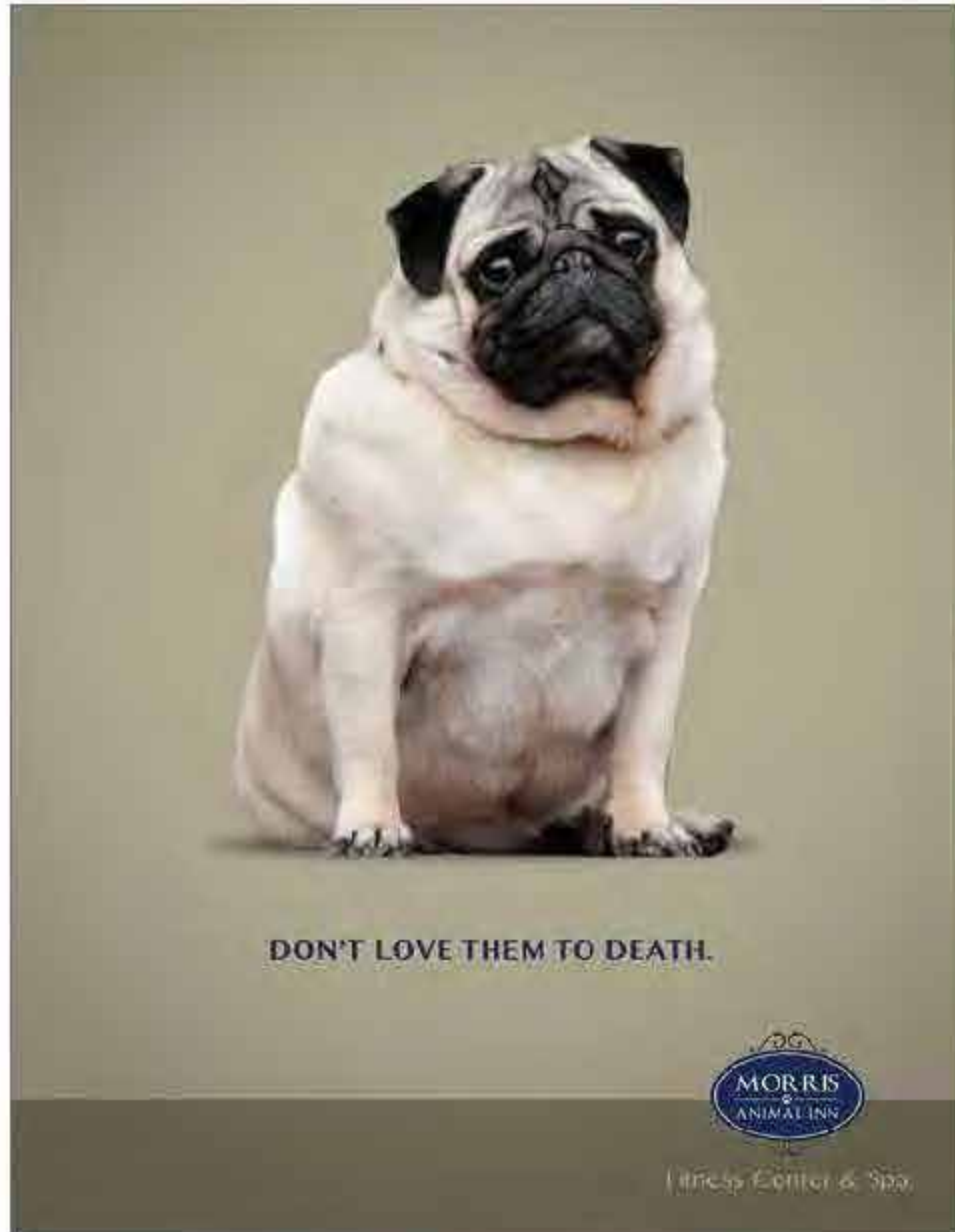


Frame 2: Delivery of brand message and action call to download free game for longer engagement experience



Client: Gorilla Glue

We created a game and contest to generate excitement and product awareness.



Client: Morris Animal Inn

Objective: We all love our pets, but sometimes so much that we forget what's good for them. We poke humor at the thought of never really saying "no" to those lovable creatures that steal our hearts by showcasing a series of ads where we see heavy

dogs. These ads remind pet owners to make healthier choices for their loved ones, our goal is to educate and drive awareness of the amenities, including the fitness center, that Morris Animal Inn offers for your pet's health.



Frame 1: Skinny dog fades in and begins to gain weight. Pulsating weight on and off to grab attention.



Frame 2: Heavy dog remains on the frame as headline reveals



Frame 3: Heavy dog fades out and skinny dog fades in then call to action button appears



Magazine Ad

**WHEN THE RUBBER MEETS
THE ROAD, YOU'LL BE AMONG
FAMILY.**



Client: Harley Davidson

Objective: Harley Davidson, truly an American icon. From the loud roar, to the beautiful chrome, to the people, Harley Davidson is as American as apple pie. We simply wanted to make a statement that reminded and enticed consumers

who were considering purchasing a bike, to strongly consider Harley Davidson. Because when you own a Harley Davidson, you don't just own a bike, you wear a badge of honor!

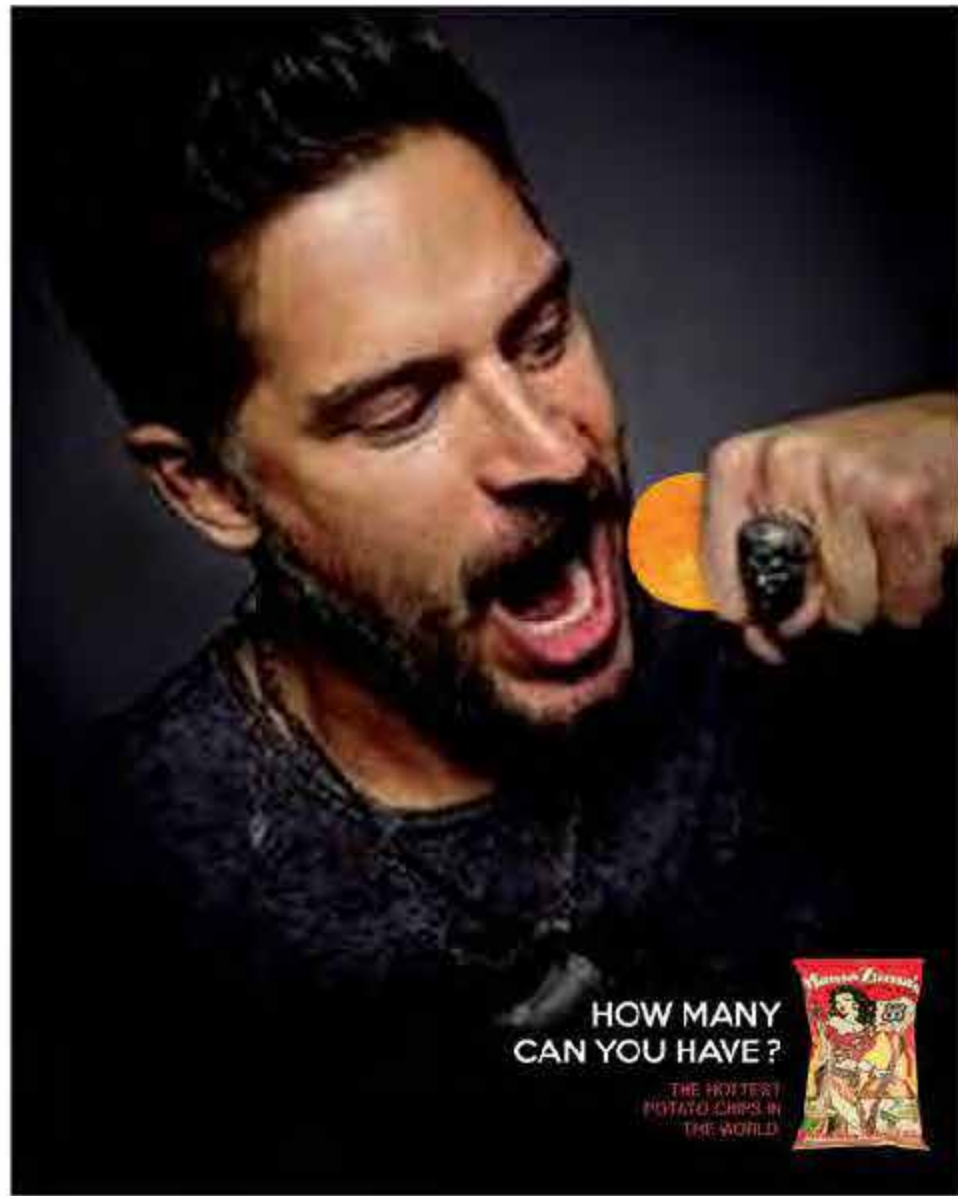




Client: Harley Davidson

Objective: To promote Harley Davidson's culture, by embarking on a journey to the famous landmarks and roads of America. "America's Harley, Together We Ride" We will have stopping points along the journey setting up demo days, with local food, guest speakers, giveaways and music. Consumers can experience the culture of Harley Davidson

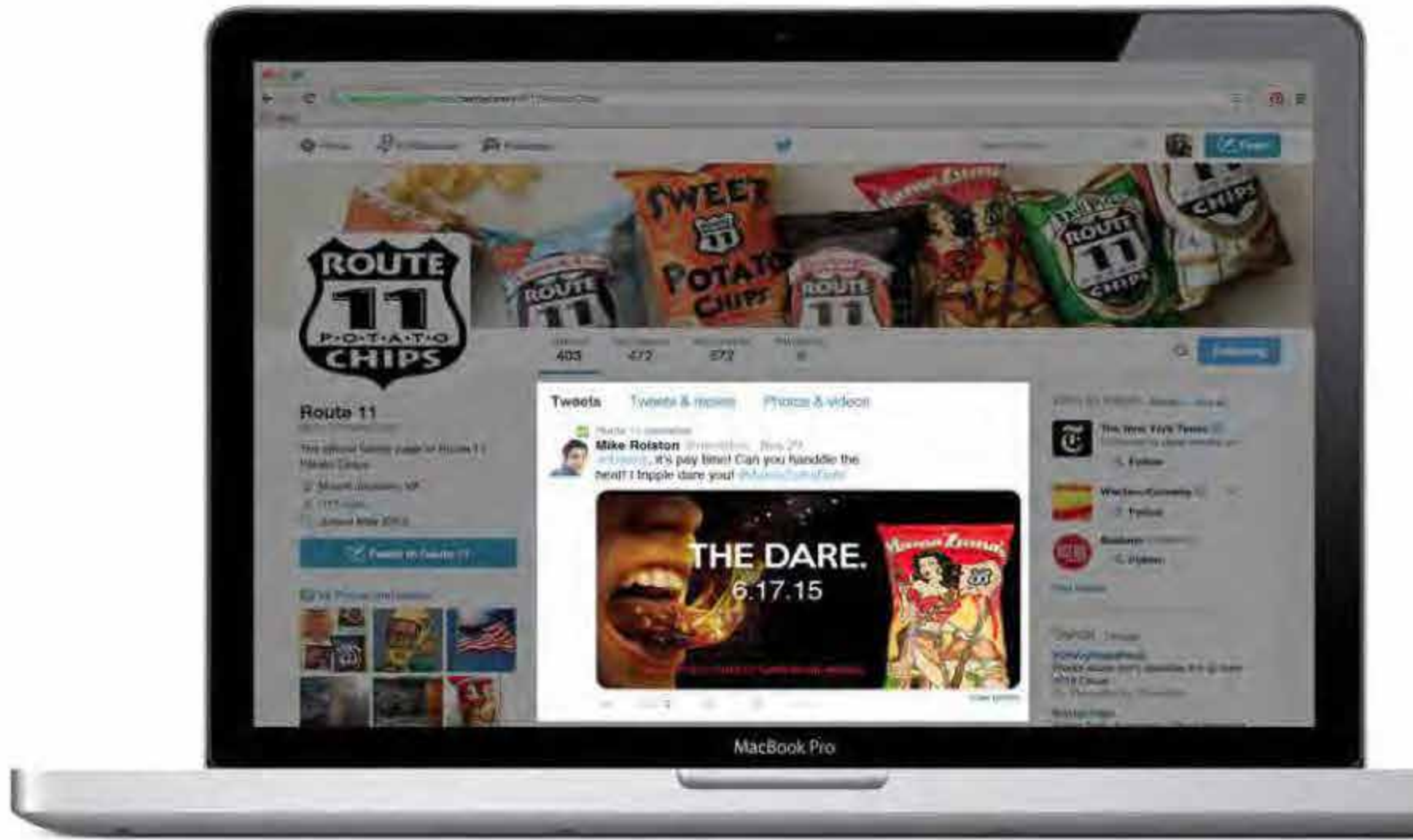
and be encouraged to share via social media. Everyone is invited to ride with us and share their journey as we embark on the largest road trip through America, celebrating the iconic Harley Davidson and the beauty of America itself. We will end our journey in NYC's Time's Square with a music concert celebrating the journey and the culture of Harley Davidson. Images of the trip will flash on the jumbo screens in Time Square.



Client: Mama Zumba Chips

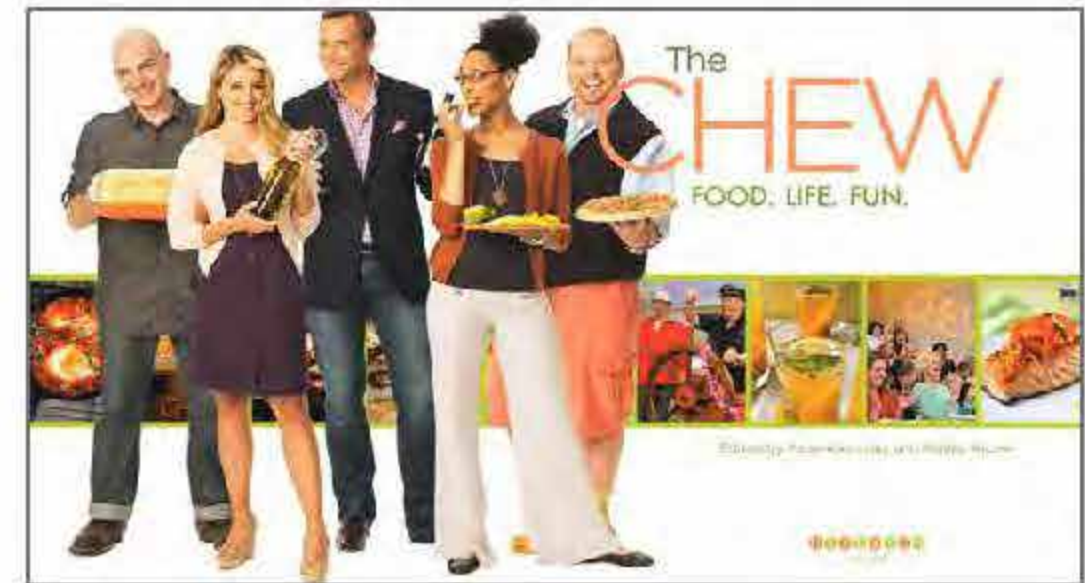
Objective: To all the chilly heads and heat lovers out there... now there is a chip that delivers the heat. Mama Zumba's Revenge. Our poster will dare consumers to try the hottest potato chip in the world by showcasing others in the act.





Client: Mama Zumba Chips

Objective: Continuing to target chilly heads and heat lovers across the country, we will develop awareness of product's best attribute by creating a contest. Friends and family will be able to dare one another and share through social media, thereby gaining bragging rights and drumming excitement of product. A final challenge will take place where all are invited to participate for the ultimate title as: The champion of heat! The winner will be broadcast across all social channels of Route 11 potato chips and will have the chance to tour and be a guest speaker on the celebrity chef talk show: The Chew.



SHOPPER/DIGITAL/EXPERIENTIAL



Spectacular

Client: Fanta

Objective: Remind mom that the best way to a happy teen and a successful Halloween party is having plenty of Fanta at hand. We utilize the Fanta characters in conjunction with Halloween Iconic characters such as: The Witch, Frankenstein, Dracula

and the Mummy. To showcase how the party comes to life when Fanta is a part of it. The setting is a home party where all the fun to be had is around the Fanta consumption and play.



Pole Sing



Shelf Talker



Static Cling



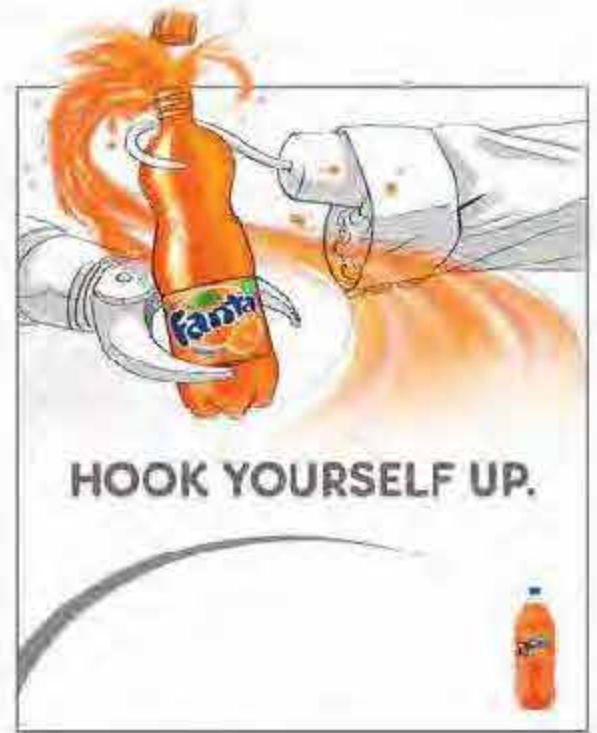
IT SCREAMS DELICIOUS.



TASTE THEY'LL COME BACK FOR.



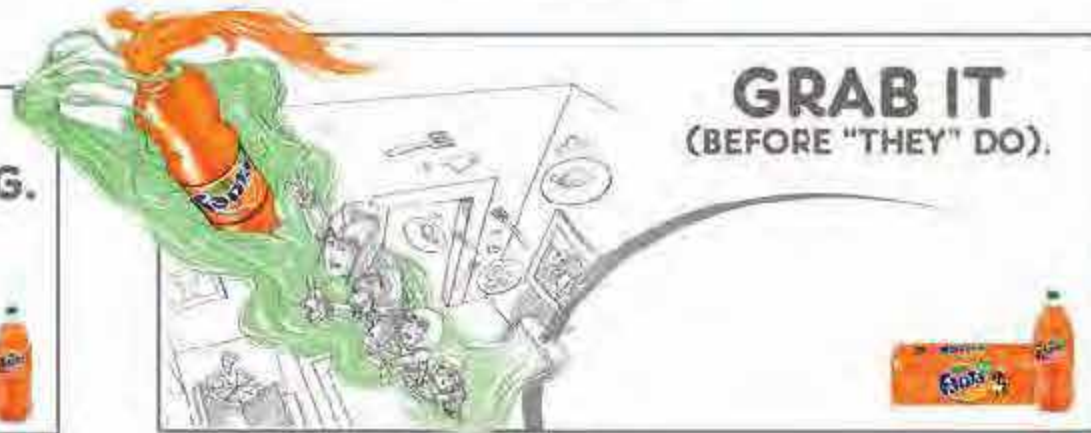
GRAB IT BEFORE "THEY" DO.



HOOK YOURSELF UP.



TASTE THAT'S WORTH CHASING.



GRAB IT (BEFORE "THEY" DO).



BRING HOME THE FLAVOR OF THE NIGHT.

Fanta Characters



EG-78441 16-2 16-3 15-444 16-5 16-6 15-442



Propose Costumes for Fanta Characters



Gigi



Todd



Tristen



Andy



Floyd



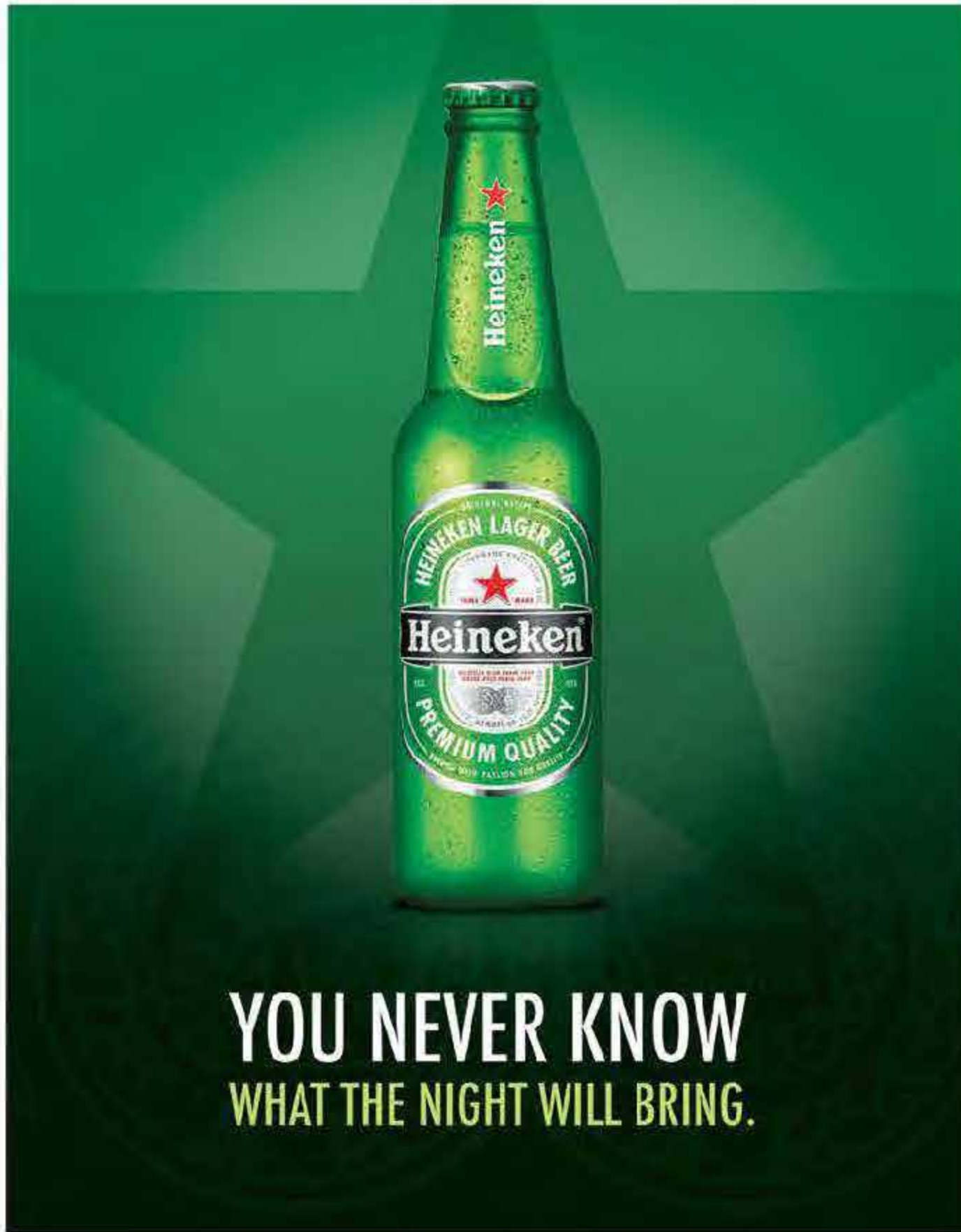
Gigi



Andy

One Hour Photo



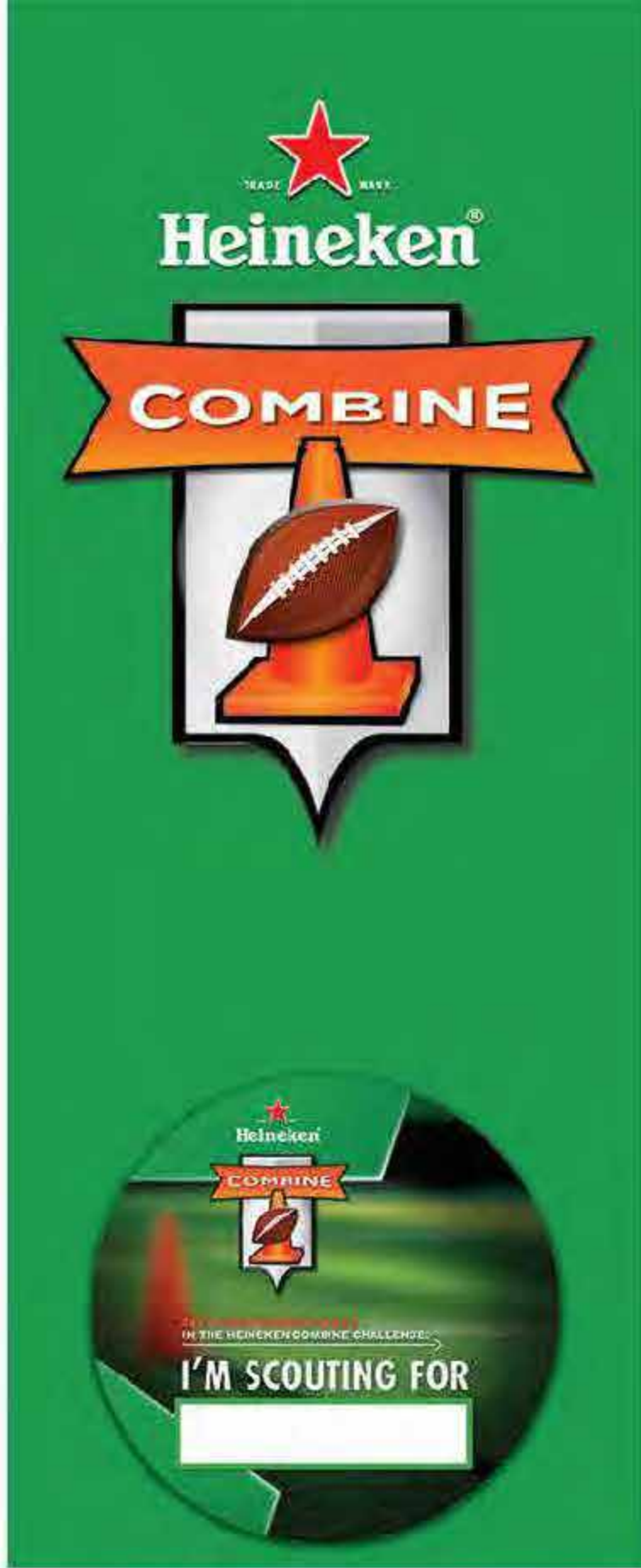


Client: Heineken

Objective: Product awareness targeting the young consumer reminding them to choose Heineken as top of mind when they get together with friends or host a party.



Case Tucker



Client: Heineken
 Objective: Develop a fun program around "the scouting season" to engage consumers and continue to build awareness of Heineken been the beer of choice when watching the game.

Swish.

**Now available
on draught.**

© 2014 Heineken Light Breweries. All rights reserved. Heineken Light is a registered trademark of Heineken Light Breweries. Heineken is a registered trademark of Heineken N.V.

The light
at the end
of the
journey.

**Now available
on draught.**

Only
one light
beer makes
the cut.

**Now available
on draught.**

The light
at the
end of the
journey.

**Now available
on draught.**

Swish.

Now available on draught.

Art Direction, concept and Design of Ads and basketball brackets for promotional materials.

SOME of LIFE'S MOST
PROFITABLE MOMENTS

are to BE HAD DURING CINCO DE MAYO.
 ESPECIALLY if YOU'RE *the* BARTENDER.

