

D

O

L

L

K

A

M

O

R

I

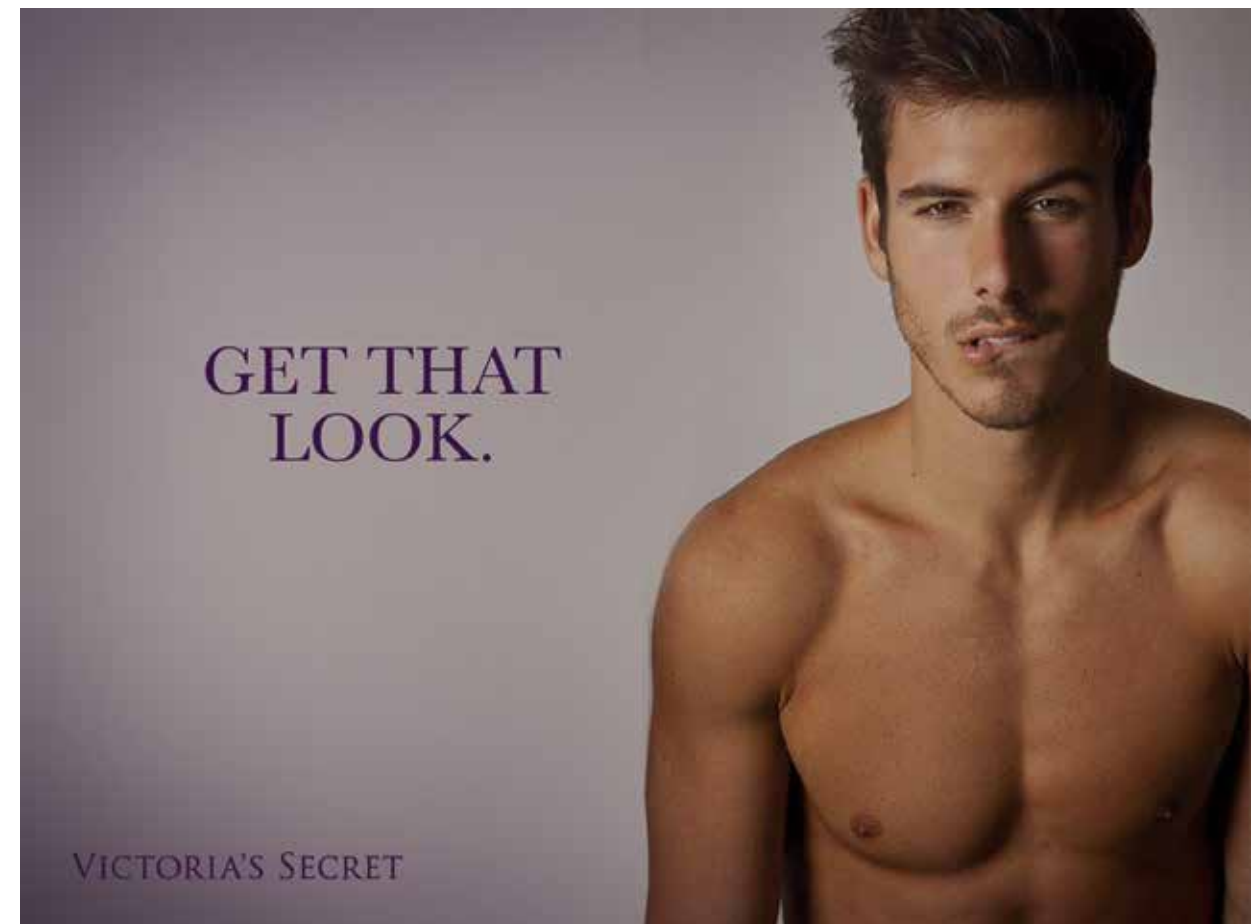
C

O



PORTFOLIO DESIGN



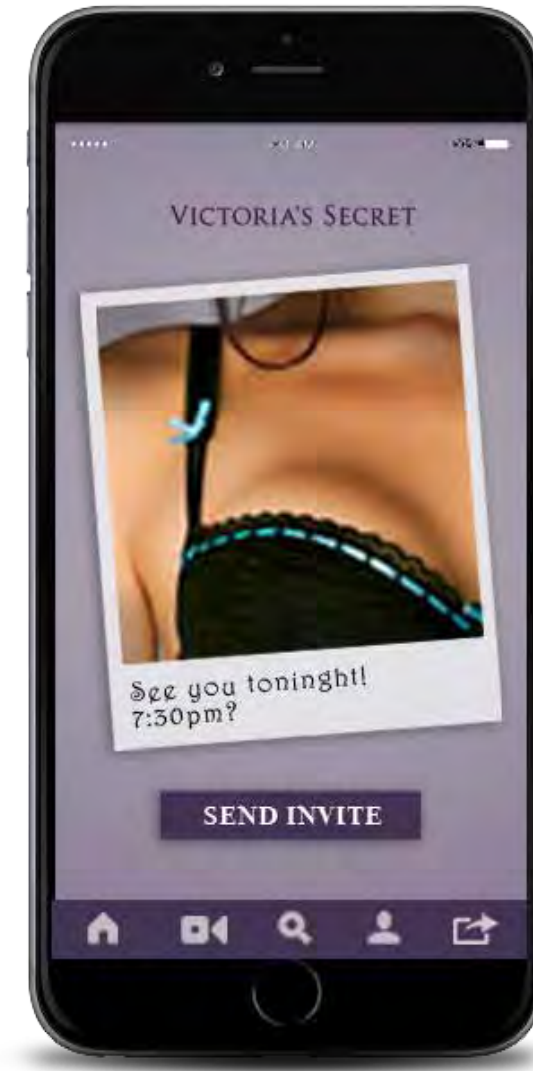


Client: Victoria's Secret

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