#1 MEXICAN
 DRAUGHT BEER¹

DOS EQUIS & BUCKING *the*
 SOFT ON-PREMISE TRENDS

ON-PREMISE
 CATEGORY **-5%**²

DOS EQUIS
 AMBAR **+7%**³

DOS EQUIS
 LAGER **+15%**⁴
 ESPECIAL

SUPPORTED *by*
the AWARD-WINNING
 THE MOST INTERESTING MAN
 NATIONAL MEDIA CAMPAIGN

Feature Dos Equis Lager and
 Ambar as The Authentic Mexican Beer in
 Your Cinco Celebrations and Profit from an
 Interesting Opportunity.



1. SOURCE: AC Nielsen Food, Convenience Drug TTD Through November 26, 2010.
 2. Beer, Import, 3 months through October 2010.
 3. Harvest USA, DOS Equis, through September 2009.
 4. Mexican LAGER, 3 months through September 2010.

Enjoy DOS EQUIS® RESPONSIBLY.
 ©2010 Anheuser-Busch, Inc.

THE *most* INTERESTING MAN *in the* WORLD ON
 CINCO CELEBRATIONS

ANYTHING *that* PROFITS *the* BAR SHOULD
 BE ENCOURAGED.



#2 IMPORT
 BRAND *in the*
 US, GROWING *at*
 22%

#15 IMPORT
 BRAND *in the* US
 AND GROWING
at 8%

#1 MEXICAN
 DRAUGHT BEER

FEATURE DOS EQUIS AS THE AUTHENTIC MEXICAN BEER IN YOUR CINCO
 CELEBRATIONS AND PROFIT FROM AN INTERESTING OPPORTUNITY.

SOURCE: AC Nielsen Food, Convenience Drug TTD Through November 26, 2010.

Art Direction and Design of Ads for BTB publication.

RED SANGRIA

CALIFRESCA
RED
SANGRIA

PREMIUM MALT BEVERAGE WITH NATURAL FLAVORS & ADJUSTED SUGARS

INTRODUCING
CALIFRESCA
-RED & WHITE-
SANGRIA

WHITE SANGRIA

DRINK RESPONSIBLY
DISTRIBUTED BY: GARDEN OF EATERS, INC., NEWARK, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

DRINK RESPONSIBLY
DISTRIBUTED BY: GARDEN OF EATERS, INC., NEWARK, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

DRINK RESPONSIBLY
DISTRIBUTED BY: GARDEN OF EATERS, INC., NEWARK, CT.

INTRODUCING CALIFRESCA RED & WHITE

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DISTRIBUTED BY: GARDEN OF EATERS, INC., NEWARK, CT.

INTRODUCING
CALIFRESCA
RED & WHITE
SANGRIA

DRINK RESPONSIBLY
DISTRIBUTED BY: GARDEN OF EATERS, INC., NEWARK, CT.



Califresca Case Card



Califresca Lug On



Califresca Cooler Door Decal



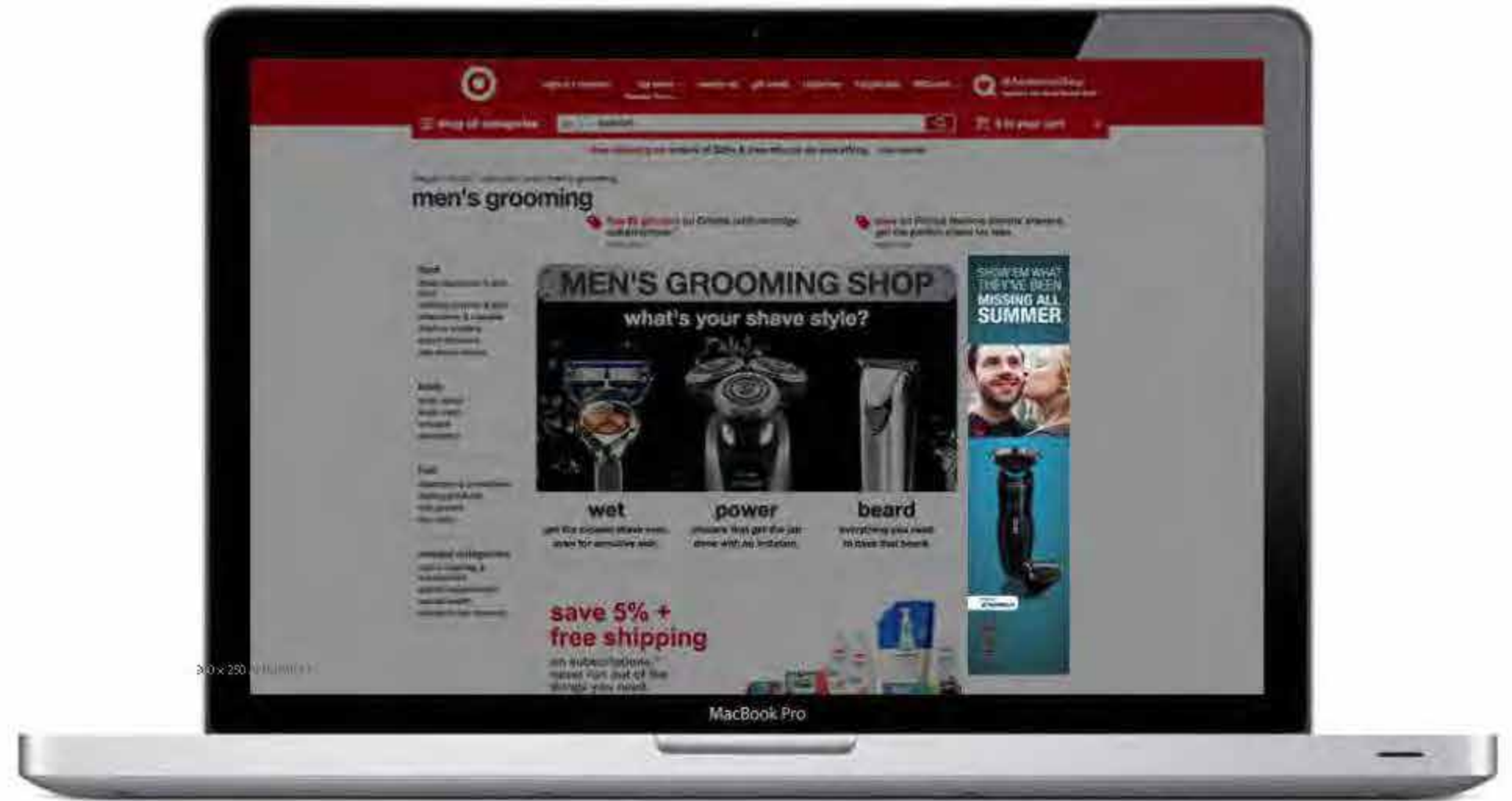
Califresca Case Tucker



Califresca Wobbler

Design and Art Direction of POS Materials for launch.





PHILIPS

Client: Philips

Objective: When back to school is top of mind, we remain young men to consider Axe/Philips shavers. Highlighting the perfect scene and outcome reminding them to choose Axe/Philips shavers as the tool that gets the job done. Whether it's the popular guy at school or girlfriend material we want to inspire and promote the satisfactory results that Axe/Philips shavers will deliver.



Tight close up of guys face and gradually zooms out until it reveals girlfriend kissing



Headline builds..



Headline fades to reveal body copy..



Body copy fades and reveals shaver with copy and button.



STATIC CLING



Client: Philips Norelco

Objective: Holiday is the season for giving. We placed the Axe/Philips racer as the center focus of the holiday season. By association of gift giving we remind consumers that when gifting this holiday season why not consider a gift they will truly love.

160 x 600 STATIC WEB BANNER



Apple Ad



300 x 250 ANIMATION



Reindeer walk in from each side. Snowflakes fall into position creating a border on the top and bottom of frame.



The Axe Philips Norelco Shave & Groom Kit appears in the center

Copy builds... Disclaimer appears after the second line goes up.

Reindeer disappear. The shaver shifts to the side to make room for copy points that stay up for the duration.



PHILIPS
NORELCO

Introducing NEW Philips Norelco Hair Clipper 7100.

Innovation + you

PHILIPS
NORELCO



PHILIPS
NORELCO

Engineered to perform time after time.

Introducing the all NEW Philips Norelco Series 5200 Hair Clipper.

Innovation + you

PHILIPS

PHILIPS
NORELCO

Return Address
City, State, Zip



Get the right tool for the job.

Proud supporter of



More at Walmart.com



Sample A. Sample
123 Main Street
Anytown, US 12345

PHILIPS
NORELCO

Return Address
City, State, Zip



Get the right tool for the job.

Proud supporter of



More at Walmart.com



Sample A. Sample
123 Main Street
Anytown, US 12345

PHILIPS

Digital Banner

PHILIPS
OPERATION HOMEFRONT

Philips Norelco is a proud supporter of Operation Homefront.

Introducing NEW Philips Norelco Hair Clippers 7100.
One Tool. Everything You Need.

- DualCut Technology cuts 2 times faster* with Lithium Ion Power

innovation + you

Click here to see it in action

PHILIPS NORELCO

PHILIPS

Introducing NEW Philips Norelco Hair Clippers 7100.
One Tool. Everything You Need.

- DualCut Technology cuts 2 times faster* with Lithium Ion Power

Click here to see it in action

innovation + you

PHILIPS NORELCO

PHILIPS

Introducing the NEW Philips Norelco Series 7100 Hair Clipper.
Gets the job done—so you can do yours.

- DualCut Technology cuts 2 times faster* with Lithium Ion Power
- One Comb / 24 Lengths
- Cordless for 90 Min

Click here to get clipping

PHILIPS
OPERATION HOMEFRONT

PHILIPS

Introducing NEW Philips Norelco Hair Clippers 7100.
One Tool. Everything You Need.

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Click here to see it in action

innovation + you

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innovation + you

Click here to get clipping

PHILIPS NORELCO

PHILIPS

Introducing NEW Philips Norelco Hair Clippers 7100.
One Tool. Everything You Need.

innovation + you

Click here to see it in action

PHILIPS NORELCO

Philips Norelco

“The Right Tool” Story Board

PHILIPS

THE RIGHT TOOL :45



We open on a medium shot of a military guy with hair that's just a little past regulation. You can tell by looking at him that he's been working hard.

AVO: YOU'RE STRONG.



As voiceover continues, we cut to another guy who fits the same description.

AVO: YOU'RE TOUGH.



Zoom out to see both guys standing a few feet apart from one another, behind a countertop.

AVO: AND YOU UNDERSTAND...



The first guy reaches for a Wahl clipper.

AVO: THAT TO GET THE JOB DONE RIGHT...



The other guy grabs the Norelco 7100. It immediately comes to life.

AVO: YOU NEED THE RIGHT TOOL FOR THE JOB.



Camera zooms in and runs the length of the 7100. We stop on the blades as they come to life.

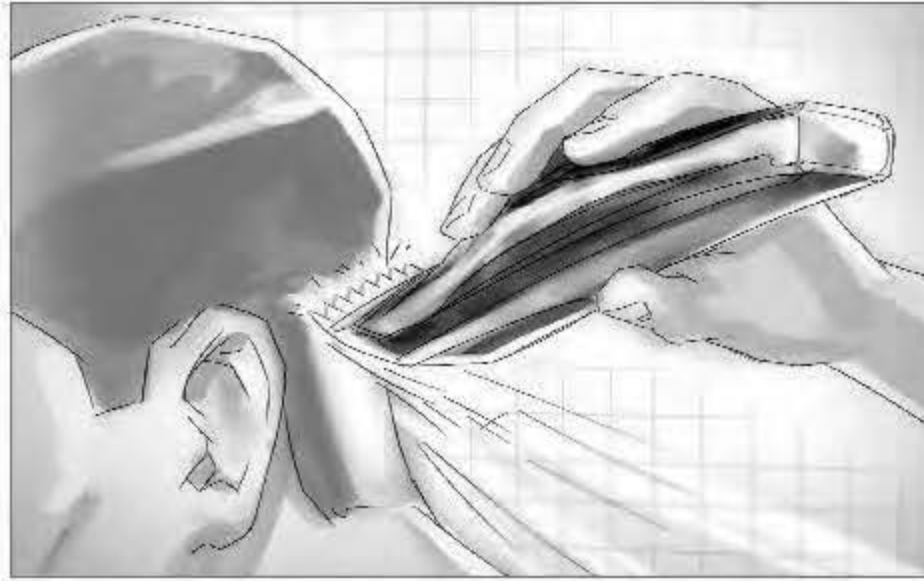
AVO: THAT'S WHY WE BUILT THE NEW PHILIPS NORELCO HAIR CLIPPER 7100.

THE RIGHT TOOL :45



Zoom in to show the Norelco guy clipping his hair with awesome sweeping angles.

AVO: WITH DUALCUT TECHNOLOGY AND SELF-SHARPENING BLADES...



Camera rotates around to capture the effortless glide of the blades—all with no cord attached.

AVO: YOU GET A QUICK, CLEAN CUT, WITH UP TO 120 MINUTES OF CORDLESS CLIPPING POWER.



Zoom in on the dial.

AVO: AND DIALING IN THE PERFECT LOOK? NEVER BEEN EASIER.



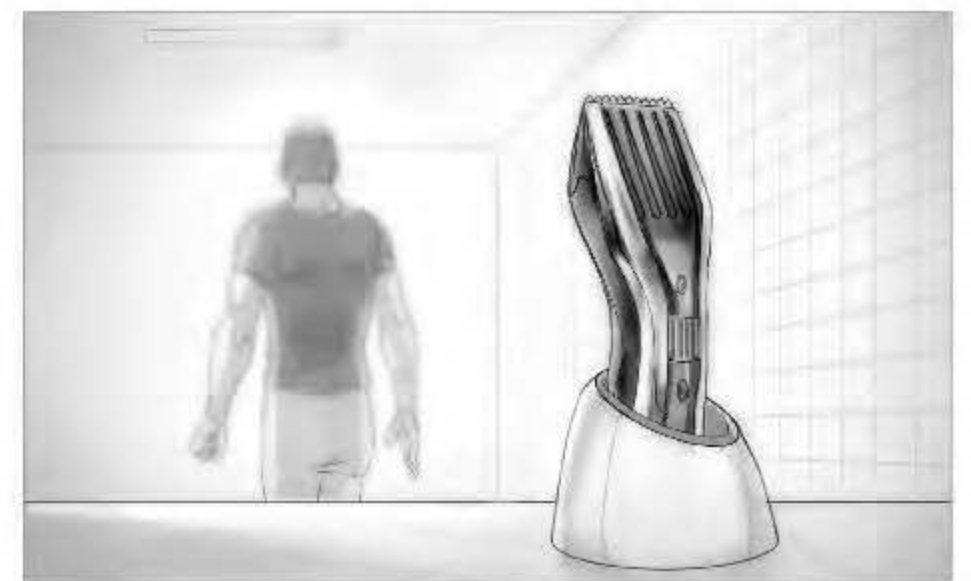
The guy turns the dial and puts the finishing touches on his sides.

AVO: ONE COMB. 24 LENGTHS...



Zoom out to reveal the Norelco guy looking perfectly trimmed. We see the Wahl guy is still busy clipping.

AVO: AND TWO TIMES FASTER THAN THE COMPETITION.



The Norelco guy exits as we zoom in on the clipper.

((GRAPHIC CALLOUT)) 5 Year Guarantee

AVO: THE NORELCO 7100. ONE TOOL. EVERYTHING YOU NEED.

THE RIGHT TOOL :45



Cut to Operation Homefront logo.

AVO: FOR A LIMITED TIME, EVERY PURCHASE HELPS PHILIPS NORELCO HAIR CLIPPERS SUPPORT OPERATION HOMEFRONT. SO WHAT ARE YOU WAITING FOR? GET YOURS TODAY.



AVO: INNOVATION AND YOU.



AVO: PHILIPS NORELCO



Norelco ShaveStation9000 / Augmented Reality In-Store App

Objective: On the "mirror" it looks exactly as if they were shaving with the 9000. If the customer has even the slightest growth of facial hair, they will be shaven clean on screen, getting to see how the 9000 moves and operates. When they're done, they'll get to see

what a perfectly clean-shaven face they could have with the 9000. If the user doesn't have any facial hair, they can add a mustache, beard, sideburns, soul patch, goatee, throatee, Van Dyke, etc. And once the facial hair is added to their liking, they'll be able to shave it all off. Customer shaving experiences will be recorded and they'll have the option to share videos right away.



Customer walks by In-Store display, which is a monitor with a camera. It can be further embellished to resemble a bathroom mirror.

The second someone looks directly into it, their face will appear on screen along with a prompt to shave.



Customer follows on screen instructions and uses his smart phone to simulate shaving with the 9000. The controls of the 9000 will appear on smart phone as well.



On the monitor, customer's phone registers as the 9000. As he begins to shave, the 9000 moves as it would in reality. Customer is left to see a clean-shaven version of their face on screen. The shaving experience is recorded. And customer is prompted to share video.

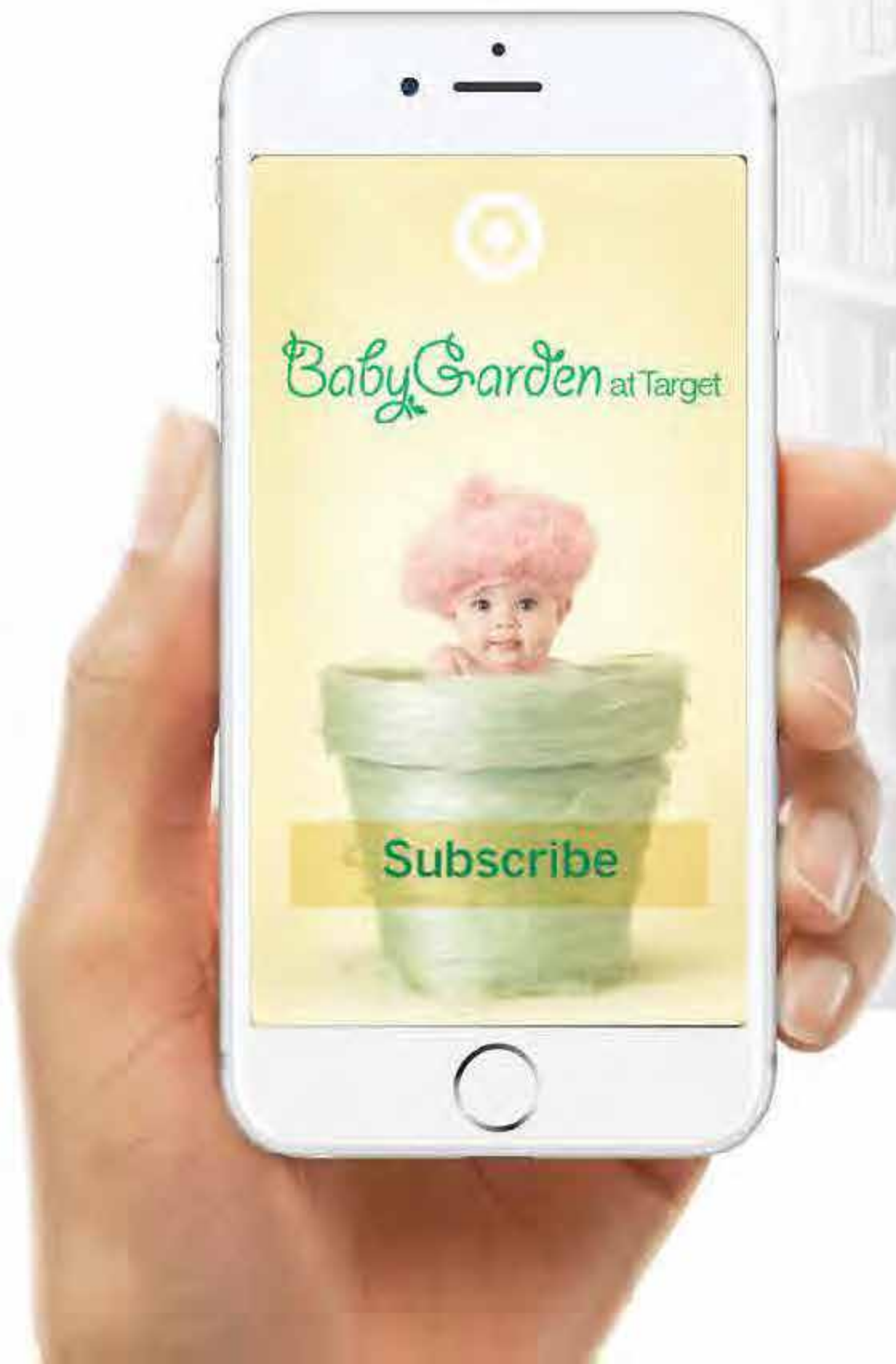


Customer is left with a message about The 9000.



BabyGarden at Target App

The convenience and fun of feeding her baby is available to mom in the store or on the go. Once mom downloads the app, she enters her baby's birthday. From then on, the app will send updates, tips, videos, product reviews and coupons synched to her baby's growth. No matter when mom signs up and downloads the app, she'll always be given useful information now and for the future. This will help to ensure a smooth process during her baby's growth, and will encourage mom to stay with Target throughout.

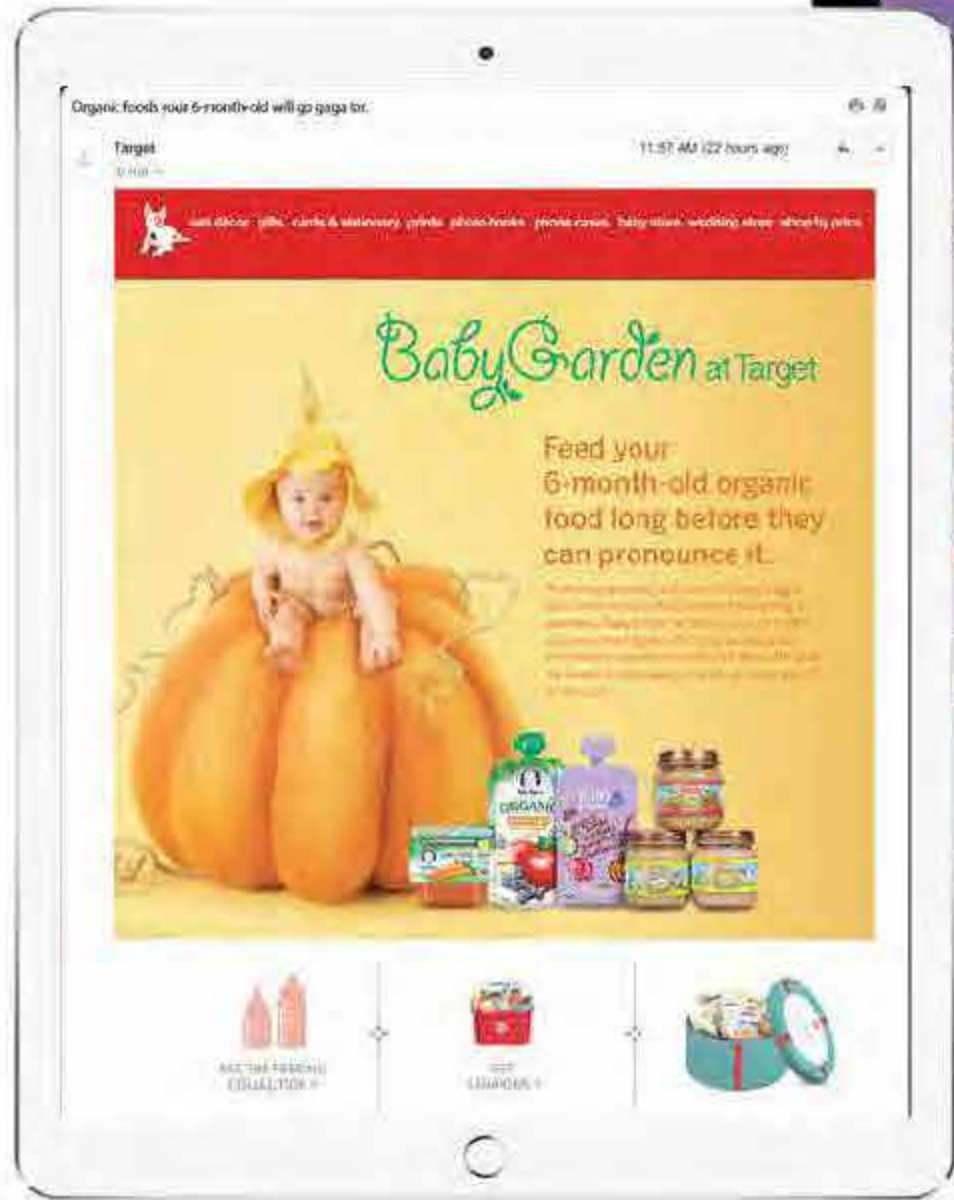




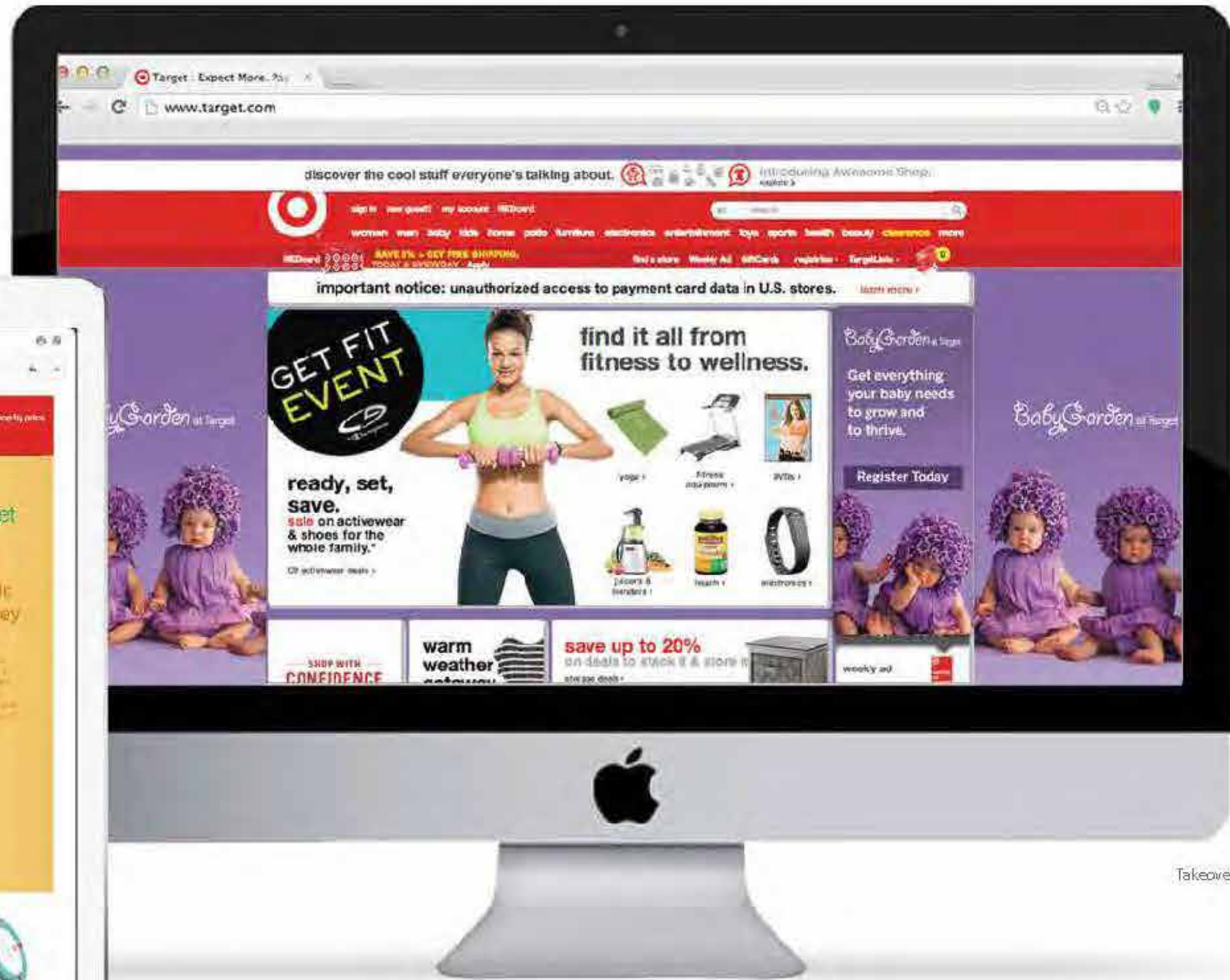
Baby Steps App at Target

With the BabyGarden app, mom will get the help she needs to ensure her baby grows happily and healthily—and with no fuss at all. She can even share pictures and use the “Ask a Mom” feature where other moms can chime in with feeding tips or advice. If mom is in the store, she’ll be given the option to be guided to the BabyGarden

with GPS relayed information. When mom is in the area, the app seamlessly scans what items are nearby and shows mom the ones that pertain to her baby’s current stage. The items that are shown in the app will be clickable to display product reviews. Mom can also use the app to scan any item in the section to pull up product reviews, demonstrations and coupons.