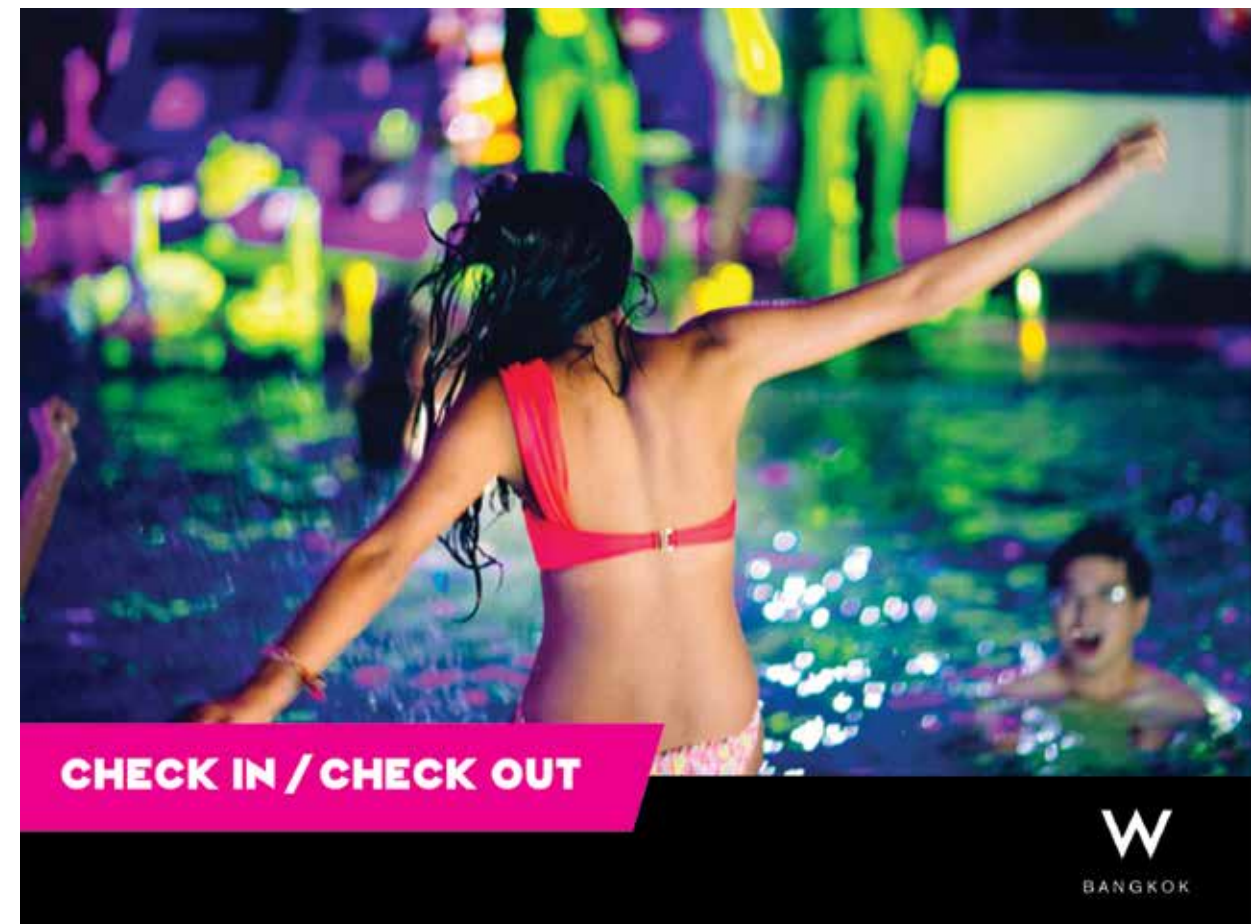
Objective: Billboards to continue building awareness of the new product Juicy Juice Sport's and the importance of a healthy hydration for the active kid.