Email Blast



Takeover



BabyGarden at Target App

Take over to prompt mom's to sign up to the new Target Baby App. Once a member Mom's will receive emails as reminders of when to stock up for the next feeding growth.

NEW!



**THE POWER OF
A PRESCRIPTION.**
Now in the allergy aisle.



NASAL SPRAY

NEW!

**THE POWER OF
A PRESCRIPTION.**
Now in the allergy aisle.



BLOCKS
ALL 6
ALLERGIC
SUBSTANCES.
ANTIHISTAMINES
ONLY 1



NEW!



**THE POWER OF
A PRESCRIPTION.**
Now in the allergy aisle.



BLOCKS ALL 6
ALLERGIC SUBSTANCES.
ANTIHISTAMINES ONLY 1

NEW



OUTPERFORMS
ANTIHISTAMINES
RESPONSE TIME
(BASED ON CLINICAL
EVIDENCE)

THE POWER OF A PRESCRIPTION.
Now in the allergy aisle



No more symptoms.
No more prescription.
The revelation in relief is here.



ALLERGIES.
MEET YOUR END.
Now available without a prescription

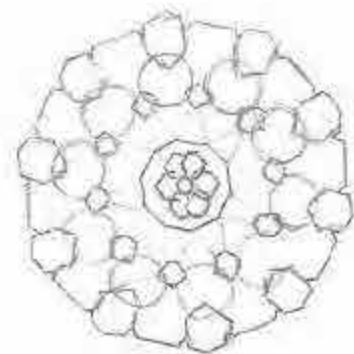
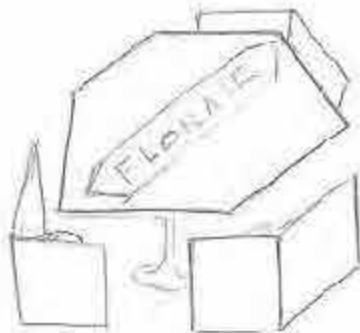
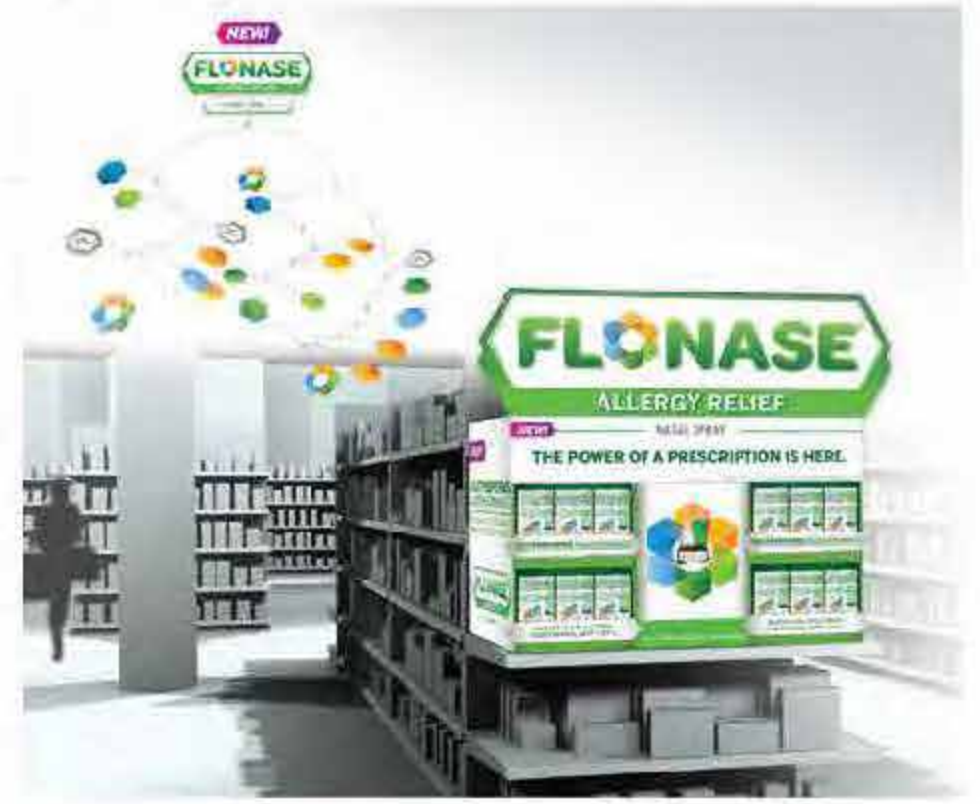


BLOCKS ALL 6
ALLERGIC SUBSTANCES

POSTER



Client: GSK
Objective: Concept and design
POS materials for new product
launch of OTC Flonase. Focused
on conveying a message of
prescription strength as it
becomes OTC.



10/10/08

A 15-MINUTE GAME BREAK? DONE.



Compliments of the
VIP Lounge Continental Airlines | CHASE
An Exclusive Retreat for Continental Chase Cardmembers

LOCATED ON THE FIRST FLOOR NEAR BLOOMINGDALE'S
OPEN NOVEMBER 26 - DECEMBER 24.

A HOT CUP OF COFFEE? DONE.



Compliments of the
VIP Lounge Continental Airlines | CHASE
An Exclusive Retreat for Continental Chase Cardmembers

LOCATED ON THE FIRST FLOOR NEAR BLOOMINGDALE'S
OPEN NOVEMBER 26 - DECEMBER 24.

GIFT WRAPPING? DONE.



Compliments of the
VIP Lounge Continental Airlines | CHASE
An Exclusive Retreat for Continental Chase Cardmembers

LOCATED ON THE FIRST FLOOR NEAR BLOOMINGDALE'S
OPEN NOVEMBER 26 - DECEMBER 24.

AN EXCLUSIVE RETREAT FOR CONTINENTAL CHASE CARDMEMBERS.

Take a break from holiday shopping at The Continental VIP Lounge from Chase, only at The Mall at Southfields. (The first new Bloomingdale's)



What does your card do for you? At the Continental VIP Lounge, it does a lot more.
• Complimentary beverages
• Complimentary snacks
• Complimentary gift wrapping
• Complimentary shoe shine
• Complimentary luggage tagging
• Complimentary travel insurance
• Complimentary Wi-Fi

Compliments of the
VIP Lounge Continental Airlines | CHASE
An Exclusive Retreat for Continental Chase Cardmembers

newspaper ad

smaller

Continental Airlines

continental.com | Book & More | Executive | Executive Miles | My Account

VIP Lounge

An Exclusive Retreat for Continental Chase Cardmembers

YOU'RE INVITED TO TAKE A RELAXING TIME-OUT FROM YOUR HOLIDAY SHOPPING.

WHAT? An exclusive retreat for Continental Chase Cardmembers
 WHERE? The Mall at Southfields in New York
 WHEN? November 26 - December 24, 2012
 HOW? 11 AM - 7 PM, Daily (11 AM - 5 PM, Sun)
 WHAT? An exclusive retreat for Continental Chase Cardmembers

AN EXCLUSIVE RETREAT FOR CONTINENTAL CHASE CARDMEMBERS.

Special event details on track.

Compliments of the
VIP Lounge Continental Airlines | CHASE

postcard

Objective:

During the holiday season we took over a space in a large mall to enhance the VIP experience that Continental Airlines and Chase bank customers have grown to love.

How it works:

Reward our current VIP customer and make new potential customers jealous when they see the kind of treatment a VIP customer receives, including:

- Free gift wrapping
- Complimentary snacks
- Special events with celebrity chef
- Prizes and more

ENTER TO WIN A TUMI CARRY-ON BAG

YOU COULD WIN A \$100 AVEDA gift set.

PLACE ONE WELL BEAUTIFULLY WRAPPED IN WRAP & TAP FOR A CHANCE TO WIN \$100.00

AVEDA

www.vip.sweepstakes.com



PHILIPS

Led Light Over Road Tour Microsite

Client: Philips

Led Light Over Road Tour Microsite

The Idea:

Create a microsite for consumers to track "The Philips LED Road tour". Microsite will educate consumers on the new Philips LED light, help remove the barrier of: Why purchase at a high price. It will also keep them informed on stops through out the different store locations and event information. A sweepstakes component is a part of the site as well.

How the program works:

Consumers would have the chance to:

- Be greeted at their local Home Depot stores
- Received educational materials
- Tour the exhibit
- Engage with the interactive displays
- Speak to our ambassadors
- Enter for a chance to win an LED home make-over.



PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

ROLL OVER
SOL PAKS

- Saves \$130 in energy costs!
- Lasts 25 years*
- Dimmable!
- Instant on, no flicker
- Mercury- and lead-free
- Advanced technology

Learn more about energy saving lighting solutions from Philips.

3 KINDS OF SAVINGS

WON'T FADE YOUR COUCH

BUY NOW

\$10.00

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PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

See what light can do in our traveling interactive exhibit.

The Philips LED Light Experience is on the move! You can see the LED for a chance to win great prizes, see amazing light technology that the world has not yet seen, and get an insight into the future of lighting. And we're bringing parties along the way. To celebrate we will be out full over the map.

VIEW TOUR GALLERY

Chicago
May 1st through May 3rd
Saturday, May 3, 2011

LED LIGHT
experience

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PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

Enter for a chance to win the Home Lightover Sweepstakes

The prize is a one-of-a-kind home design inspiration from a professional designer, with \$5,000 prize and complimentary post-ignition. Enter now & stop until December 3, 2011 - all for one great chance of winning.

NAME

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIP

ENTER

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PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

ROLL OVER
SOL PAKS

PHOSPHOR
contains the LED chip
that glows in
beautiful white.

- Saves \$130 in energy costs!
- Lasts 25 years*
- Dimmable!
- Instant on, no flicker
- Mercury- and lead-free
- Advanced technology

Learn more about energy saving lighting solutions from Philips.

3 KINDS OF SAVINGS

WON'T FADE YOUR COUCH

BUY NOW

\$10.00

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PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

PREV <<

>> NEXT

May 1st, Chicago 3.3.11

LED LIGHT
experience

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PHILIPS
simple and simplicity

HOME | COMPARE | REBATE | LEARN MORE | TOUR | SWEEPSTAKES | BUY NOW

Register here to enter every day and increase your chance of winning.

First Name

Last Name

Address

City

State

Zip

Phone

Country

How often do you use Philips products?
 Daily
 Weekly
 Monthly
 Occasionally
 Never

How often do you use Philips products?
 Daily
 Weekly
 Monthly
 Occasionally
 Never

Submit

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INTERIOR TRUCK GRAPHICS



Navy Pier, Chicago 9.3.11



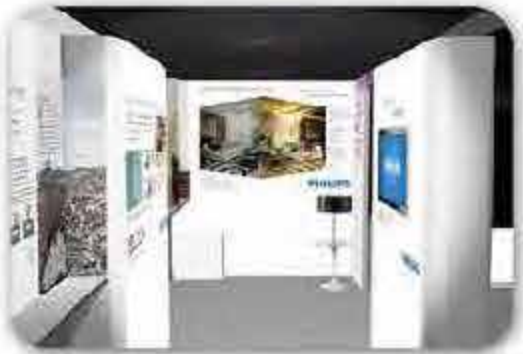
Navy Pier, Chicago 9.3.11



The Home Depot, Hawthorne, CA 12.1.11



Fresno Fall Home Show, Fresno, CA 11.4.11 - 11.6.11



Philips Lighting Corporate HQ, Somerset, NJ 10.5.11



The Home Depot, Redmond, WA 9.23.11



Philips Color Kinetics HQ, Burlington, MA 10.12.11



New Jersey Fall Home Show, Secaucus, NJ 10.1.11



Light bulbs fade in and out with copy points. Turning on and off. Time Square ball fades in with sparkles, ball starts to descend. Last frame remains static.

PHILIPS

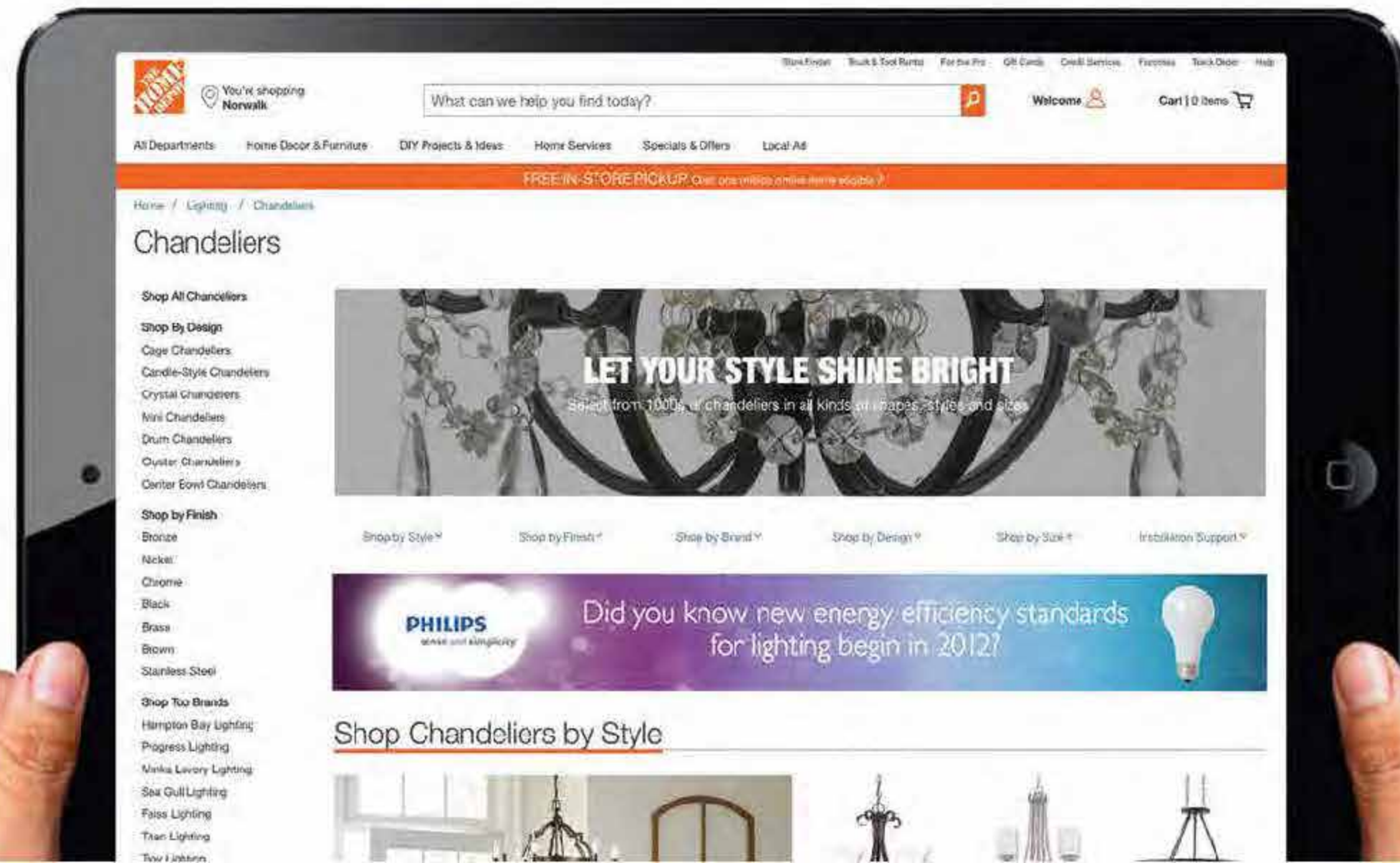
Philips Led Light New Years Sweepstakes Microsite

Client: Philips
 Philips Led Light New Years
 Sweepstakes Microsite

The Idea:
 To continue promoting the LED light Over
 A sweepstakes
 component is a part of the site as well.

How the program works:
 Consumers would have the chance to:

- Be greeted at their local Home Depot stores
- Received educational materials
- Tour the exhibit
- Engage with the interactive displays
- Speak to our ambassadors
- Enter for a chance to win an LED home make-over.



PHILIPS LED NEW YEARS EVE VIP SWEEPS

IN-SATORE POSTER



MICROSITE



WEB BANNER





Counter Card



Coupon front



Coupon back



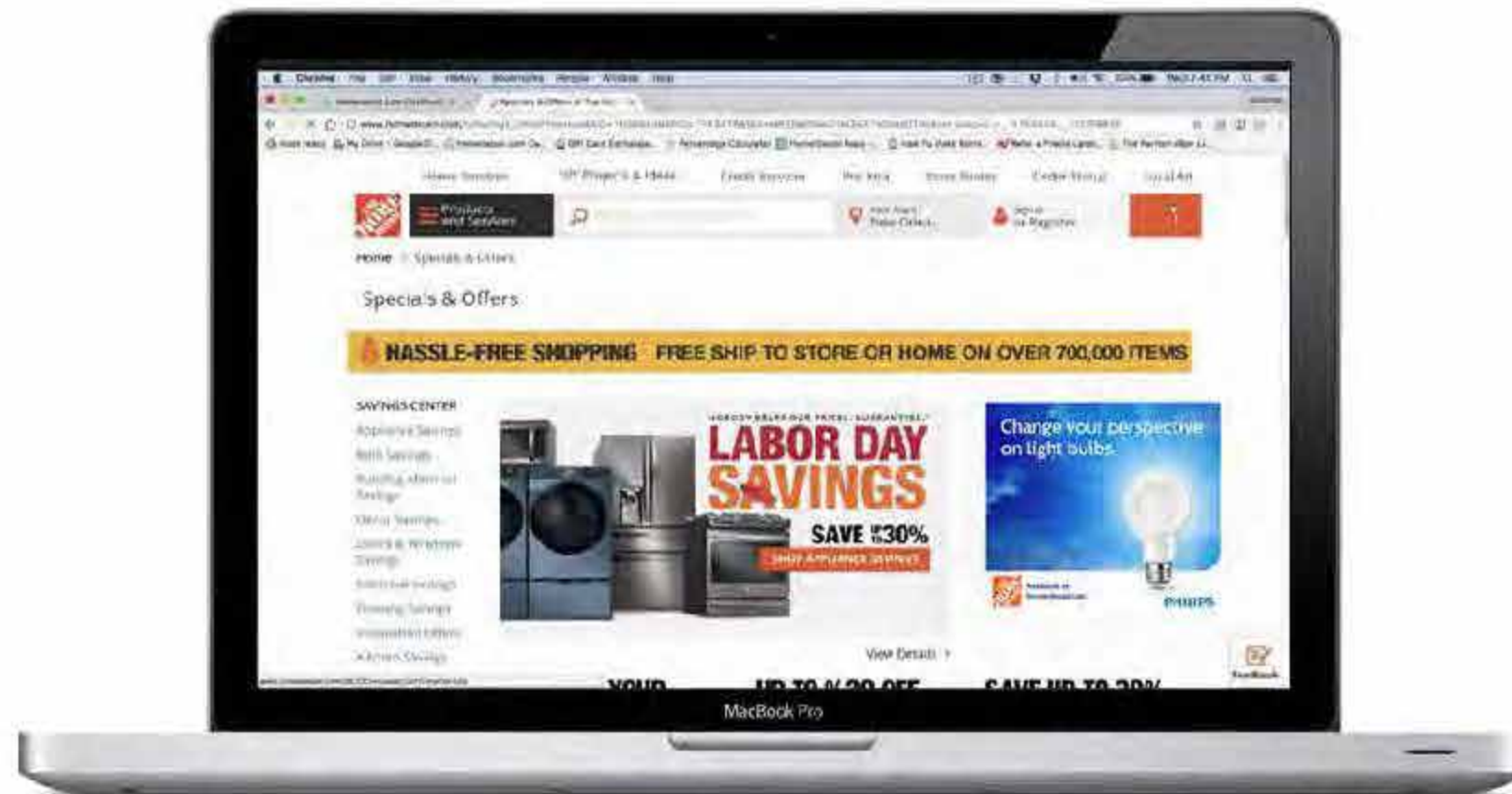
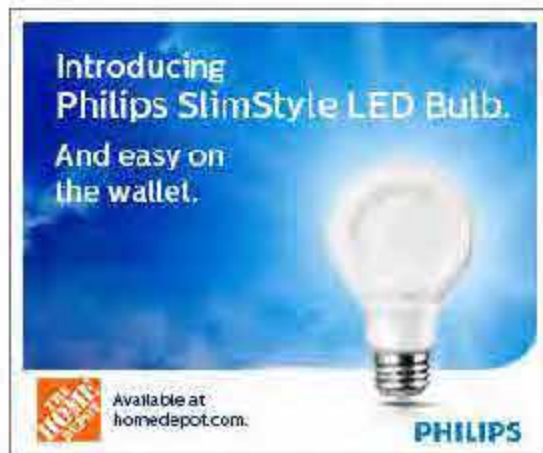
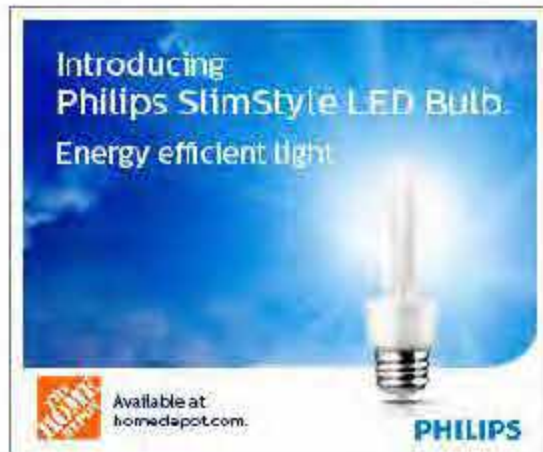
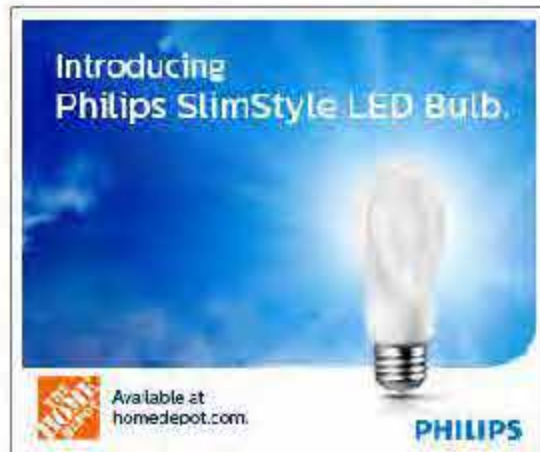
Dimmer



PHILIPS THE 2ND ULTIMATE LIGHT SOURCE

To introduce to the market Philips New SlimStyle LED light strength we position it's benefit as a comparative to the sun and built a campaign around this story. Setting up experiential displays in stores such as Home Depot where consumers were prompted to use a dimmer and play with the levels of strength and versatility. Consumers also received discounted coupon and take away materials with more information and tips on home lighting effects.





PHILIPS

Philips New Product Launch Web Banners

We continue to reinforce the experience in store by also developing on line banners that would remind or prompt new consumers to engage and learn more about the New SlimStyle LED bulb.


Change your perspective
on light bulbs.



Available at
homedepot.com.

PHILIPS


Introducing
Philips SlimStyle LED Bulb.



Available at
homedepot.com.

PHILIPS


Introducing
Philips SlimStyle LED Bulb.
Energy efficient light



Available at
homedepot.com.

PHILIPS


Introducing
Philips SlimStyle LED Bulb.
That's cool to
the touch



Available at
homedepot.com.

PHILIPS

Introducing
Philips SlimStyle LED Bulb.
And easy on
the eyes.



Available at
homedepot.com.

PHILIPS

Introducing
Philips SlimStyle LED Bulb.
Energy efficient.
Durable design.

BUY NOW

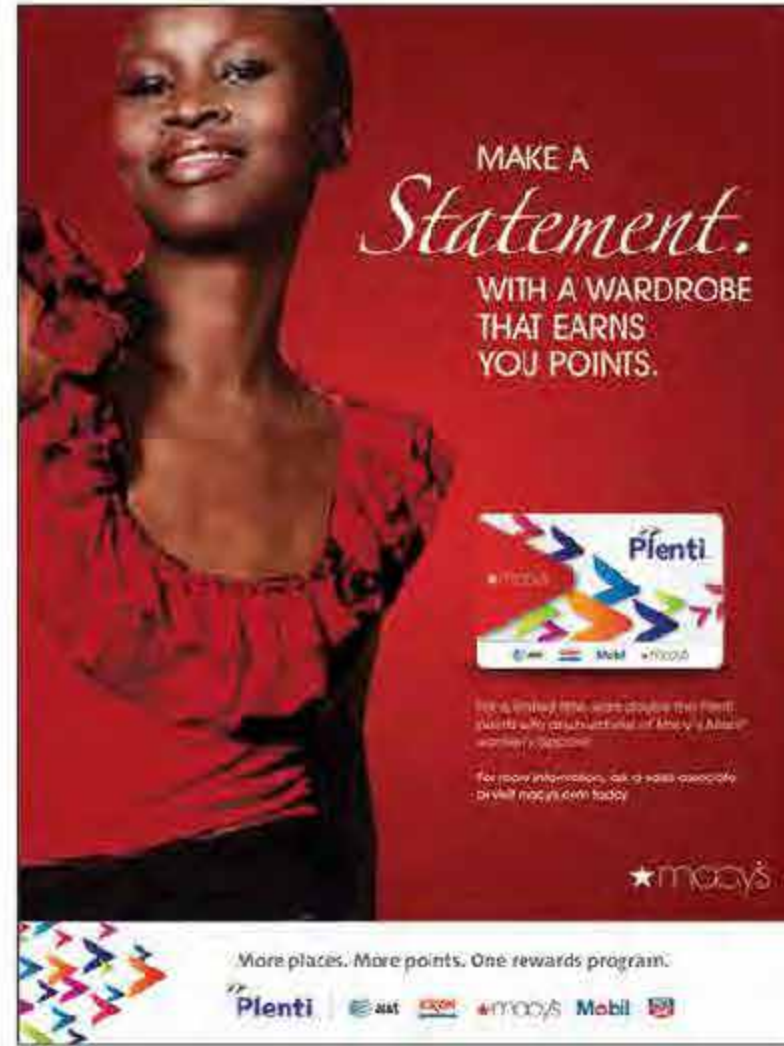
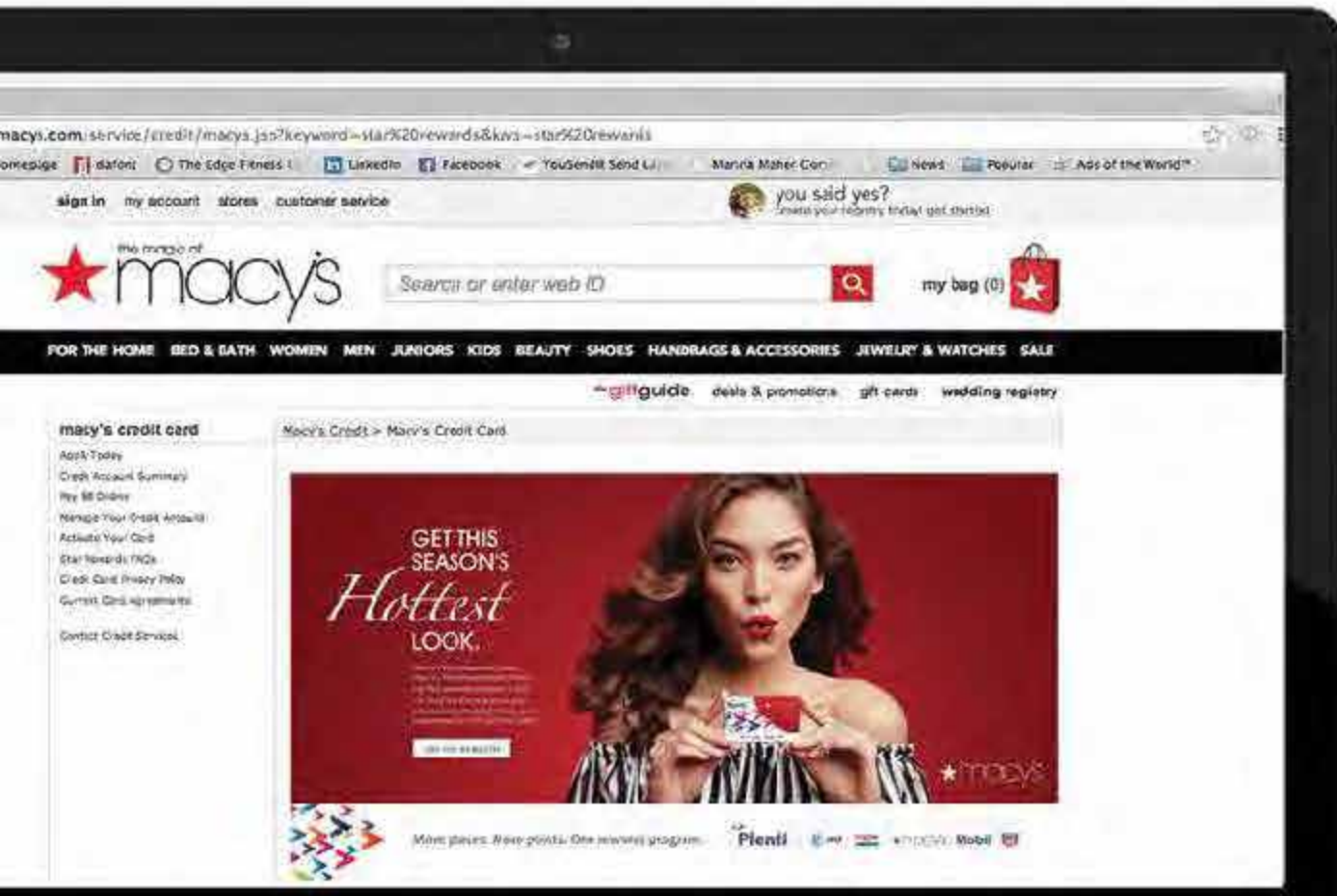


Available at
homedepot.com.

PHILIPS

Note:

- In the first frame the orange colour floods the page followed by the yellow illuminating the page to create the sense of lighting.
- LED bulb will rotate on all frames to reveal the slimmer design and enhance the Philips innovation.
- Second to last frame dims to enhance the ease on eye.



Poster



In-Store Display



Macy's Circular Flyer

Poster



Macy's Circular Flyer

Client: American Express, Plenti at Macy's
 Objective: To inform consumers of the new and exciting first in the state's coalition loyalty program. We created POS materials, digital and OOH that would clearly announced the arrival of a new rewards program in which you would be able to shop at one place and redeem in another. We clearly communicated the new brand identity and various partnerships by utilizing simple, clear and concise messaging thought the different touch points in the various retailers to deliver a cohesive messaging that would drive awareness and activation.

Meet Plenti.

Macy's has joined. Now it's your turn.

Plenti is a rewards program you can join to earn and use points at many places—all with one card.

Sign up for free today.

★macy's

Lots of points. Lots of places. One rewards program.

Plenti | at&t | EXXON | macy's | Mobil | Stop & Shop

Together is better.

Even more rewards. Get ready for **Plenti.**

Join Plenti today for free.

1. Add your phone when you shop at Macy's and everywhere else you use the Plenti app.
2. Earn 2x Plenti points on Macy's and everywhere else you shop at Macy's.
3. Use Plenti points at Macy's and everywhere else you shop at Macy's.

Lots of points. Lots of places. One rewards program.

Plenti. Together is better.

at&t | EXXON | macy's | Mobil | Papad | Stop & Shop

Everything you love about Macy's. **Now with Plenti.**

Join Plenti today for free.

1. Add your phone when you shop at Macy's and everywhere else you use the Plenti app.
2. Earn 2x Plenti points on Macy's and everywhere else you shop at Macy's.
3. Use Plenti points at Macy's and everywhere else you shop at Macy's.

Lots of points. Lots of places. One rewards program.

Plenti. Together is better.

Meet Plenti. **Earn rewards today.**

Join Plenti today for free. Add your phone when you shop at Macy's and everywhere else you use the Plenti app. Earn 2x Plenti points on Macy's and everywhere else you shop at Macy's. Use Plenti points at Macy's and everywhere else you shop at Macy's.

Sign up for free today. Ask an associate for details. Visit plenti.com.

★macy's

Plenti | Mobil | at&t | Stop & Shop

Lots of places. Lots of points. **One rewards program.**

Join Plenti today for free. Add your phone when you shop at Macy's and everywhere else you use the Plenti app. Earn 2x Plenti points on Macy's and everywhere else you shop at Macy's. Use Plenti points at Macy's and everywhere else you shop at Macy's.

Sign up for free today. Ask an associate for details. Visit plenti.com.

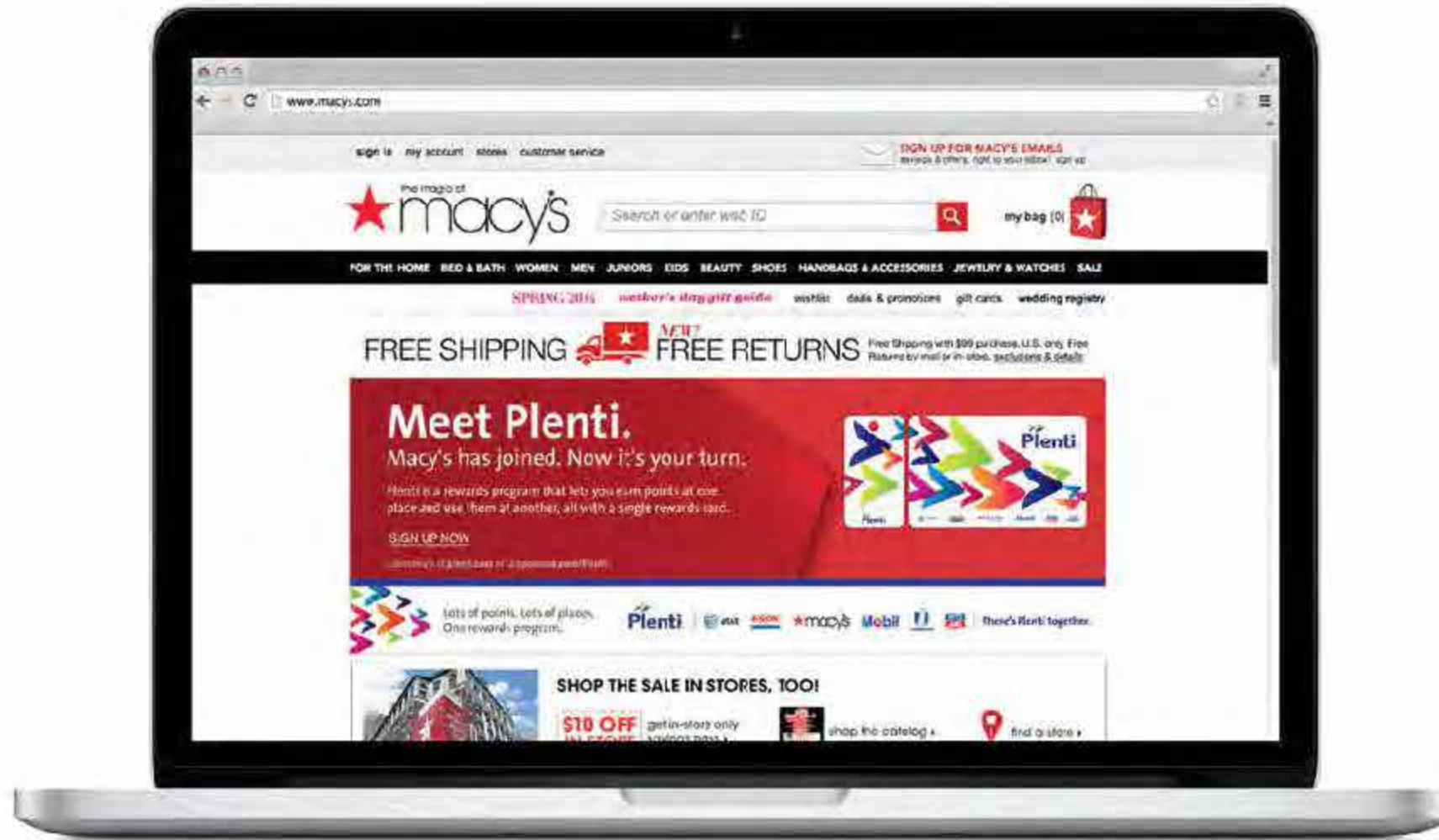
★macy's

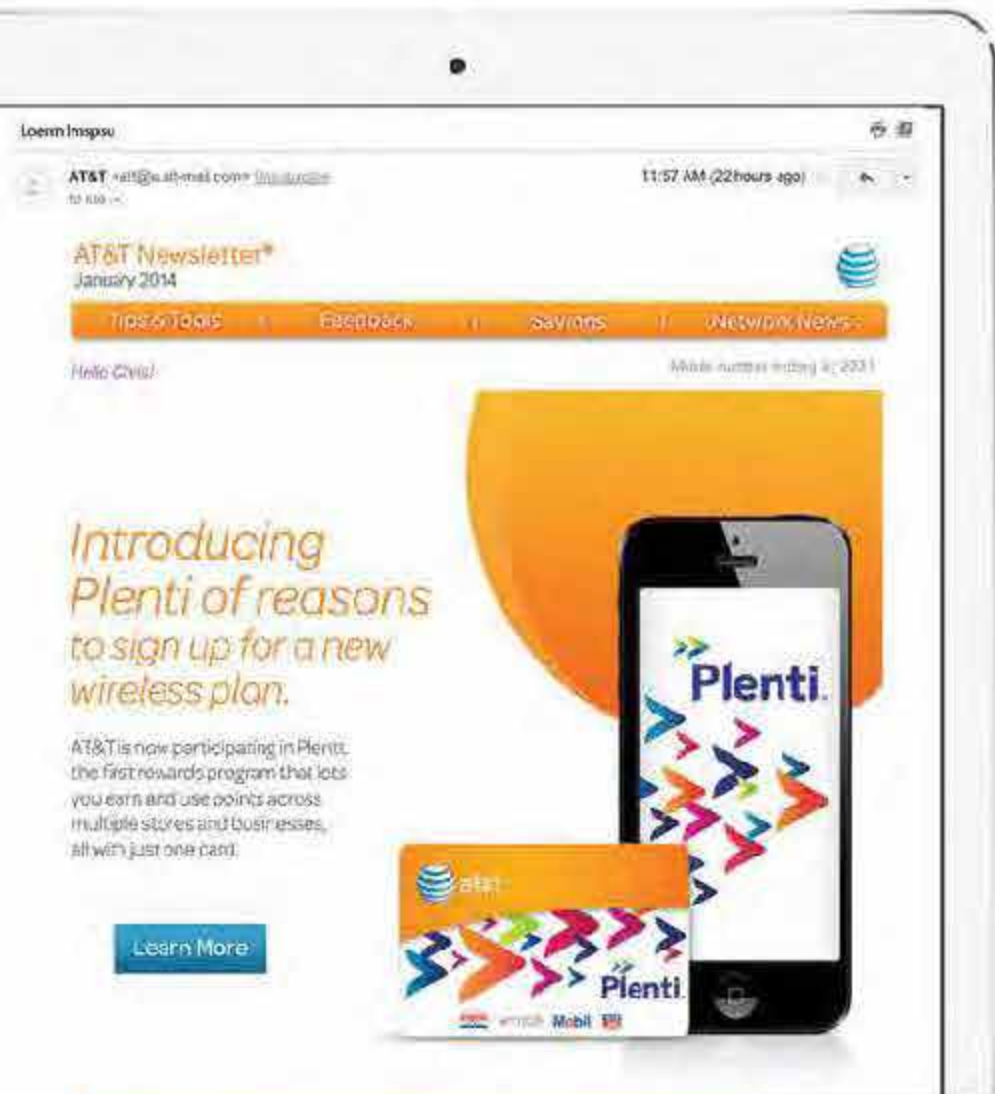
Plenti | Mobil | at&t | Stop & Shop

Client: American Express, Plenti at Macy's

Objective: To inform consumers of the new and exiting first in the state's coalition loyalty program. We created POS materials that would clearly announced the arrival of a new rewards program in which you would be able to shop at one place and redeem in another. We clearly communicated the new brand identity and various

Partnerships by utilizing simple, clear and concise messaging thought the different touch points in the various retailers to deliver a cohesive messaging that would drive awareness and activation.





Web Banner

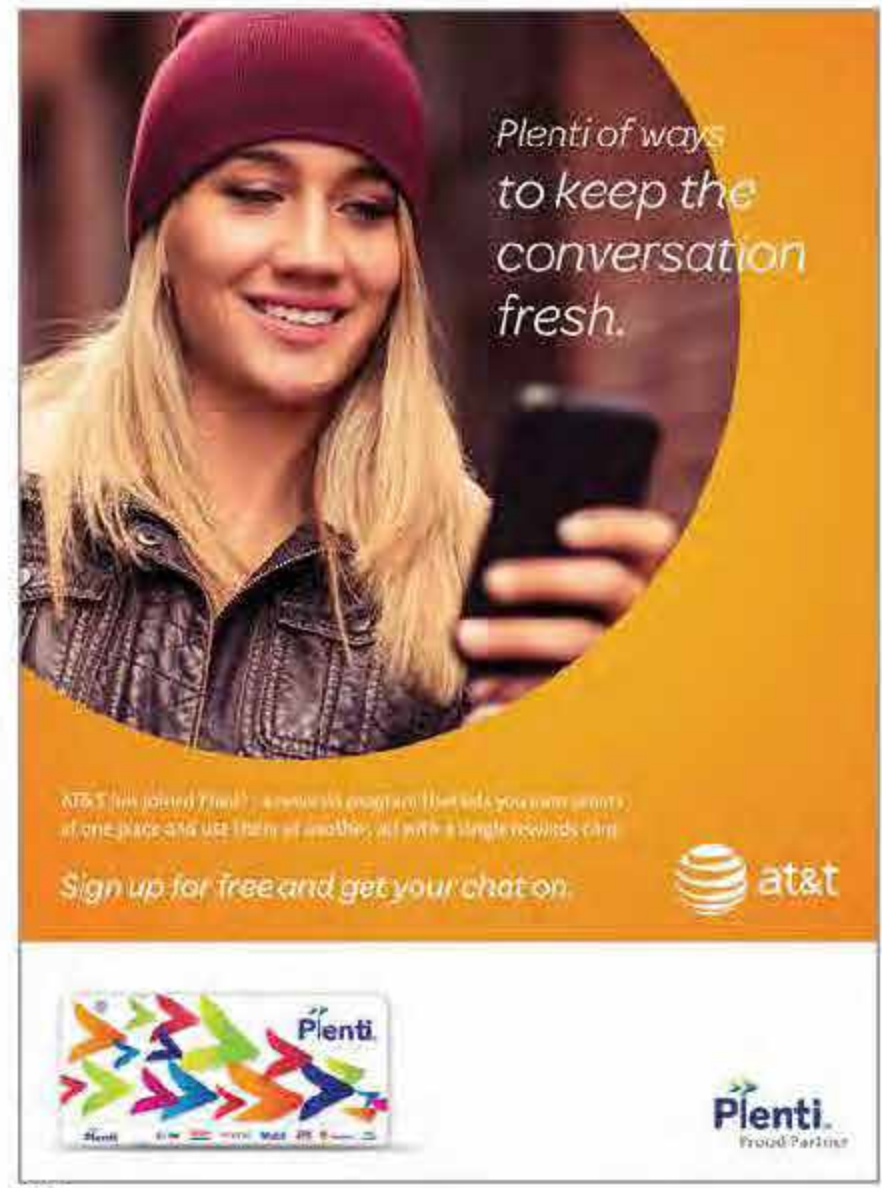
Client: American Express, Plenti at ATT
 Objective: Continue to educate and deliver launch message by POS, digital at ATT. Reinforcing the conversion of points earned at one retail and spent at another. Reinforcing ease and value.



Poster



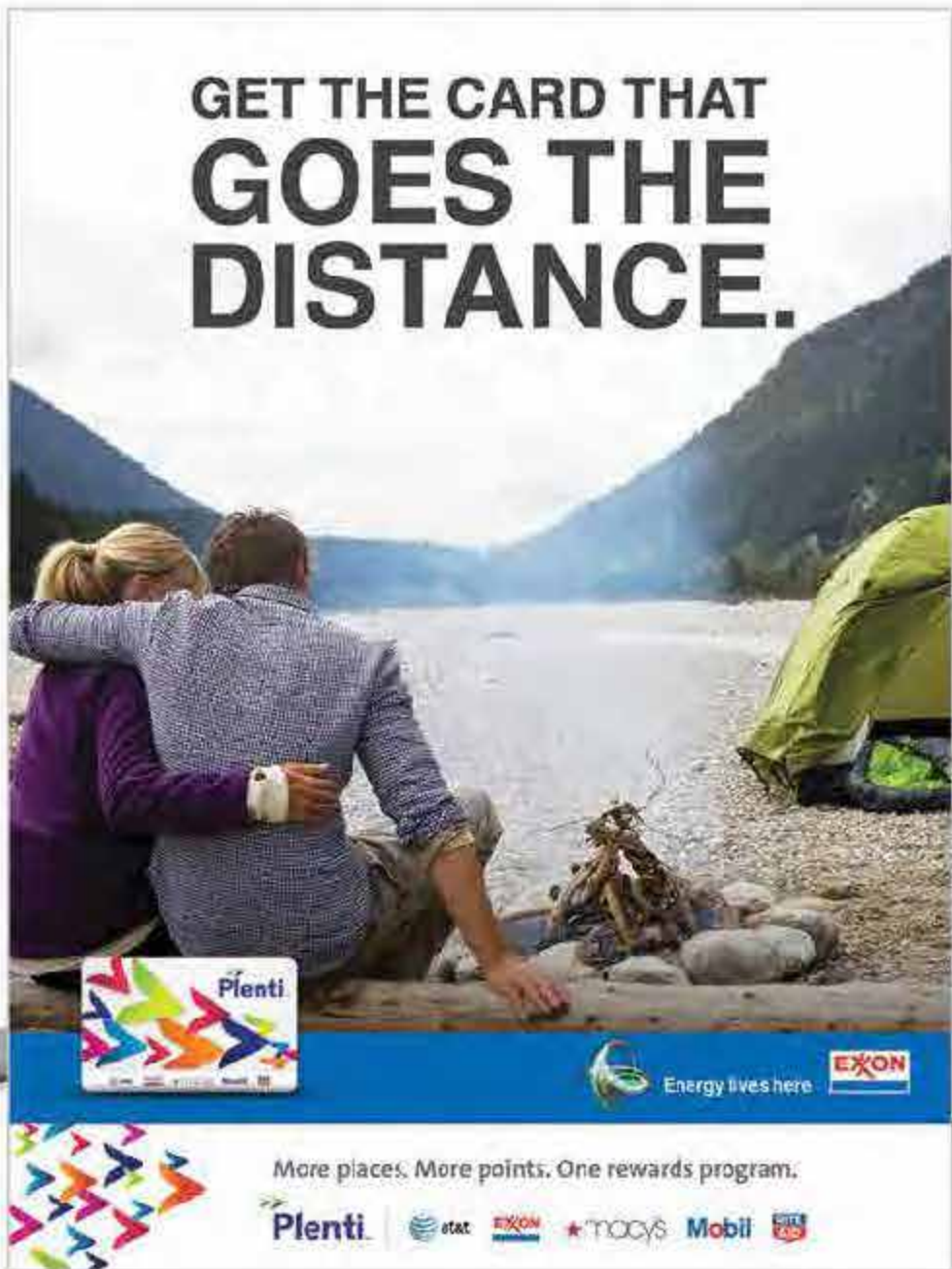
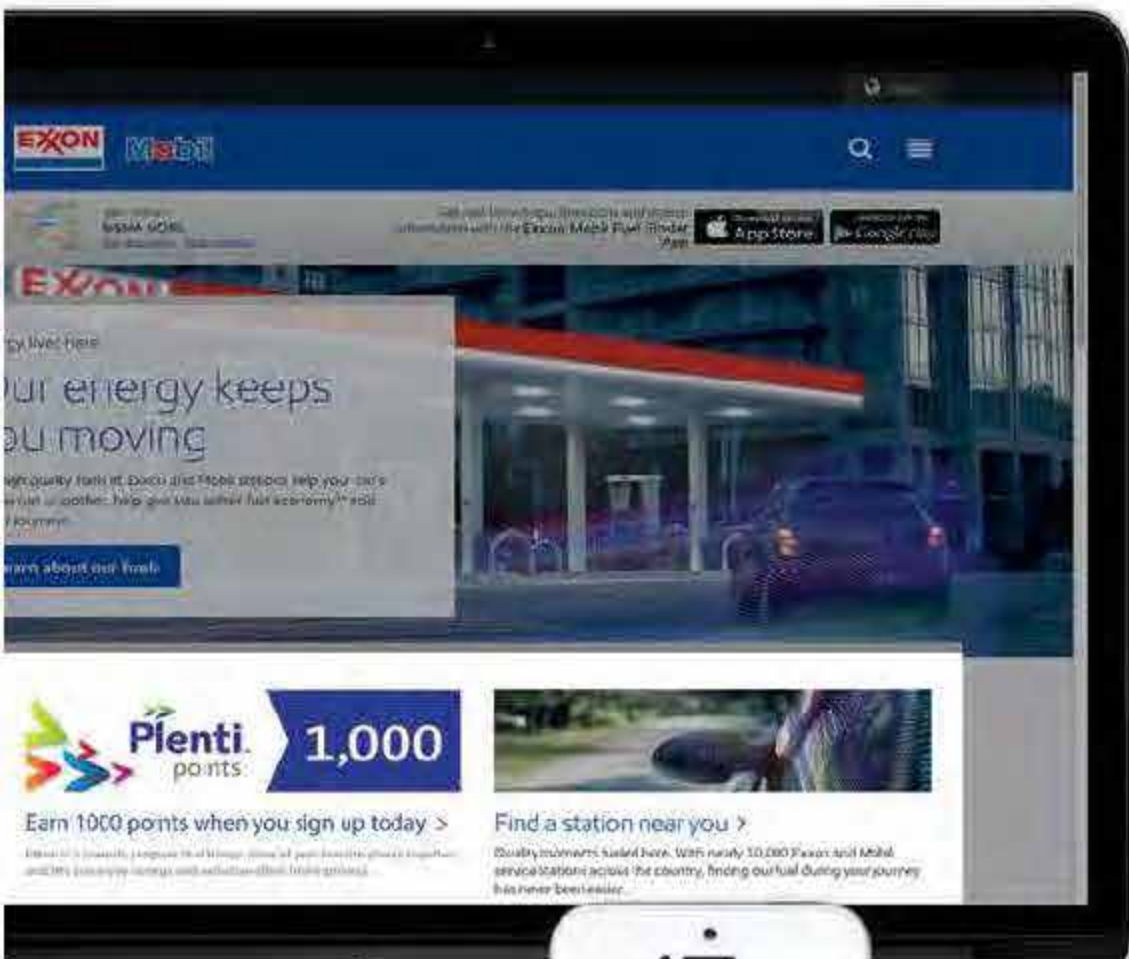
Web Banner



Poster



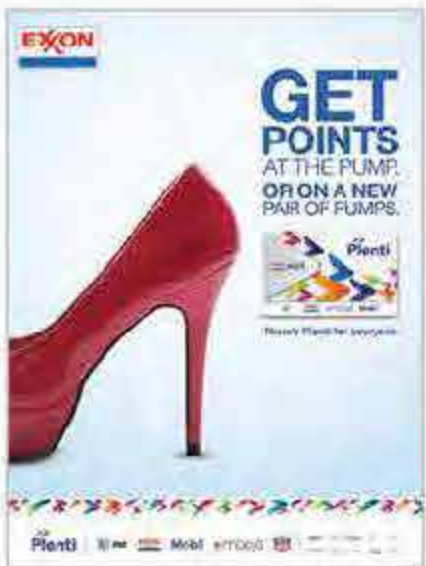
In Store TV Screen



Poster



Poster



Poster



Billboard



Pump Topper



Pump Topper



Phone App Gas Station Locator



Receipt Merge



Gas Pump

Client: American Express, Plenti at Exxon
 Objective: Continue to educate and deliver launch message by POS, digital and OOF at Exxon. Reinforcing the conversion of points earned at one retail and spend at another. Reinforcing ease and value.



Plenti Launch Experiential Ideas

Macy's at the Pump

Objective: To launch a new coalition program in the state's we proposed to do take overs in different locations of participating partners to create an overall transformation of brand experience such ideas as; take over Exxon mobile station wrapping pumps in designer handbags to create an unforgettable Macy's experience at the pump and remind consumers of it's various participating partners and benefits at use.

We can easily carry this idea across all the Plenti places. A Macy's counter can be skinned to look like an AT&T tablet. The elegance of Macy's can be brought into Ride Aid, and so on.



Plenti of Surprises

We've all seen how everyone loves hidden camera videos where people are caught off-guard. Something about witnessing the surprise, the hilarity and the shock makes it impossible to stop watching. This is our chance to do something for Plenti that can get a lot of buzz and quickly go viral.

We'll put hidden cameras in various areas of the Plenti places during the holiday season. When people walk by, items will appear to be singing "So Happy Together", yielding some pretty hilarious results.

In a grocery store, a camera finds a woman carrying a basket. She reaches for a holiday pie.

PIE: Me and you,

She jumps and yips in surprise, as a baguette falls out of her basket.

In Macy's, a camera finds two children getting a closer look at the ornaments and snow globes in the Holiday Lane section.

ORNAMENTS: and you,

SNOW GLOBES: and me.

The children giggle-scream, drawing looks from other people.

In a holiday decorated AT&T store, a camera finds a woman and her friend. They walk up to a smartphone on the shelf.

SMARTPHONE: No matter how they toss the dice,

They shriek, recoil a bit and immediately crack up.



Ad



Sell Sheet



Product Brochure



In Store Product Box



Ad



Sell Sheet



Shelf Talker



Product Brochure



In Store Product Box



Motorola New Product Launch

To launch "Motorola's Noise Canceling Head Sets" we set out to develop an array of icons that denoted the problem reminding consumer the reason for consideration. Evoking consumers to take action; creating an in-store environment and marketing materials to signify it's call to action. Ads, sell sheets, In-store POS with an online and in store video, educated consumers of it's benefits.



In Store & On line Video



Sellsheet:



Motorola
New Product Launch

Custom design
and created the
"Conversation
Stopper" icons
for the individual
scenarios
representing
noise situations.





Client: Kimverly-Clark The Idea: A series of ads that invigorate strength and ease of product use.



Kimberly-Clark

Save the Undies Pitch

Client: Kimverly-Clark

The Idea:

We set out to create various experiential settings using humor and trigger points such as laughter, pregnancy and runners to engage and provide a unique experience relatable to that occasional mishap. Building awareness of the other leak and promoting Poise pad's as the solution. With events such as; comedy movie premiere's, running race's, giveaways, materials to educate and promote. As well as engagement in the street and on talk shows such as: "The View"



**/ TITLE GOES
HERE TITLE LOREM
IPSUM HAS**

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

NeoSOC NRI SECURE

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- Lorem ipsum has been the industry's standard

NeoSOC NRI SECURE

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NeoSOC NRI SECURE

**/ TITLE GOES
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IPSUM HAS**

NeoSOC NRI SECURE

**/ SECURITY CONSULTING
GOES HERE TITLE**

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SECURITY CONSULTING NRI SECURE

/ THANK YOU!

NRI SECURE



Client: Client: NRI SECURE
Objective: Design powerpoint template for client presentation

/NRI SECURE/

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

/NRI SECURE/

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/NRI SECURE/

**TITTLE
PAGE
GOES
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/NRI SECURE/

/ TITLE GOES

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NRI SECURE

Managed Security Services & Consulting
High Quality Security Outcomes Delivered with Speed,
Accuracy and Efficiency

NRI SECURE

Our unique
cloud-based threat
intelligence

NeoSOC

provides highly accurate security
monitoring with a low-false
positive rate and a high-level of
threat detection fidelity.

- / Managed Detection and Response (MDR)
- / SOC as a service
- / Managed Cloud Based SIEM
- / 24x7 Log Monitoring
- / Proactive Threat Hunting
- / Security Orchestration



Client: NRI SECURE

Objective: Design trade show booth



Kobre & Kim Continues Expansion of Conflict-free Cross-Border Litigation Offering with Cayman Islands Office and Additional



KOBRE & KIM LLP
 Client: Kobre & Kim
 Objective: Montly newsletter design for web and print

KOBRE & KIM LLP
 THE GLOBAL LITIGATION BOUTIQUE

September 2012

New York | London | Hong Kong | Washington DC | Miami | Cayman Islands | British Virgin Islands | www.kobrekim.com

Asia Litigation & Arbitration Update

Inside

- Recent Developments Ensure Asia Remains Pro-Arbitration
- Kobre & Kim Continues Expansion of Conflict-Free Litigation Offering with British Virgin Islands and Cayman Islands Offices
- Variable Interest Entity Challenges and the Prospects of Cross-Border Litigation

Recent Developments Ensure Asia Remains Pro-Arbitration

In keeping with the rapid pace of globalization in trade and commerce in Asia, several of the region's premier arbitration centers have seen significant recent developments that strengthen and streamline Asia's arbitral framework. The below highlights several of those recent developments, reinforcing Asia's position as an innovative and constantly evolving hub for international dispute resolution.

set aside an arbitral award granted by the International Chamber of Commerce ("ICC") in Hong Kong. The Court of Appeal took a strong non-interventionist stance in holding that Hong Kong courts will not reevaluate the substantive merits of a dispute that has already been settled in arbitration and do not have jurisdiction to question an arbitral tribunal's decisions. The Court reaffirmed this position shortly thereafter, on June 25th, when it denied attempts by the unsuccessful party, Pacific China Holdings, to appeal the May 10th decision and further awarded its costs.

Asia Litigation and Arbitration Update

The flowchart illustrates a corporate structure involving a US Company (LLC) and a Cayman Islands Company. The US Company (LLC) is 100% owned by the Cayman Islands Company. The Cayman Islands Company is 100% owned by a US Company (LLC). Below this, there are boxes for 'US Company (LLC)', 'Cayman Islands Company', and 'US Company (LLC)' with arrows indicating ownership and relationships. A 'Variable Interest Entity' is also shown with arrows pointing to the Cayman Islands Company and the US Company (LLC).

US Company (LLC)
 100%
Cayman Islands Company
 100%
US Company (LLC)
 100%

Variable Interest Entity

US Company (LLC)
 100%
Cayman Islands Company
 100%

Current Executive Treaties between the U.S. and Asian Countries

Country	Arbitration Treaty with U.S.	Other Agreements	Both Double Over Consist
China	No	China-U.S. Economic and Trade Agreement (1982)	No
India	No	India-U.S. Trade and Economic Cooperation Agreement (1998)	No
Japan	Yes	Japan-U.S. Economic Partnership Agreement (2011)	Yes
South Korea	Yes	U.S.-Korea Free Trade Agreement (2007)	Yes
Taiwan	Yes	U.S.-Taiwan Trade and Economic Cooperation Framework Agreement (1980)	Yes
Thailand	No	U.S.-Thailand Trade and Economic Cooperation Framework Agreement (1980)	No
Vietnam	No	U.S.-Vietnam Trade and Economic Cooperation Framework Agreement (1995)	No

Key Terms

US-India Agreement

US-Korea Agreement

US-Taiwan Agreement

US-Vietnam Agreement

US-Thailand Agreement

US-Japan Agreement

US-China Agreement

US-India Agreement

US-Korea Agreement

US-Taiwan Agreement

US-Vietnam Agreement

US-Thailand Agreement

US-Japan Agreement

US-China Agreement

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 THE GLOBAL LITIGATION BOUTIQUE

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KOBRE & KIM LLP
THE GLOBAL LITIGATION BOUTIQUE

- FINANCIAL PRODUCTS & SERVICES LITIGATION
- BANKRUPTCY & DEBTOR-CREDITOR DISPUTES
- JOINT VENTURE & PARTNERSHIP DISPUTES
- INTERNATIONAL ARBITRATIONS
- GOVERNMENT ENFORCEMENT DEFENSE
- INVESTIGATIONS & MONITORSHIPS
- INTERNATIONAL JUDGMENT ENFORCEMENT & OFFSHORE ASSET RECOVERY
- CLASS & DERIVATIVE ACTIONS
- WHISTLEBLOWER CASES



Kobre & Kim LLP devotes 100% of its practice to litigation and arbitration. We do not aim to maintain repeat clientele; rather, we aim to serve as special counsel to other law firms for discrete litigation engagements as well as to provide quick and effective solutions to situations involving conflicts or issues of business sensitivity. We offer a conflict-free team of senior litigators able to act against virtually any financial, trust or institutional entity worldwide.

As one of the only conflict-free litigation boutiques to focus on complex cross-border disputes, we are able to provide a unique comprehensive strategy and global insight from the outset. With offices in London, Hong Kong, and the United States, our team which is comprised of English barristers and solicitors, including two Queen's Counsel, and over a dozen former U.S. federal prosecutors and enforcement attorneys, has a significant track record in litigating in onshore and offshore jurisdictions.

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London Litigation & Arbitration Update

Inside:

- The Role of Evidence in International Arbitration: What and Why? Page 1
- Should There be a Limit on Damages? Page 14
- Has a Circuit Court in the US to be Applied in an Arbitration? Page 19
- Does an English Court Have Jurisdiction? Page 1
- Whistleblowers: Solving Collateral Page 1

The Role of Evidence in International Arbitration: What and Why?
The role of evidence in international arbitration is a topic that has been discussed extensively in the arbitration community. One of the key issues is the admissibility of evidence. The Arbitration Act 1996 provides that the arbitral tribunal has the discretion to determine the admissibility, relevance, materiality and weight of any evidence. This is a significant departure from the common law approach, which is more rigid in its approach to evidence. The Act also provides that the arbitral tribunal may, if it considers it appropriate, require a party to produce documents or other material in its possession, custody or control. This is a powerful tool for the arbitral tribunal to ensure that it has all the evidence it needs to make a fair and equitable award.

Should There be a Limit on Damages?
The question of whether there should be a limit on damages in arbitration is a complex one. On the one hand, there is a strong argument in favor of a limit on damages, particularly in cases involving personal injury or death. On the other hand, there is a strong argument in favor of no limit on damages, particularly in cases involving commercial disputes. The Arbitration Act 1996 does not provide for a limit on damages, but it does provide that the arbitral tribunal may, if it considers it appropriate, award interest on any sum awarded. This is a significant departure from the common law approach, which is more rigid in its approach to interest.



KOBRE & KIM LLP
THE GLOBAL LITIGATION BOUTIQUE

- FINANCIAL PRODUCTS & SERVICES LITIGATION
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KOBRE & KIM LLP

Client: Kobre & Kim

Objective: Monthly newsletter design for web and print



Contact Information:
Lorem ipsum dolor
sit amet, eternos.

Per Sé
PeopleConnect

Rethink your workforce strategy



Per Sé
PeopleConnect

Leveraging Your Resources

Per Sé PeopleConnect involves building and actively maintaining a national network of retired, part-time, and seasonal workers. The people are managed by Per Sé and their availability is kept up-to-date. This network, combined with Per Sé's internal process, is designed to save significant time, money, and effort by submitting requests for help already available in the Per Sé network.

How it Works

- 1. Planning**
 - Your program manager meets with you to discuss your needs and the specific project for the network.
 - Quality control is established by your team.
 - Monthly reports are provided to you.
- 2. Your Company Network**
 - Qualified former employees, retirees, and contractors from all locations are available for your staff needs.
 - Each person involved with the network is actively managed by a Per Sé recruiter.
 - Working model: A full-time Per Sé recruiter maintains the network and provides you with a list of available candidates for your needs.
- 3. Recruitment Service**
 - Per Sé has the ability to provide you with a list of candidates, resumes, and references, along with resumes and references for your needs.
 - All new people recruited for your project are backed up by Per Sé for 90 days at a discounted rate.

The Benefits

- Quality** - High quality candidates
- Efficient** - Streamlined process
- Cost Effective** - Reduced costs



Per Sé
PeopleConnect

Rethink Your Workforce Strategy



Per Sé
Inside Introduction



Per Sé

The Process

1. Planning
2. Implementation
3. Evaluation

The Program

The Benefits

Quality **Efficient** **Cost Effective**



Client: Per Sé
Objective: Brochure design promoting company's capabilities and benefits



We were commissioned to build this house by a pair of discerning investors who own in the NE. The last 100+ years of history, wood paneling and fine windows were all salvaged from old Dutch houses. The Dutch door would make the interior is wood paneled.

This house was featured in the cover of Fine Homebuilding magazine August 2012.



TWELVE HOUSES

Cum Laude Group, inc.



VOLUME ONE

Cum Laude Group, inc.
cumlaudegroup.com



Historically a well-known estate. The property in the late 19th century (the estate of a prominent Boston and Worcester family). Some of the buildings in the complex, which are remnants of a once-great estate. They are restored to original state and used as a museum and historic site. Some of the buildings are used as a museum and historic site. Some of the buildings are used as a museum and historic site.

This book is a collection of photographs.

P. J. F.

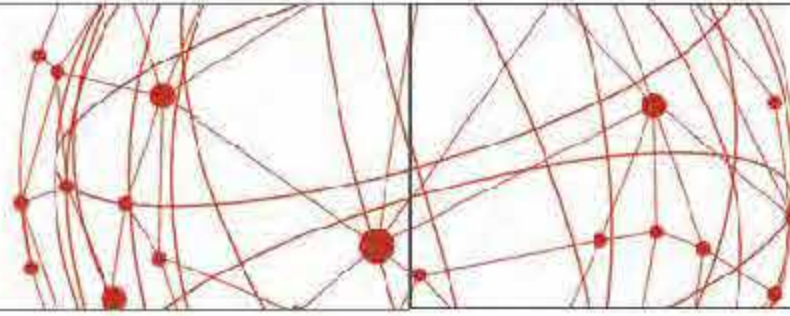


A Contemporary Interior

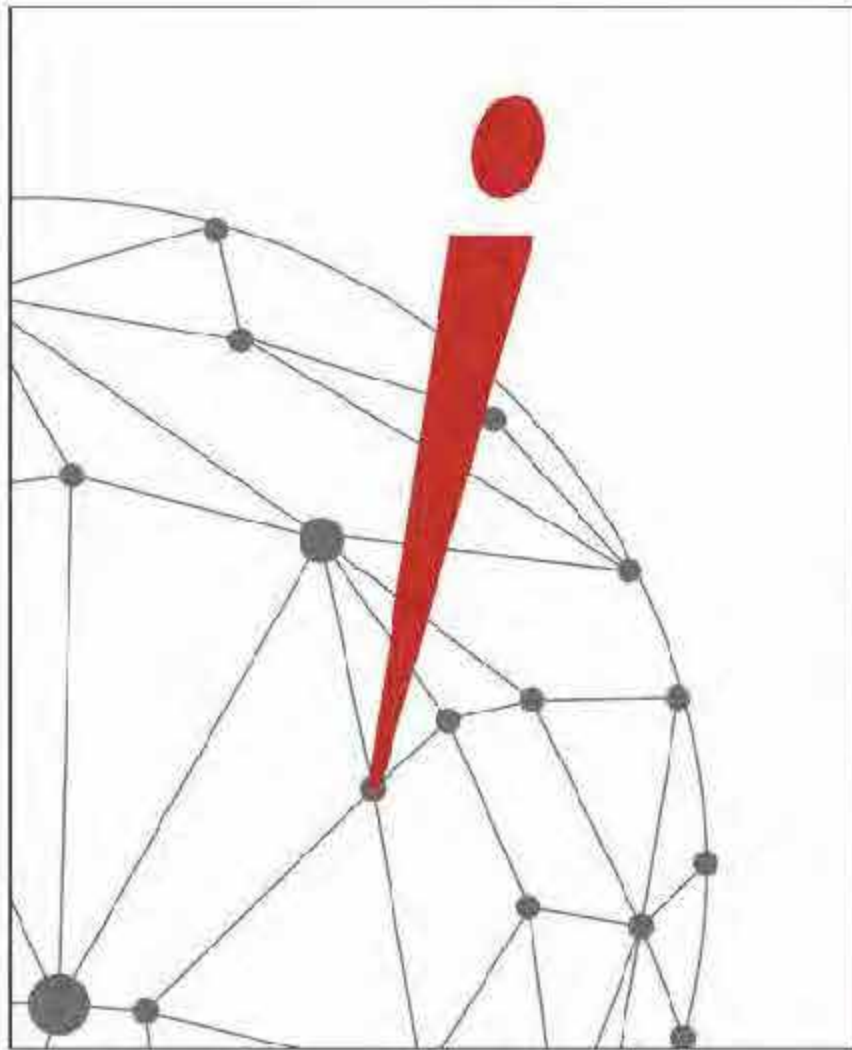
Client: CumLaude Group
Objective: Design coffee table book to promote brand. And help generate new sales.







GLOBAL REACH. LOCAL SERVICE.





PARTNER*NATION*

Convergent Media Kit



ACHIEVE NEW BUSINESS GROWTH THROUGH CO-MARKETING

For more information, contact partnernation@convergent.com

CONTENT MARKETING

Creation and delivery of thought leadership content to generate demand for the services and solutions offered by Convergent and our partners.

Features

- ✓ Increase brand exposure and present your solutions and expertise to Convergent's leadership, account executives, customers, and prospects
- ✓ Generate new leads and engage prospects who are in the buying process.

Benefits & Metrics

- ✓ Gain influence with Convergent's more than **2,500 global colleagues through co-marketing and co-branded content**
- ✓ Benefit from Convergent's growing web influence with over **400,000 annual visits and 1,000,000 annual page views**.
- ✓ Build brand exposure with Convergent's growing social media following of over **13,500 users**.
- ✓ Leverage Convergent's email database of over **168,000 email recipients**. Co-marketing content will be distributed to our segmented database of decision makers in the healthcare, industrial, financial, government, corporate, and education-verticals.

Sponsorship Opportunities

- ✓ Regular engagement with the Convergent marketing team on co-marketing content creation, **including: web articles, press releases, case studies, webinars, and mailers.**
- ✓ Funding to develop content and co-marketing materials.



LEAD GENERATION

Generate leads and reinforce your brand by sponsoring Convergent's online demand generation pay-per-click campaigns.

Features

- ✓ Cost based exposure to a large, in-market audience
- ✓ Receive leads directly requesting solutions and services offered by Convergent and partners

Benefits & Metrics

- ✓ Position your solution in front of Convergent's global advertising market of **447 million people** and gain a **75% or more Google impression** share for targeted keyword searches.
- ✓ Increase demand and grow revenue by leveraging Convergent's **150 monthly web form lead conversions** of in-market decision makers who are requesting solutions to their problems.

Sponsorship Opportunities

- ✓ Funding for **pay-per-click campaigns**, lead pages, and other sponsored content for specific solutions in specific markets.



REGIONAL SPECIAL EVENTS & ROADSHOWS

Organize and attend educational events targeted to **Convergent CTO leaders and sales teams**. Technology CIO Events are held in a one-day, two-part format: a morning session, also held in two tracks, for sponsors and a keynote session.

Features

- ✓ Funding and travel expenses for Convergent's sales colleagues, high customer, and key prospects.

Benefits & Metrics

- ✓ Attend Technology CIO Events with **1,200 invites, 150 registrations, and 100 attendees**.
- ✓ The focus of the event is to qualify your quality and the objective is to attract potential lead account owners.

Sponsorship Opportunities

- ✓ Funding to exhibit, travel, and provide on-site support.
- ✓ Sponsor opportunities in the structure of booth placement.



For more information, contact partnernation@convergent.com



OUTBOUND CALLING CAMPAIGNS

Leverage Convergent's team of 100+ sales representatives to make **complete 60-100 cold calls** each day with the goal of securing qualified appointments.

Features

- ✓ Develop a targeted, high-quality campaign to reach business and sell for specific services, products and services in the next **6 months or less**.
- ✓ Gain sales opportunities specific to local markets.

Benefits & Metrics

- ✓ Convergent's field sales teaming high-level representatives providing quality service, timely response, and personal selling attempts with the C-Suite Executive.
- ✓ Sales leads to more than **75 qualified appointments scheduled monthly in local markets**.

Sponsorship Opportunities

- ✓ Funding for software, calling and appointment setting resources, the number of calls to be made.

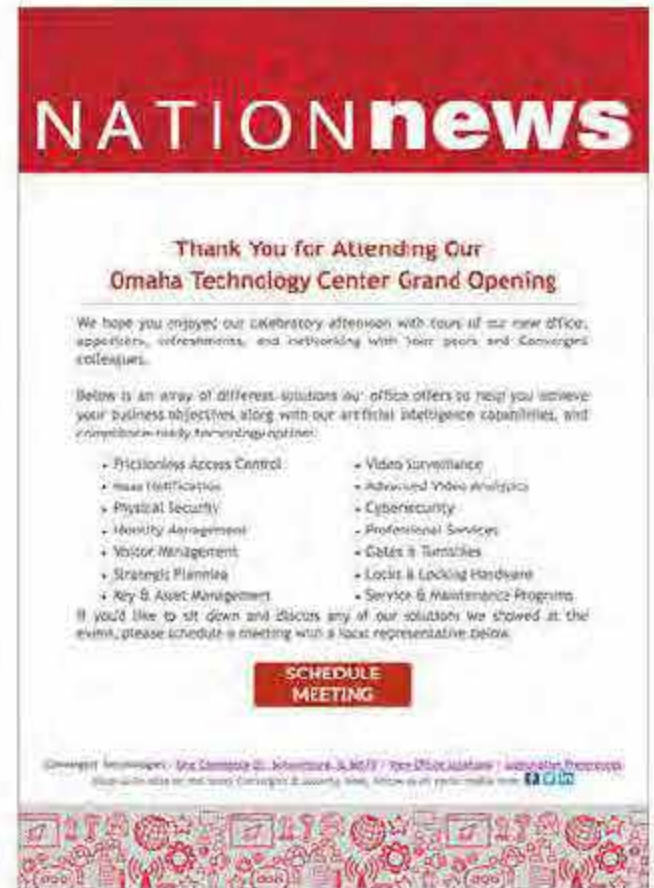


Client: Cybis

Objective: Design powerpoint template for client presentation



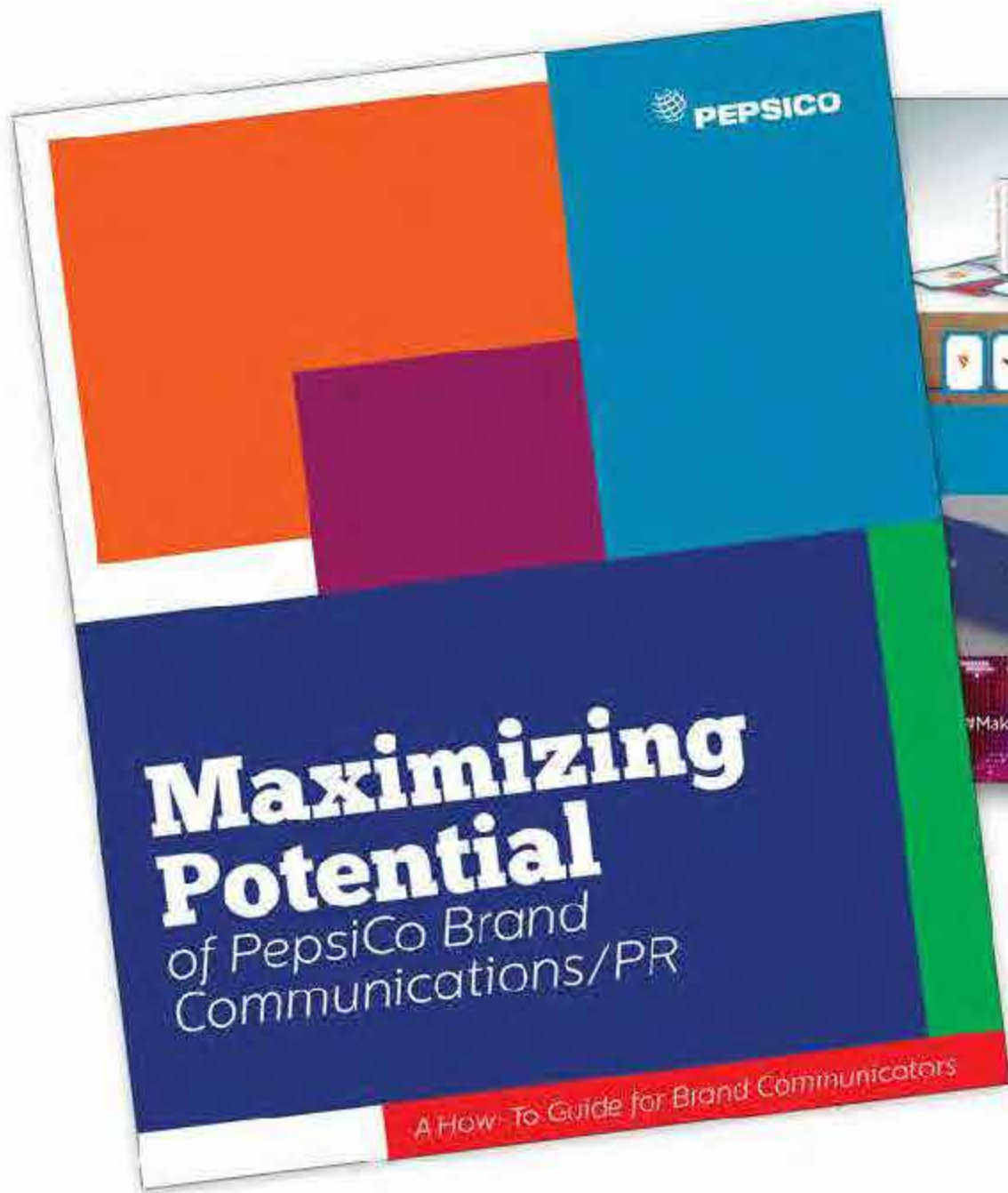
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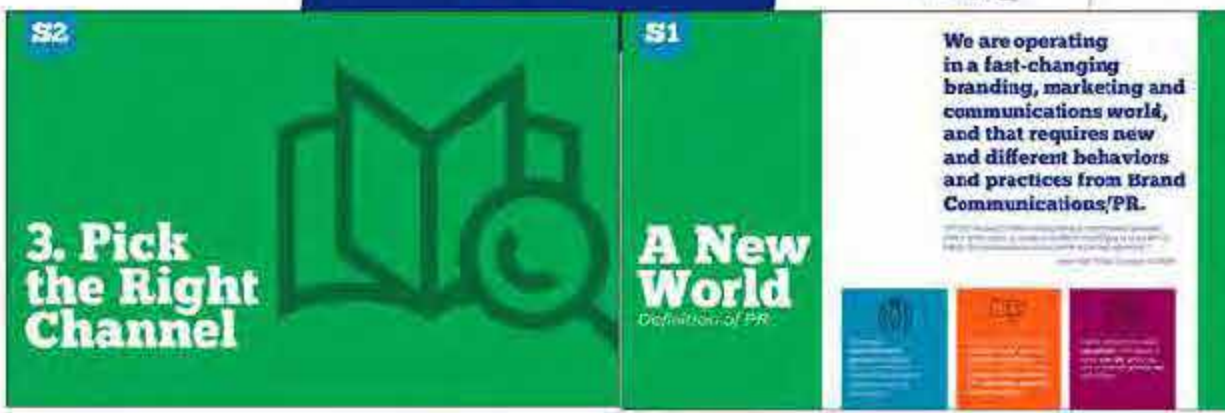


Client: Cybis

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Client: Cybis
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Johnnie Walker Sons | BLENDED SCOTCH WHISKY

SITUATION

CONSUMER INTEREST IN WHISKEY IS AT AN ALL TIME HIGH

- Whiskey has overtaken Vodka to become the #1 Best Selling Spirit¹
- Whiskey is the fastest growing spirit in Menu Mentions²
 - Whiskey/Darboon +36%
 - Scotch Whisky +9.22
- 7 out of the top 10 fastest growing cocktails are whiskey based³

JOHNNIE WALKER IS THE #1 SELLING SCOTCH WHISKY⁴

- Johnnie Walker remains the top called for scotch brand
- Blue and Black Label are among the top 5 fastest growing scotch brands on menu⁵

WHILE JOHNNIE WALKER IS GROWING...IT'S MENUED AS A STAND ALONE SPIRIT RATHER THAN A MIXED DRINK⁶

IDEA

UNIQUE SERVES THAT OFFER CONSUMERS NEW OCCASIONS.

Drive awareness, trial and conversion through a comprehensive Johnnie Walker cocktail strategy that capitalizes on category growth and flavor trends.

THIS YEAR AND THE NEXT THERE IS GOING TO BE A RISE IN SCOTCH COCKTAILS
- The Spirits Business



JOHNNIE WALKER

HOW IT WORKS

Our strategy offers philosophy and specific serves that showcase the versatility of Scotch and its ability to be at the heart of the cocktail.

THE STRATEGY IS A TWO TIER APPROACH:

TIER 1: "SCOTCH &"

- These simple cocktail recipes are an easy way to enjoy Johnnie Walker with serves that accommodate a range of service accounts.

TIER 2: REIMAGINING THE CLASSICS

- Classic Cocktails with a Johnnie Walker twist! These cocktail recipes should be recommended for accounts that play hard in the cocktail space.

JOHNNIE WALKER KEEP WALKING

SCOTCH &

JOHNNIE WALKER RED

 <p>RED & GINGER</p>	 <p>RED & COCONUT</p>
 <p>THE HIGHBALL</p>	 <p>BLACK & ORANGE</p>
 <p>SCOTCH FARMER</p>	 <p>BLACK CHERRY JAZZ</p>

JOHNNIE WALKER BLACK

JOHNNIE WALKER DOUBLE BLACK

REIMAGINED CLASSICS

JOHNNIE WALKER RED

 <p>RED ROSE MARY</p>	 <p>BLOOD & SANDS</p>
 <p>THE FASHIONED</p>	 <p>BORNY BURNS</p>
 <p>WHISKEY</p>	 <p>BUTY-NAB</p>

JOHNNIE WALKER BLACK

JOHNNIE WALKER DOUBLE BLACK

TOOLS TO DRIVE AWARENESS

 <p>WALK-LIT SIGN</p>	 <p>NAPKIN CADDY</p>
 <p>COGNAC-T TRAY</p>	 <p>BAR MAT</p>
 <p>BOTTLE GLORIFIER</p>	

BENEFITS

JOHNNIE WALKER DRIVES MORE SALES THAN COMPETITION

 <p>\$2,432</p>	 <p>ON PREMISE VELOCITY \$ SALES</p> <p>\$1,400</p>	 <p>\$906</p>
JOHNNIE WALKER	DEWARS	CHIVAS

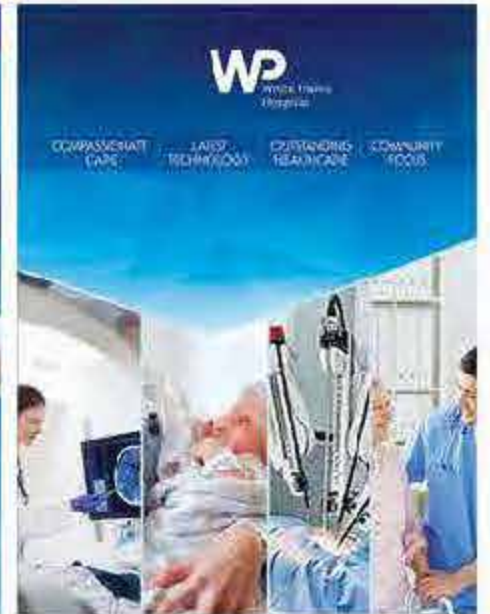
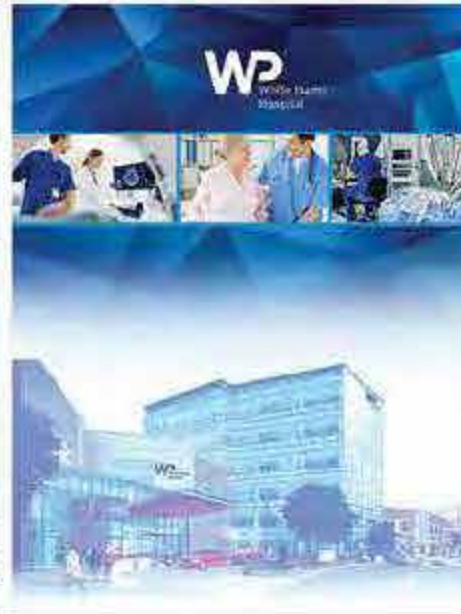
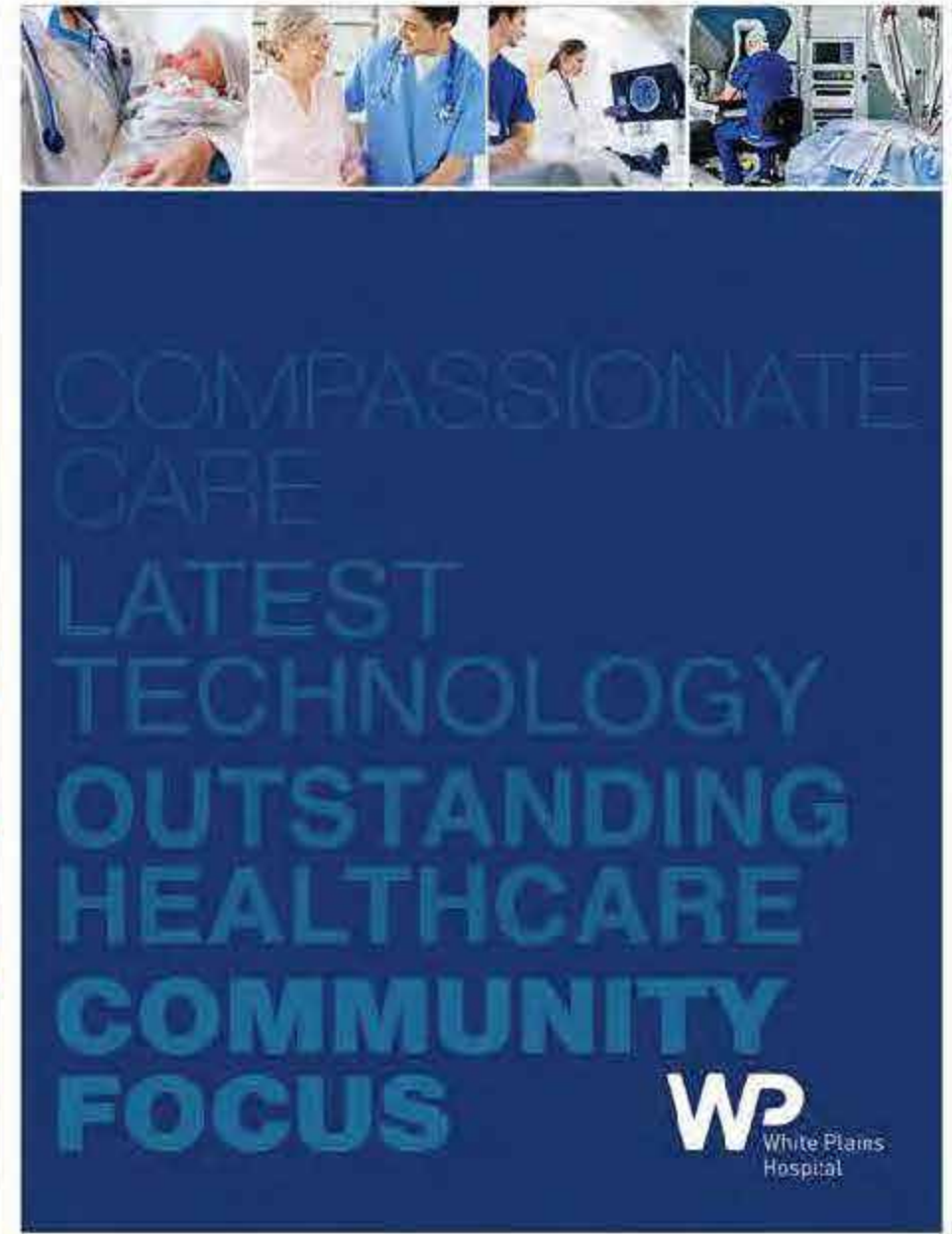
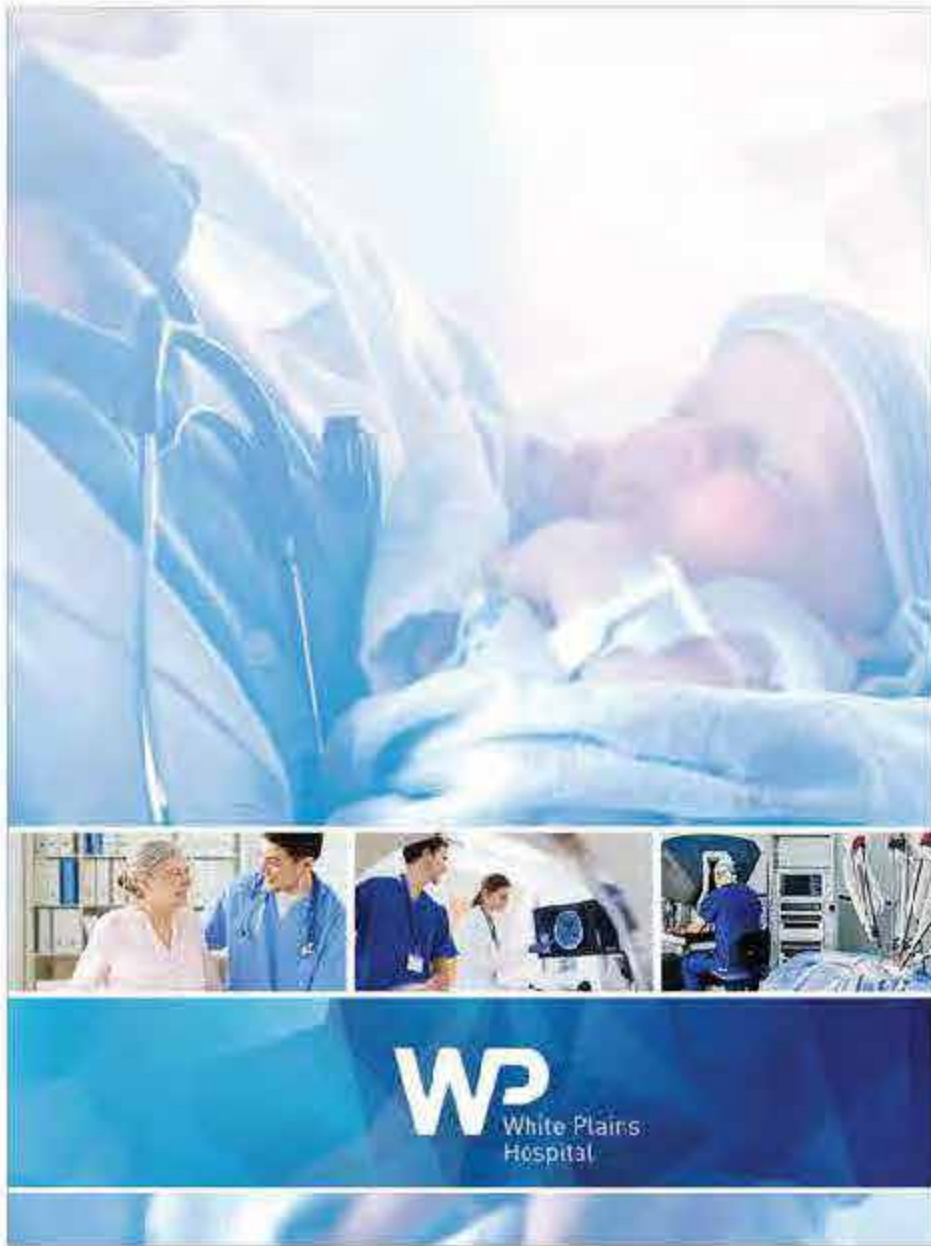
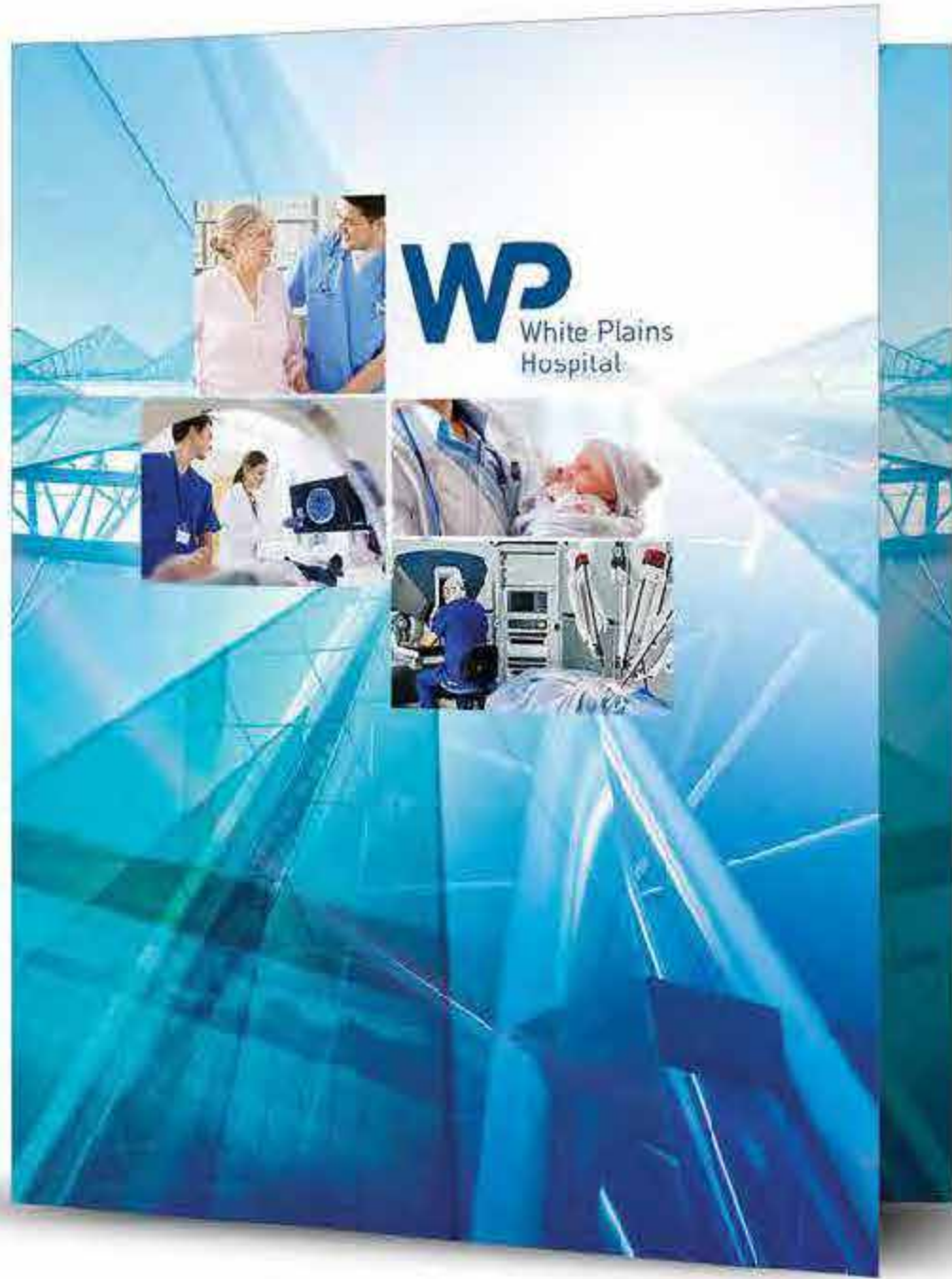
NEXT STEPS

JOHNNIE WALKER KEEP WALKING

JOHNNIE WALKER

Client: Cybis

Objective: Design powerpoint template for client presentation



Client: White Plains Hospital
 Objective: Brochure cover branding and designs

White Plains Hospital
REDEFINING COMMUNITY HEALTHCARE

WP White Plains Hospital

AND EDUCATION

NEED FOR FUNDING

WP White Plains Hospital

White Plains Hospital Renovation
115 East 68th Street
White Plains, NY 10601

WP White Plains Hospital

MODERNIZATION AND RENOVATION

ONCOLOGY

CRITICAL NEEDS

PEDIATRICS

WP White Plains Hospital

CARDIOLOGY

FACILITIES AND EQUIPMENT

BEHAVIORAL HEALTH

PATIENT EXPERIENCE

PALLIATIVE CARE

WP White Plains Hospital

WHITE PLAINS HOSPITAL

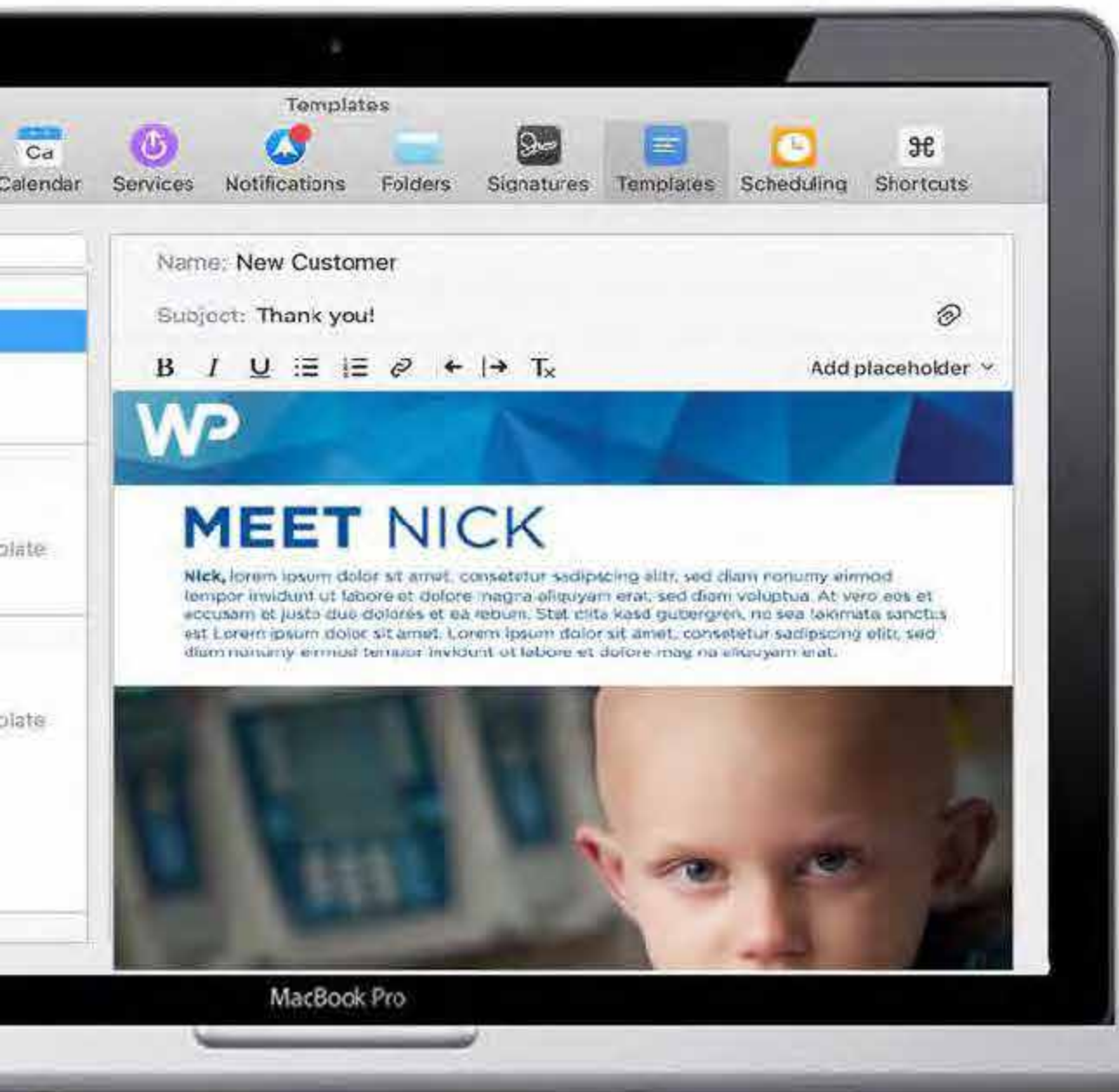
INCREASING DEMAND

YOUR COMMUNITY, YOUR HEALTH.

WP White Plains Hospital



Client: White Plains Hospital
Objective: Brochure branding and designs




WP


MAKE A DIFFERENCE TOMORROW

#GIVINGTUESDAY


Kick the giving season off right by doubling your gift's impact with a #GivingTuesday match. Your generous gift will make a difference in the lives of friends and family. At White Plains Hospital, gift. MAKE A DIFFERENCE THROUGH...



COMPASSION.
Nick, a cancer survivor, is alive and well because of the warm, highly accomplished doctors and nurses at the **WPH Cancer Program**.



COMMUNITY FOCUS.
Evan, a 45-year-old father of two young boys, received immediate, life-saving **Cardiac Care** following a heart attack at his home.



CARING.
Emma, born one nine ounces, may survive without advanced treatment in our **Neonatal Intensive Care Unit**.

DONATE TUESDAY


CANCER | CARDIAC | NICU

White Plains Hospital | 41 East Post Road | White Plains, NY 10601 | www.wphospital.org

WP

GIVING THANKS TO THOSE WHO CARE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy airmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy airmod tempor invidunt ut labore et dolore magna aliquyam erat.



DONATE TODAY

White Plains Hospital | 41 East Post Road | White Plains, NY 10601 | www.wphospital.org

WP
White Plains Hospital



Client: White Plains Hospital
Objective: Branding, design of e-mail blast to promote hospital to new and existing clients.

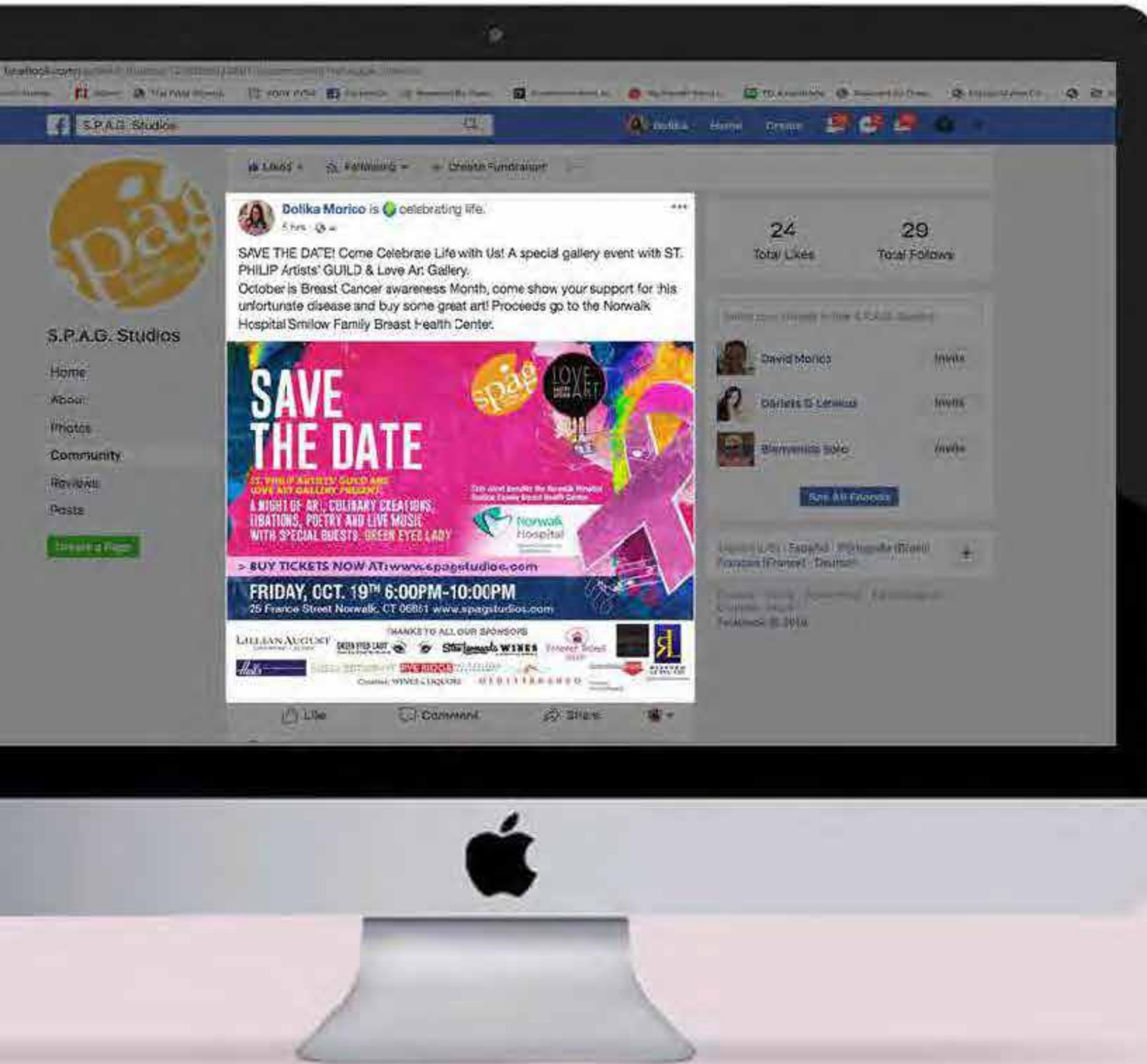


Client: SPAG Art Guild & LOVE Art Gallery
 Objective: Design, created and executed event to raise money for breast cancer and promote the arts.

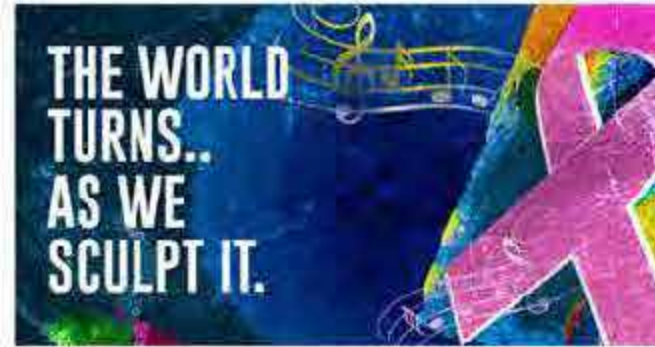




Client: SPAG Art Guild & LOVE Art Gallery
 Objective: In the efforts to continue promoting the event and grow attendance; conceptualized, wrote and design visuals that build awareness of the event. Giving back a positive, inspiring message that captured the essences of the event and the meaning to inspire and give back.



Dolika Morico is celebrating life
 5 hrs · 3
 SAVE THE DATE! Come Celebrate Life with Us! A special gallery event with ST. PHILIP Artists' GUILD & Love Art Gallery. October is Breast Cancer awareness Month, come show your support for this unfortunate disease and buy some great art! Proceeds go to the Norwalk Hospital Smlow Family Breast Health Center.





SUPPORT THE CAUSE & CELEBRATE LIFE
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

GREEN EYED LADY
Classic Rock & Soul Hits 70s 80s 90s

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING THE ART OF DESIGN
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

LILLIAN AUGUST
FURNISHINGS + DESIGN

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING REFINED TASTE
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

Stew Leonard's WINES
A SPIRITS OF NORWALK

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING THE SWEETER SIDE
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

Forever Sweet
BAKERY

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING A CLASSIC
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

Hull's
HULLS BREWING COMPANY

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING REFINED LIVING
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

REFINED LIVING, INC.
Built with Excellence

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING THE CULINARY ARTS
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

ROMANA

This event benefits the Norwalk Hospital Division Family Breast Health Center

CELEBRATING CULINARY DELIGHTS
BUY TICKETS @ SPAGSTUDIOS.COM | 10.19.2018 | 8:00-10:00

RYE RIDGE DELICATESSEN RESTAURANT

This event benefits the Norwalk Hospital Division Family Breast Health Center

Client: SPAG Art Guild & LOVE Art Gallery
Objective: Utilizing Instagram as a means to continue the conversation and promote the various partners that helped make the event. Evoking a sense of creativity, partnership and inspiration that brings to the eye a sense of celebration and participation.



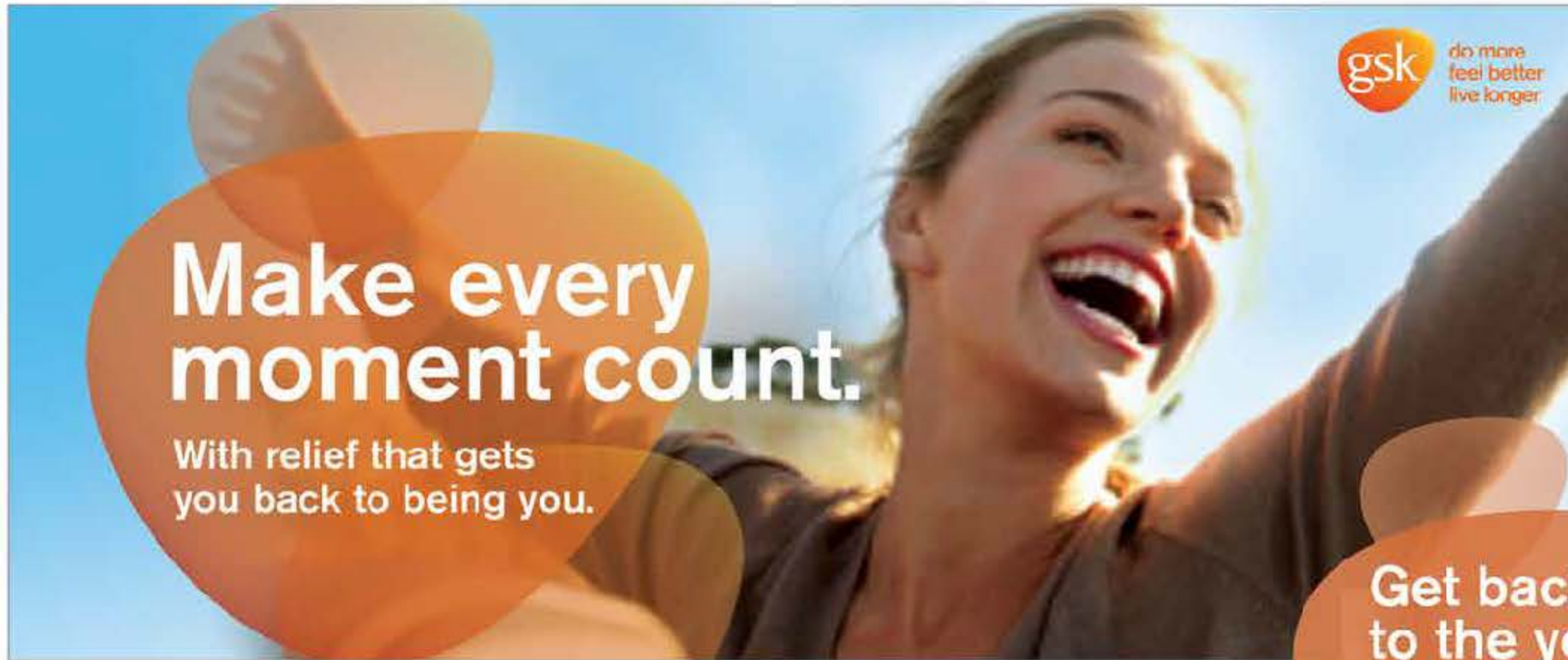
MyPharmAssist



THE ONLINE PHARMACY COMMUNITY



Client: Cybis
Objective: Design logo lock up to communicate GSK's online pharmacy community.



Client: GSK

Objective: POS concepts and designs to gain high visibility displays at pharmacy, educate, build awareness and conversion to GSK brand products. Gaining larger display areas and multiple product displays. To gain, customer conversion to the brand.





SHARE A LIGHT CHALLENGE

IDEA

What if every light could connect one smoker to another — in a way that helps them quit for good?

New NiQuitin/Nicabate Oral Strips are redefining the speed of craving relief — so that we, in turn, can redefine this simple gesture and spark a movement that will spread the news of this new Oral Strip faster than any urge to smoke.

NiQuitin/Nicabate Oral Strips will take this act of sharing a light, and transform it into a movement. One that represents the passing of a torch from one smoker to another on their journey to quit.

Every time the light is shared, more smokers discover NiQuitin/Nicabate Oral Strips — the fastest breakthrough in cigarette craving relief. Every light carried forward makes the momentum of the quit grow faster. And with each smoker-to-smoker interaction, we aren't just helping individuals live their lives without smoking...

We're proving that with NiQuitin/Nicabate Oral Strips, the quit can spread faster than the urge.

HOW IT WORKS SNAPSHOT

The Share a Light idea comes to life via the Share a Light Challenge — the first and only social game from smokers to smokers. It kicks off with an inspirational launch event that brings the new form of NiQuitin/Nicabate Oral Strips to life in a compelling way, and further engages and offers rewards for participation throughout the challenge.

The challenge is simple: Share the NiQuitin/Nicabate Oral Strip light with as many people as you can, as fast as you can, within 50 days to win.

Participants will accept and Share the light forward as a symbol of their desire to quit — or share it with others they want to support on their quit journey.

In sharing, smokers compete to win. But more importantly, they become part of a movement, sharing a light of hope that with new NiQuitin/Nicabate Oral Strips, the quit can spread faster than the urge.



Every Breath Matters

Respiratory diseases affect the health and lives of millions worldwide. But unfortunately many mistake their symptoms for something less serious and go untreated for too long. For example, chronic obstructive pulmonary disease (COPD) is now predicted to become the third leading cause of death worldwide by 2020.

GSK believes by working together with pharmacists like you, we can improve respiratory health – one customer at a time.

It starts by raising awareness of common respiratory symptoms, and encouraging those at risk to seek early diagnosis and proper treatment from a physician.

You Can Make A Difference

Your customers already depend on you for advice. Now you have an opportunity to strengthen that relationship, to help start the conversation about lung health, and encourage them to take the next step to a physician. GSK is providing you with simple tools to engage with your customers.

Your participation in the "Every Breath Matters" campaign is as easy as:

- 1 **ENGAGE** your customers with attractive in-store signs and educational materials.
- 2 **IDENTIFY** at-risk customers by offering the lung function questionnaire to those seeking help or advice about their symptoms.
- 3 **MOTIVATE** your customers to take the next step by visiting their physician for testing and proper diagnosis.

Airway Obstruction Is Preventable

By far the leading cause of respiratory diseases, like COPD, is tobacco smoke, and the longer a person smokes – the greater the risk for developing chronic breathing problems.

Because respiratory disease symptoms can develop gradually, many mistake them for something else. That's why early interventions and diagnosis by a physician can make such a difference.

Common symptoms include:

- Shortness of breath that worsens with activity
- Difficulty catching one's breath
- Wheezing
- A persistent cough
- Recurring respiratory infections



With your help, we can begin to improve lung health around the world – one customer at a time. **Because every breath matters.**

Help to Improve Respiratory Health
One Customer at a Time



Client: GSK
Objective: POS materials to help create and promote a conversation with the pharmacist about the concerns and signs of respiratory disease. With the campaign "Every Breath Matters" we hope to trigger customers to begin asking the questions that can lead them to a better choice in their health.

TRY NEW

90% OF PEOPLE PREFER THE TASTE* OVER THEIR CURRENT ANTACID

Fast relief, refreshing taste.

*As per an independent consumer research, 90% of people preferred the taste of Eno Liquids & Tablets over their current brand.

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TRY NEW

Non-sticky, non-chalky. All fast indigestion relief!

TASTES GREAT, WORKS IN SECONDS!

*As per an independent consumer research, 90% of people preferred the taste of Eno Liquids & Tablets over their current brand.

TRY NEW

NON-STICKY, NON-CHALKY. ALL FAST INDIGESTION RELIEF!

Tastes great, works in seconds!

*As per an independent consumer research, 90% of people preferred the taste of Eno Liquids & Tablets over their current brand.

TRY NEW

Non-sticky, non-chalky. All fast indigestion relief!

TASTES GREAT, WORKS IN SECONDS!

*As per an independent consumer research, 90% of people preferred the taste of Eno Liquids & Tablets over their current brand.

Client: GSK
 Objective: Concept and design POS materials for new GSK product, launch of ENO antacid liquid and gum tabs. To building awareness of it's strength of relief and great taste.





ENO REFRESHING GEL SCRIPT SOMETHING SWEETER

We open on a guy sitting at his desk at work. We see remnants of his lunch pushed to the side as he continues typing away. Next to the trash, his old antacid.

His stomach makes a gurgling noise. His face contorts uncomfortably. Indigestion's just set in.

He starts to reach for his generic antacid.

ENOGEL: Don't do that to yourself.

He stops and looks around, puzzled.

GUY: I'm sorry? Who said that?

ANTACID: (Mockingly) "Who said that?"
Never mind who said that.
You have indigestion, remember?
Hurry up and take me.

It dawns on him that his bottle of antacid is talking. He stares at it, wide-eyed. He looks at his coworker next to him to see if he's hearing the same thing, but everything seems to be business as usual.

ENOGEL: Excuse me.
Excuse me, sir. Over here.

Our guy's wide eyes pan over to his friend's desk, where a magnificent bottle of Eno gel is sitting pretty.

ENOGEL: Yes, hi.
Look, I know you need relief.
But why settle for something so... unsavory?

ANTACID: Unsavory? UNSAVORY?—

ENOGEL: Yes, love, unsavory.
Look, you have two options here:

ANTACID: (Talking in the background) I'll have you know, if you hold your nose, you can almost ignore the taste!



ENOGEL: Just go on getting relief—or actually start enjoying it.

GUY: But I—

ENOGEL: Just ask your friend here. I'm sure he wouldn't mind sharing.

GUY looks at his **COWORKER**. His **COWORKER** is staring back, having noticed him staring at his bottle of ENO GEL for a considerable amount of time.

COWORKER: D'you... want some of this?

GUY: Would you mind?

COWORKER hands it to him, looking a bit weirded out.

ANTACID: Don't you dare.
Don't you dare.

GUY pours himself a spoonful and takes it. We see his indigestion being reset inside his stomach.

VO: New Eno Refreshing Gel.
Combine the powerful indigestion relief you expect.
With a flavor that's preferred, 9X out of 10.

His eyes widen, and he licks his spoon clean.

GUY: (To ENOGEL) Whoa, you are amazing.

COWORKER: (Not looking at him.) Thanks, man, you too.

End card of the new Eno bottle, as delicious liquid swirls up around its mouth, pops down into the bottle. The lid snaps shut, confidently.

VO: When it comes to antacids,
isn't time for something sweeter?

ANTACID: I could be delicious too, if I wore just...completely different....

PAYCLASS


YOUR PAYMENT ALLY

Client: Transport Marketing_For there internal client: Payclass

Objective: Design logo Identity and branding elements for social media. Concept ads and wrote tagline with headline for ads.

Facebook

Find people like you - The expertise and speed your project needs. Post a job on Upwork. All...



PAYCLASS

YOUR PAYMENT ALLY

Payclass
Get Your Payments Faster. Payclass Expedites Invoice Payments. We Are Not Bill Collectors. We Are Payment Expeditors.
Consumer Services · 3 followers

Following Learn more More

Home About Posts Jobs People

All Images Videos Articles Documents Ads

Sort by Top

Payclass
3 followers
2h

You may have noticed but we've given ourselves a fresh look! Our team looks forward to continuing to serve as your payment ally for years to come. If we haven't connected, we'd love to learn more about your business and it... see more

Payclass
3 followers
Promoted

Tired of waiting to get your invoices paid? Payclass expedites invoices so you can focus on new projects. Only \$100 per invoice with money back guarantee.



GET YOUR INVOICE PAYMENTS FASTER

Payclass - Your Payment Ally. \$100 Money Back Guarantee [Learn more](#)
signup.payclassinc.com

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PAYCLASS | YOUR PAYMENT ALLY

GETTING YOU PAID FASTER. SO YOU CAN KEEP BUILDING.

Payclass expedites payments for 30-day invoices. We are not bill collectors. We are payment expeditors.
Send us your invoice and our professional agents will do the rest to get you paid.

- INCREASED CASH FLOW
- LOW COST \$100 PER INVOICE
- NO RISK. MONEY BACK GUARANTEE
- TRUSTED. INVESTED IN YOUR SUCCESS

Call for faster payments today:
555.555.12121

Start Getting Payed Faster.
[> LEARN MORE](#)

PAYCLASS YOUR PAYMENT ALLY

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Client: Dolphin Organics

Objective: Design logo and package for organic line of bath products for babies and teenagers. Design to capture the simple ingredients and the organic claim. While adding an essence of innocence and fun to attract mom shopping for baby or teens.



Client: Dolphin Organics

Objective: Design logo and package for a second organic line in the family of Dolphin Organics. Design to focus on teens and capture the youth, vibrant energetic and style while maintaining the brand's innocence and natural look.



Second Option Design



Client: Dolphin Organics

Objective: Design brochure for new product launch of "Dolphin Organics" Brochure and design to capture the essence of brand, inform and educate.



Client: Five Star Objective: Logo and package design for high quality organic feel.

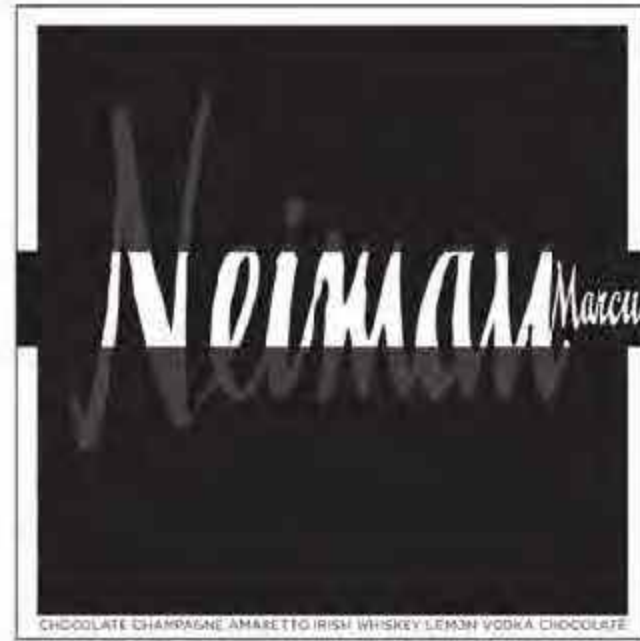
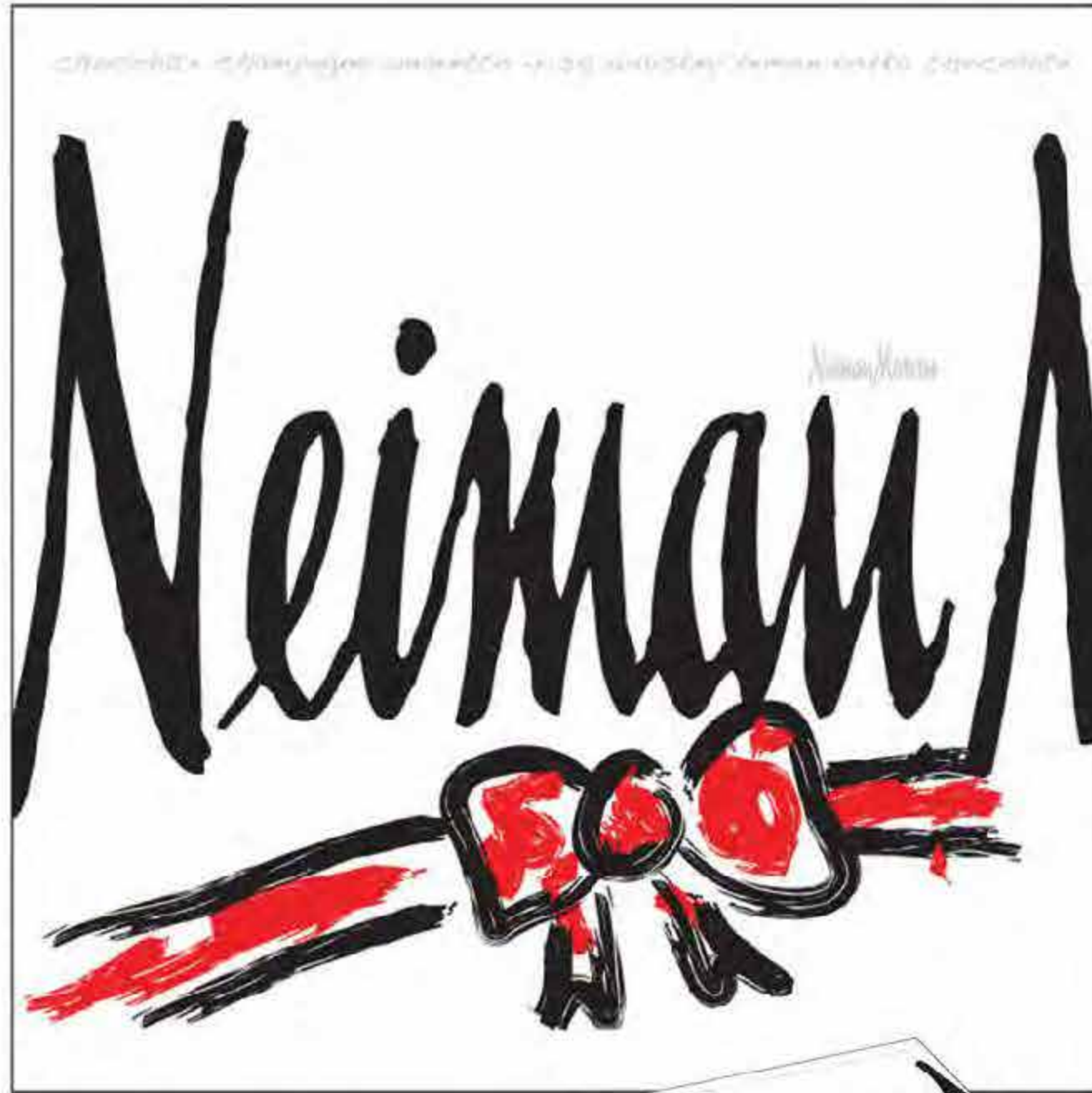
Other variation logos:





Client: Kanberra Life

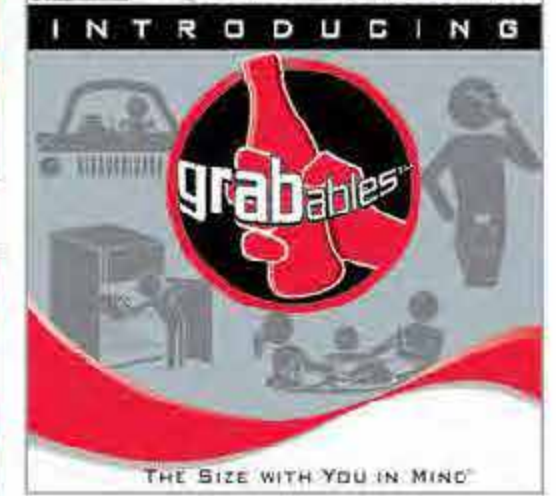
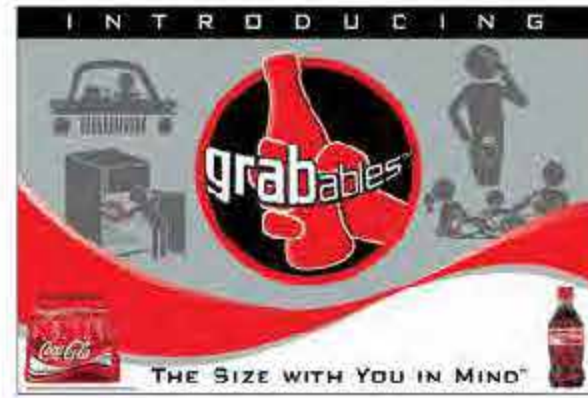
Objective: Logo re-design and package design for a line of products that purifies air quality in cars, boats and homes. Package to evoke the cleanness of fresh air and high quality.



Neiman Marcus



Client: Neiman Marcus
 Objective: Package design for holiday gifting of Neiman Marcus own line of flavor chocolates.



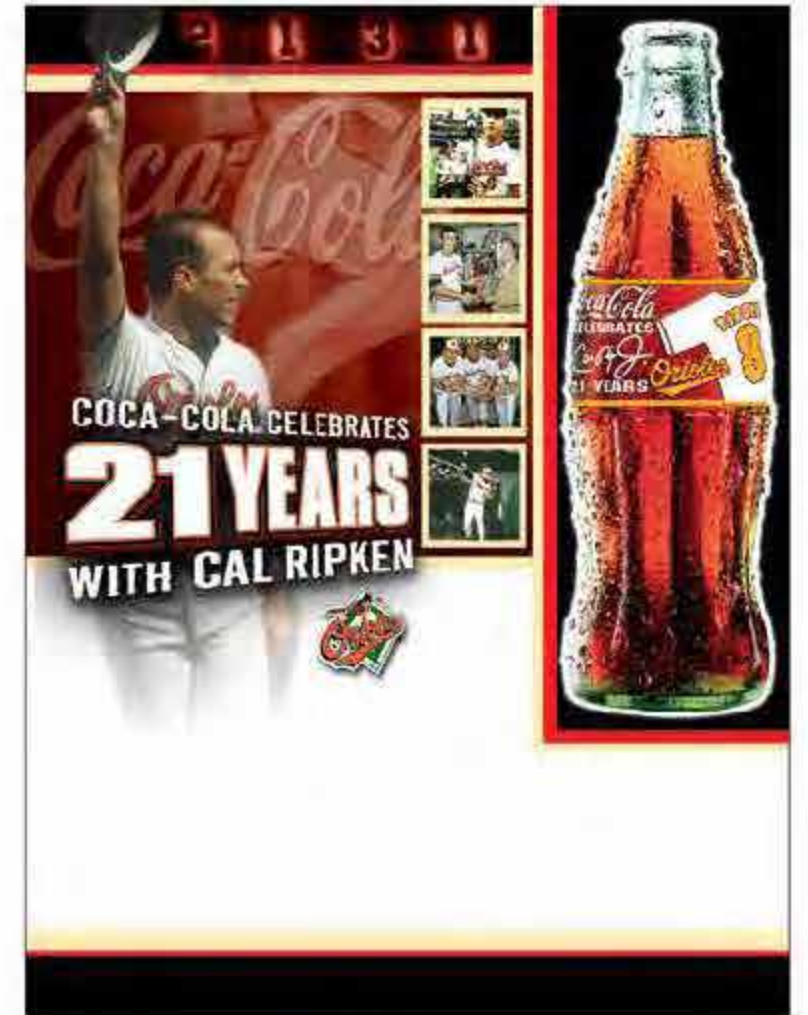
Coca-Cola

Client: Coca-Cola

Objective: Logo design for package, POS materials and wearables announcing new product line "Grabables" Logo to convey the ease of handle and portability of smaller size bottle.



Coca-Cola





Client: Culturelle

Objective: Logo and package design of the pre-existing brand. Design direction to focus on new logo and brand look to evoke ease of movement and modern design. Utilizing color and icons to depict the various sizes and choices in brand line-up.



TILLAGE
COMMODITIES

Client: Tilage Commodities

Objective: Design logo for financial firm. Logo to evoke the focus of firm in the investment portfolio of agriculture.



535 FIFTH AVENUE, 4TH FLOOR NEW YORK, NY 10018



535 FIFTH AVENUE
4TH FLOOR
NYC 10018



THOMAS WILK
Vice President
Commodity Sales
& Marketing

535 FIFTH AVENUE, 4TH FLOOR, NEW YORK



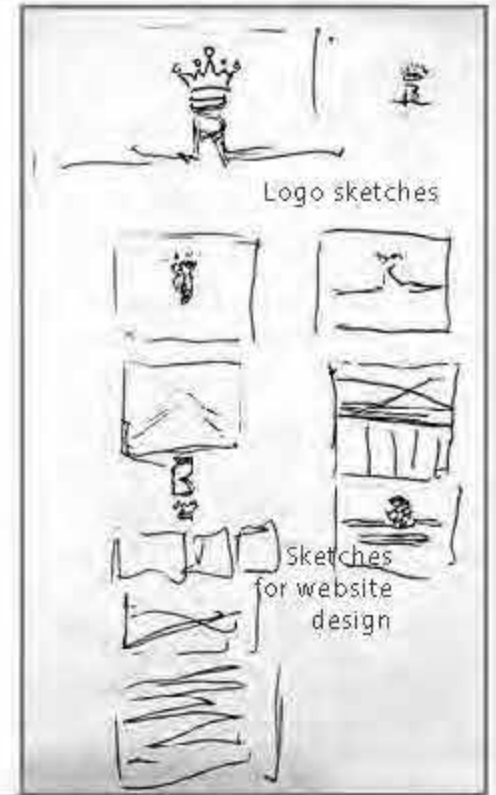
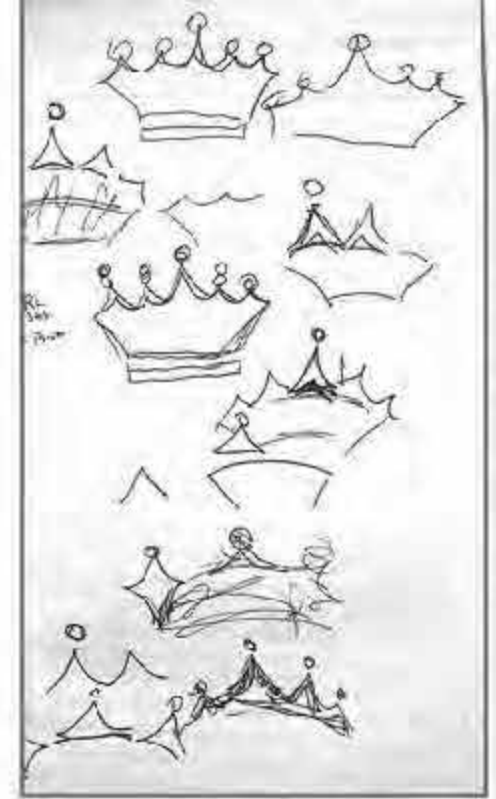
TILLAGE
COMMODITIES

Client: Tillage Commodities

Objective: Design letterhead, business card and envelope to continue promoting the brand's focus of investment in agriculture focus portfolio.



REFINED
LIVING INC



Logo variations presented before chosen final logo



Client: Refined Living Inc

Objective: Design logo and brand identity for new real estate company specializing in building new homes. Logo and brand to capture the essence of luxury quality service in building and materials.



454 Forbes Ave
New Haven Ct 06512
www.fullyrenovatedhomes.com



454 Forbes Ave | New Haven Ct 06512 | www.fullyrenovatedhomes.com




Creating living
with desing in mind.



Refined Living, Inc. has been established to showcase the fabulous renovations and new construction projects created by the Colucci family.

Buyers who are seeking a "turn key" home cannot afford to give the quality and beauty of their home. Their home will not require any work or updates for many many years to come.

When purchasing with Refined Living, Inc. buyers are guaranteed a quality product, stellar design and commitment to satisfaction.



For more information please call or email
Danielle J. Lasker
Creative Director
454 Forbes Ave
New Haven Ct 06512
www.fullyrenovatedhomes.com






Danielle C. Lasker
Creative Director
C. 203-444-5347
D. 203-468-0401
E. Danielle@fullyrenovatedhomes.com

454 Forbes Ave
New Haven Ct 06512
www.fullyrenovatedhomes.com



Client: Refined Living Inc
Objective: Design collateral materials and branding carrying out the brand's essence of luxury and fine quality home building.



Client: Refined Living Inc
 Objective: Design brand website to capture the experience and quality promise of brand.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus justo. Phasellus quis justo in est hendrerit blandit. Quisque ante ipsum, sagittis sagittis, vestibulum in lac, nonummy eget, turpis. Vestibulum eros, urna. Maesuada sit amet, venicula dapibus. Nunc id, diam. Aliquam nonummy suscipit tempus. Proin lobortis enim in eros. Nulla facilis. Donec commodo, tortor nec aliquam aliquam, lectus ipsum cursus enim, posuere pretium lorem ipsum sed nisi. Donec tunc. Nuncis metus eros, phasellus sed, conset



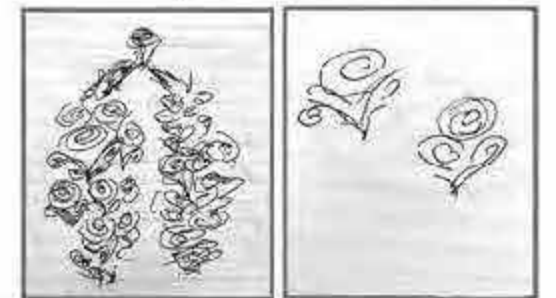
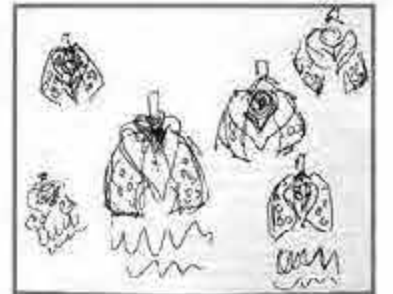


BREATH™
DEFYING



BREATHDEFYING™

Other logo variations presented



Client: Breath Defying Foundation

Objective: Logo and Art design for new foundation "Breath Defying" to support and educate on the disease of Cystic Fibrosis. Roses were chosen as the art because of the loving and inspiring story of a child in 1965 with the disease and his pronunciation of it "65 Roses"



Client: Breath Defying

Objective: Logo art design used in apparel and concept ideas for the new foundation "Breath Defying" Idea is to create customize apparel or gift set boxes with items such as: blankets, socks, headphones, book with inspiring quotes, app with music play list, quotes and inspiring speakers, t-shirt's and hats for there journey trough this difficult disease honoring there strength and showing the support of love in a time of uncertainty and difficulty. Providing an experience of bonding and sharing to show the genuine support that promotes healing and care.



Client: Executive Chef Elio Gracia

Objective: Design logo and brand elements. to promote, the identity of executive chef, Elio Gracia and his new venture as a self.mobile chef and his new catering business. Offering fine dining to hire for your own private home parties and banquets.



Client: Agency Pitch
Objective: Design logo lock up to visualize one of the concepts for a pitch.



villa maria
education center

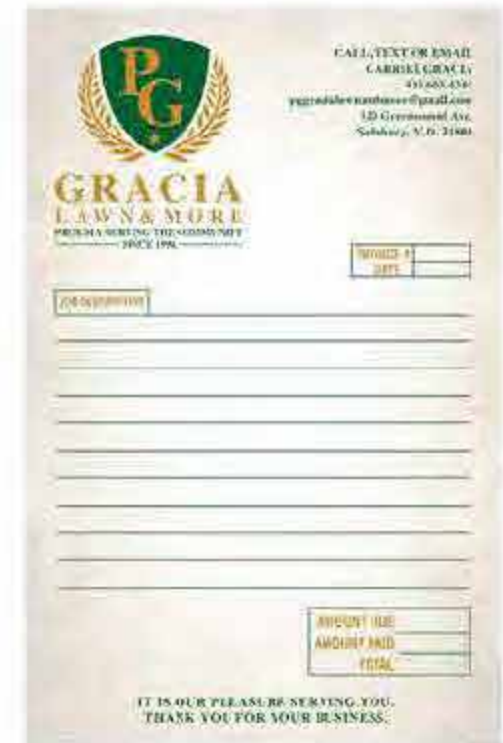
Other logo versions



Client: Villa Maria Objective: Design a logo to represent the sense of love and support received at the education center of Villa Maria.



Client: Tastings NYC
Objective: Design a logo to evoke the culinary experience and great taste to expect at the event.



Client: Gracia Lawn & More

Objective: Design logo and brand elements for lawn care services company PG Gracia. Logo to showcase the refine quality of long time service and prestigious homes cared for.



**NOWWHAT?!
BOOTCAMP**
FOR THE ROAD AHEAD

Client: NowWhat?! Bootcamp

Objective: Design logo, brand elements. Logo to be youthful and energetic to drive awareness of the importance of a graduates challenge in it's job search.



**NOWWHAT?!
BOOTCAMP**

nowwhatbootcamp.com

CONGRATULATIONS GRAD!

You've earned the degree .. Now What?!

LOOKING FOR A JOB?

(Or know someone who is?)

Have a plan for tackling the job search?

WE'LL SHOW YOU HOW.

The Now What?! Boot Camp is a 2-day skills training experience that will prepare you for the road ahead.

Take control of your future and get the secrets of separating yourself from your peers and starting your career.

SIGN UP today at Nowwhatbootcamp.com



Client: NowWhat?! Bootcamp

Objective: Design logo and brand elements to help promote the awareness of Bootcamp as a course to help graduates in their next steps as they embark on their job search and it's challenges.



ST. PHILIP'S
SAMARITAN
LOVING OUR NEIGHBOR

Client: St Philip Parish

Objective: Design logo, brand elements to capture the meaning of "St. Philip's Samaritan ministry. Logo to promote a sense of approachability and care in giving to one another in a loving way.



Business Card Front



Business Card Back



Postcard Front



Postcard Back

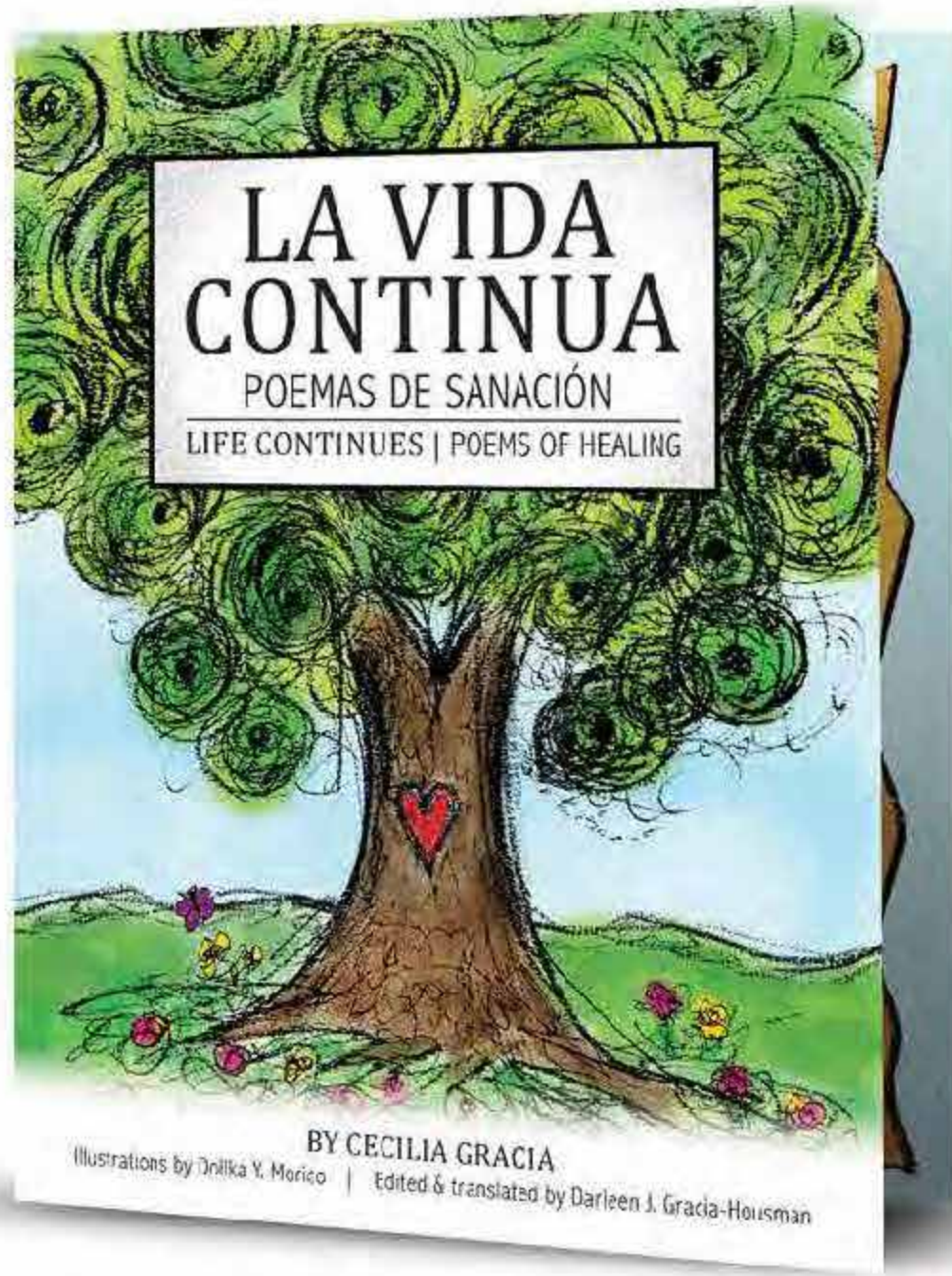


Client: St Philip Parish
Objective: Design logo, brand elements for apparel and collateral materials to promote the ministry among the community and inform.



Event signage





Client: Author, Cecilia Gracia

Objective: Design and illustrate the author's different poems and their distinct meaning. Place poems together to make one large unique story.

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LA LLUVIA
Es un día de lluvia
La lluvia cae
Los pájaros vuelan y cantan

Con un cielo gris
Frayo de color
Y nubes azules
Que al final de la lluvia
Se van a dormir
Para despertar

THE RAIN
On a rainy day
The rain comes
And the birds fly to escape it

My soul becomes full
By a soft feeling
No I feel your joy

The weather is not grey
As it falls
Loves weathered rain
And go back to sleeping
For after the rain
Comes a reason
to celebrate it

DIOS
Dios es el creador
Aquel que nos dio la vida
Y la libertad de amar

Él es el que nos dio
El que nos dio
Por la libertad de amar

Comprendo el bien de Dios
Lo que nos dio

Creo en Jesús que nos
Y enseñó a amar
Y a vivir en la
Para nosotros

Y nosotros a la vida y al Espíritu
Que nos enseñó a amar

Y sé que el Espíritu
Para nosotros
La Promesa Divina
Que nos dio la vida

GOD
You are the Divine Creator
Who gave us life
And the freedom to love

You are the omnipotent
The One that can do it all
The One who guides us
Through the path of life

Knowing all this is good
That we should do it

You are the omnipotent One
The One that can do it all
And shows down to us
How we should live

We are all in awe and the Spirit
That leads us from

The rainbow appears
In witness to us
That Jesus Promises
Which gives us peace

MADRE
Dios es madre
Aquel que nos dio la vida
Y la libertad de amar

Él es el que nos dio
El que nos dio
Por la libertad de amar

Comprendo el bien de Dios
Lo que nos dio

Creo en Jesús que nos
Y enseñó a amar
Y a vivir en la
Para nosotros

Y nosotros a la vida y al Espíritu
Que nos enseñó a amar

Y sé que el Espíritu
Para nosotros
La Promesa Divina
Que nos dio la vida

MOTHER
I am your mother
The one that gave us life
The one that guides us
Through the path of life

We are all in awe and the Spirit
That leads us from

The rainbow appears
In witness to us
That Jesus Promises
Which gives us peace

During the darkness of our lives
The one that guides us
The one that leads us by the hand
And welcomes you to heaven

Think of my mother
Remember to love her

LA FLOR II
Esta flor es la vida
Que nos dio Dios
En el jardín de amor

El jardín de amor
Con su libertad y amor

Hay libertad
Con su libertad y amor

La flor es vida
Con su libertad
La flor es vida
Que nos dio Dios
En el jardín de amor

Creo en Jesús
Y en el Espíritu Santo

Creo en Jesús
Y en el Espíritu Santo

THE FLOWER II
This flower is life
That God gave us
In the garden of love

The garden of love
With your freedom and love

There is freedom
With your freedom and love

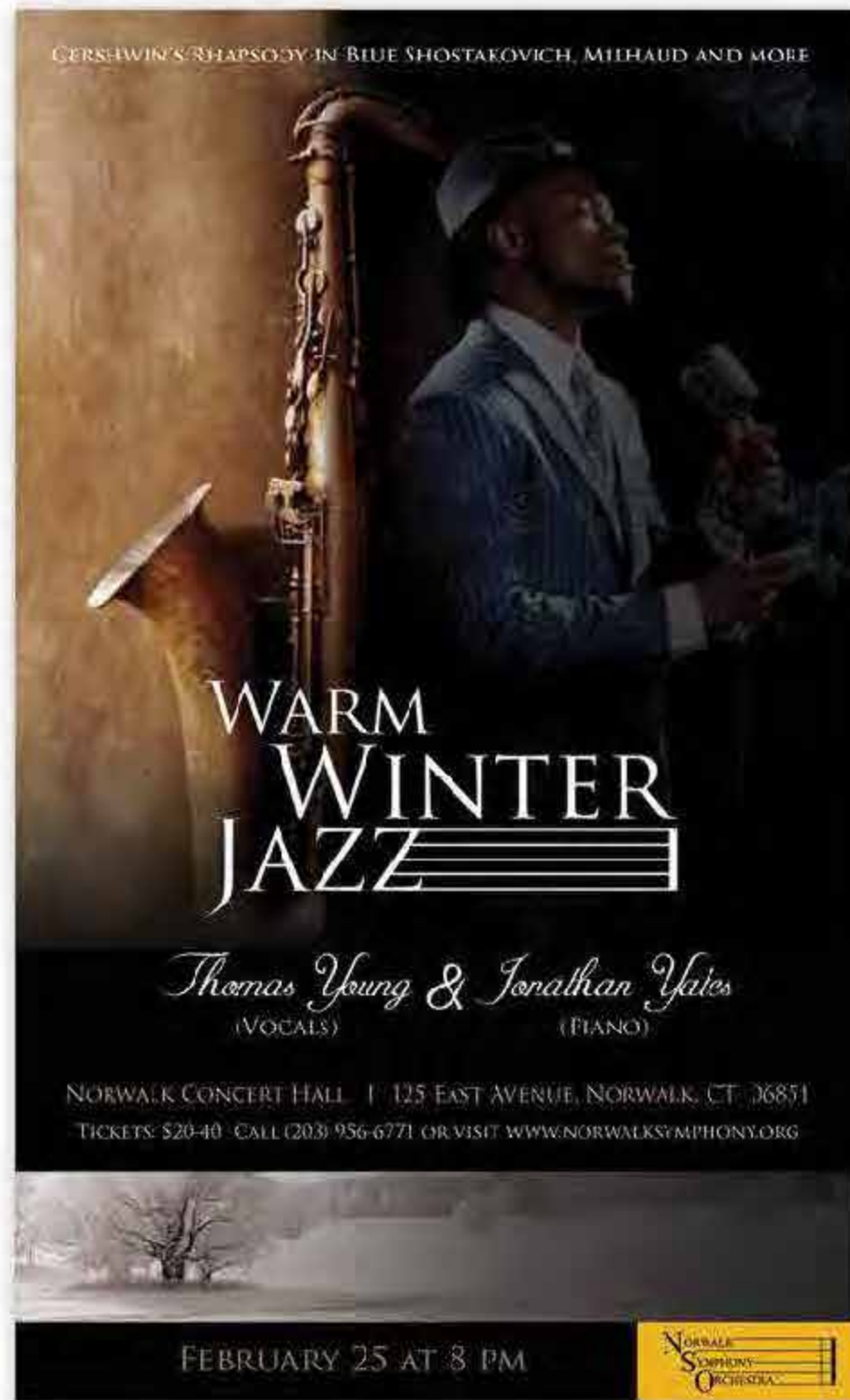
The flower is life
With your freedom and love

You are my mother
Who gave me life

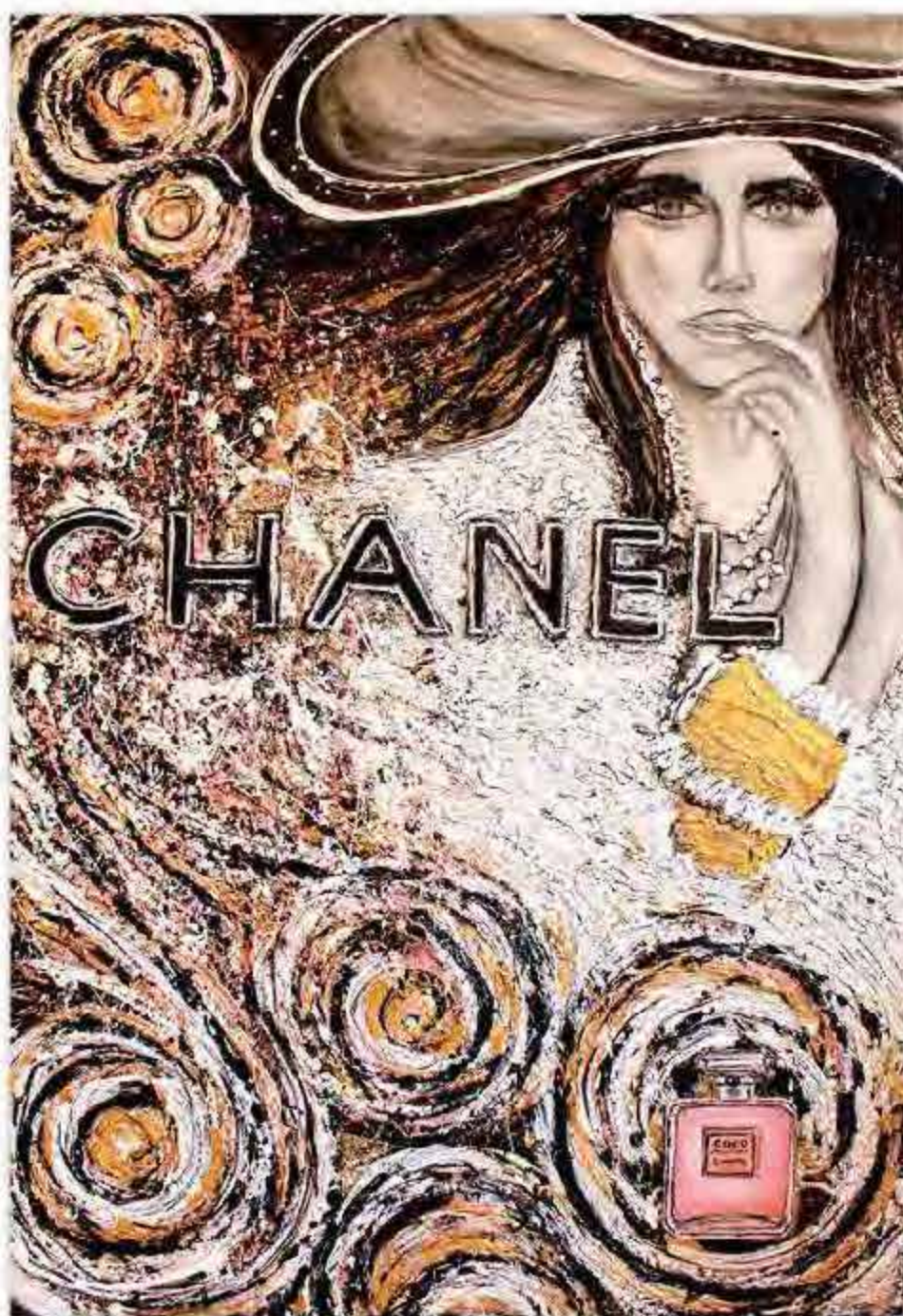
Remember to love her

SOBRE LA AUTORA:
Cecilia Gracia es una poeta, escritora, activista y educadora. Nació el 23 de Diciembre de 1947, en la ciudad de Puerto Rico. Es una poeta, escritora, activista y educadora. Cecilia Gracia es una poeta, escritora, activista y educadora. Cecilia Gracia es una poeta, escritora, activista y educadora.

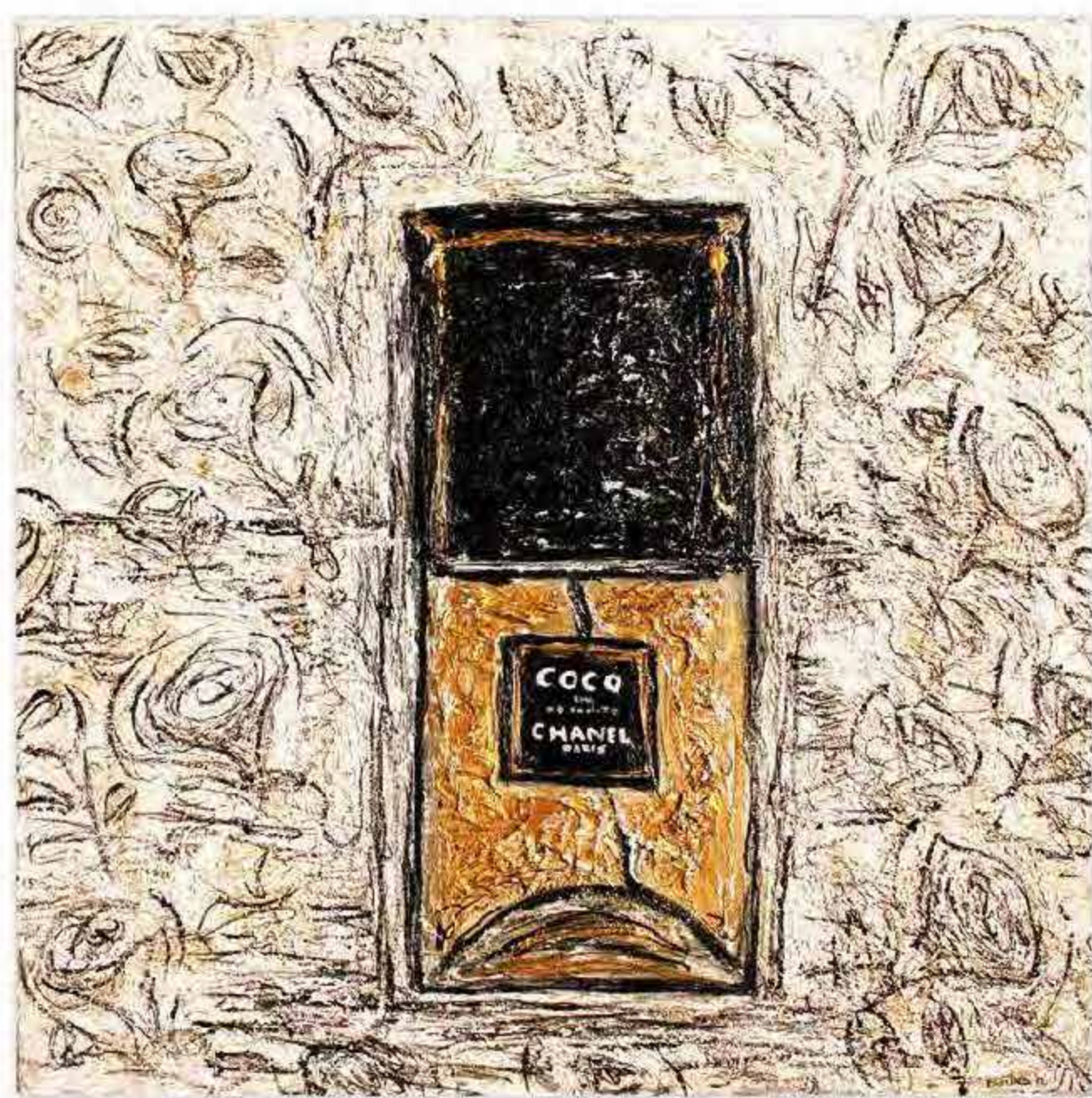
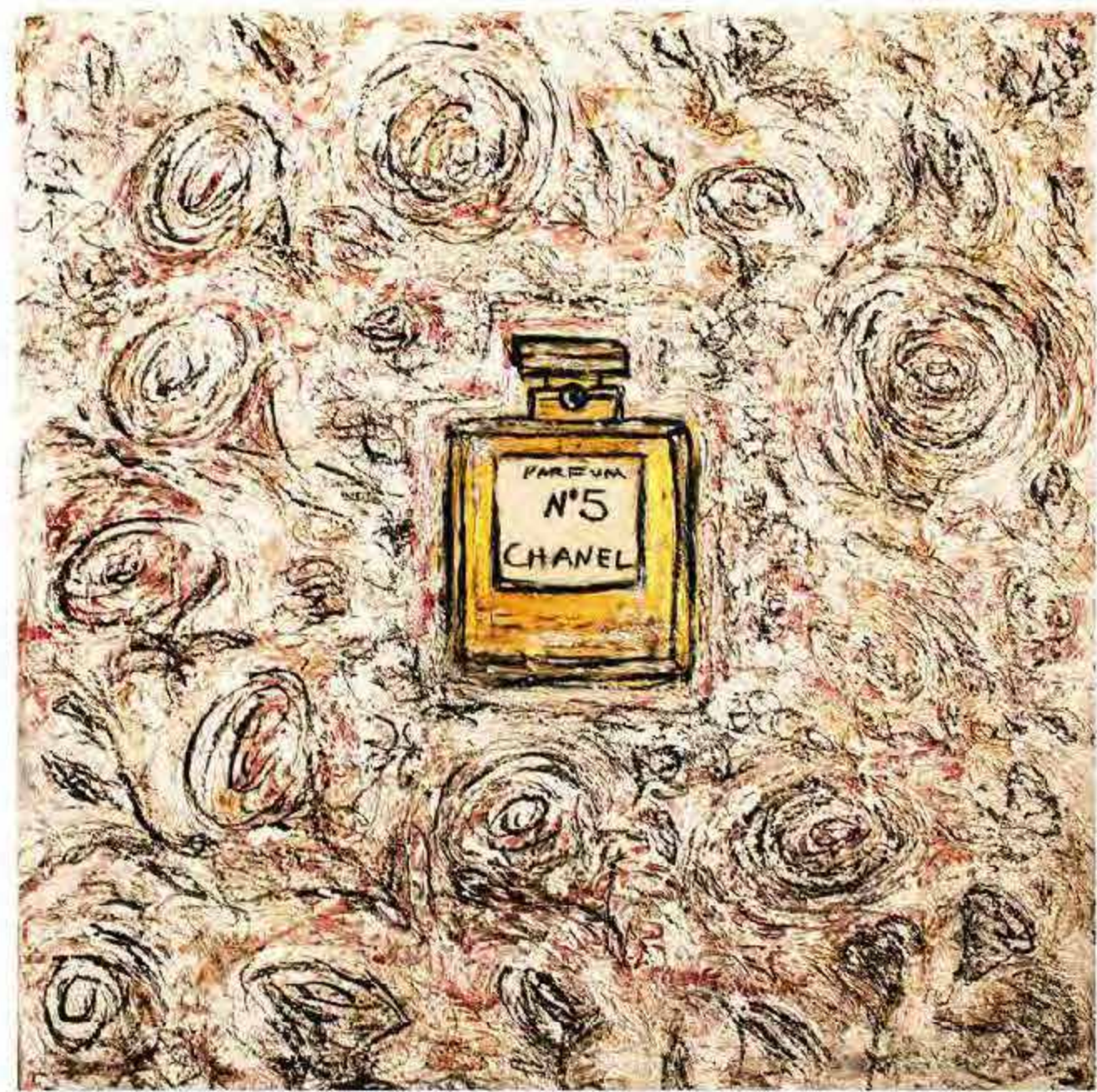
ABOUT THE AUTHOR:
Cecilia Gracia is a poet, writer, activist, and educator. She was born in Puerto Rico on December 23, 1947, the daughter of Juan and Gregoria Gracia. She has two children: a son, Juan, and a daughter, Gregoria. Cecilia Gracia is a poet, writer, activist, and educator. Cecilia Gracia is a poet, writer, activist, and educator.



Client: Norwalk Symphony Orchestra Objective: Design posters for the various theme concerts.







D O J L K A
M O R I C O

THANK YOU