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.

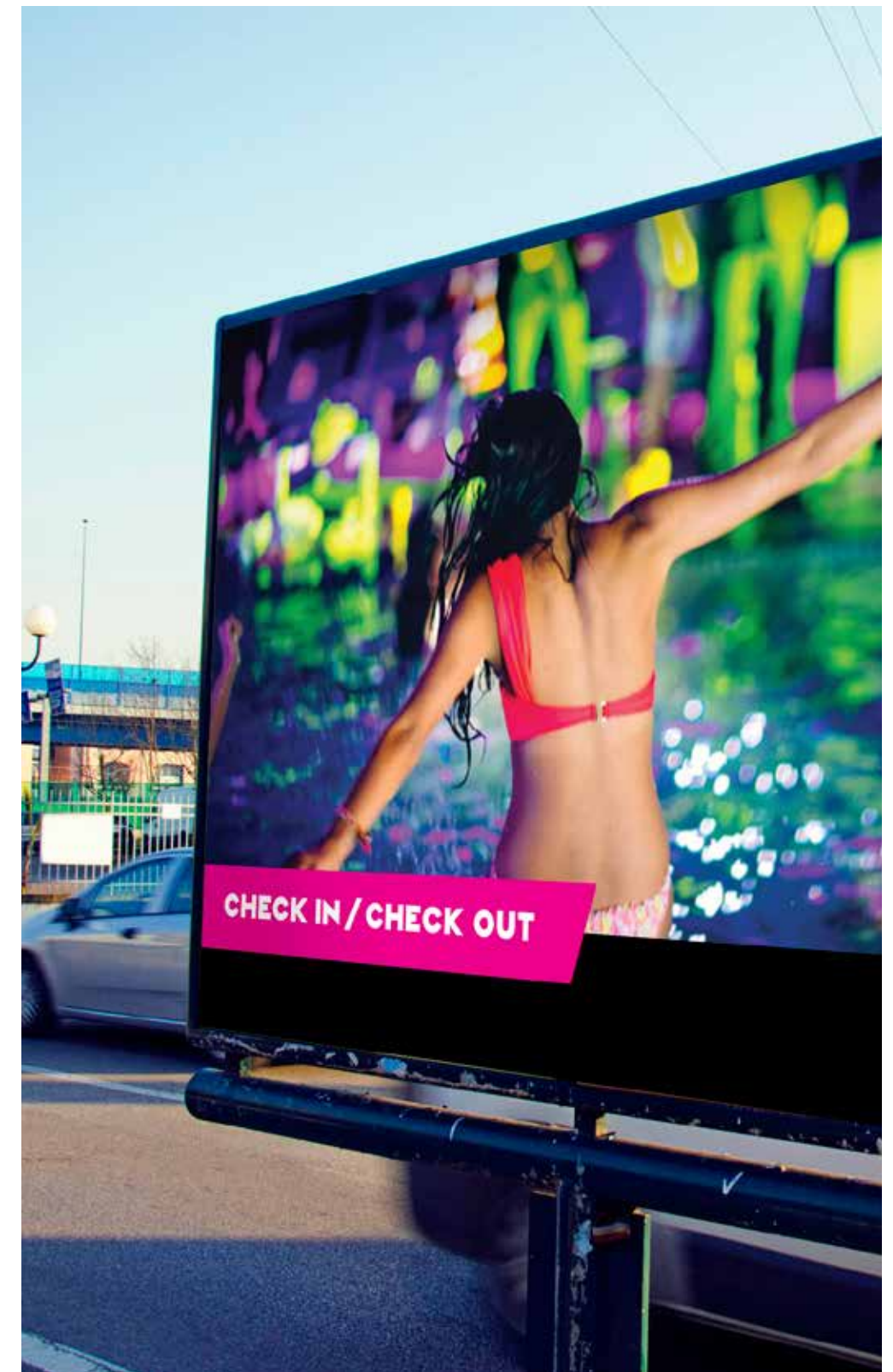
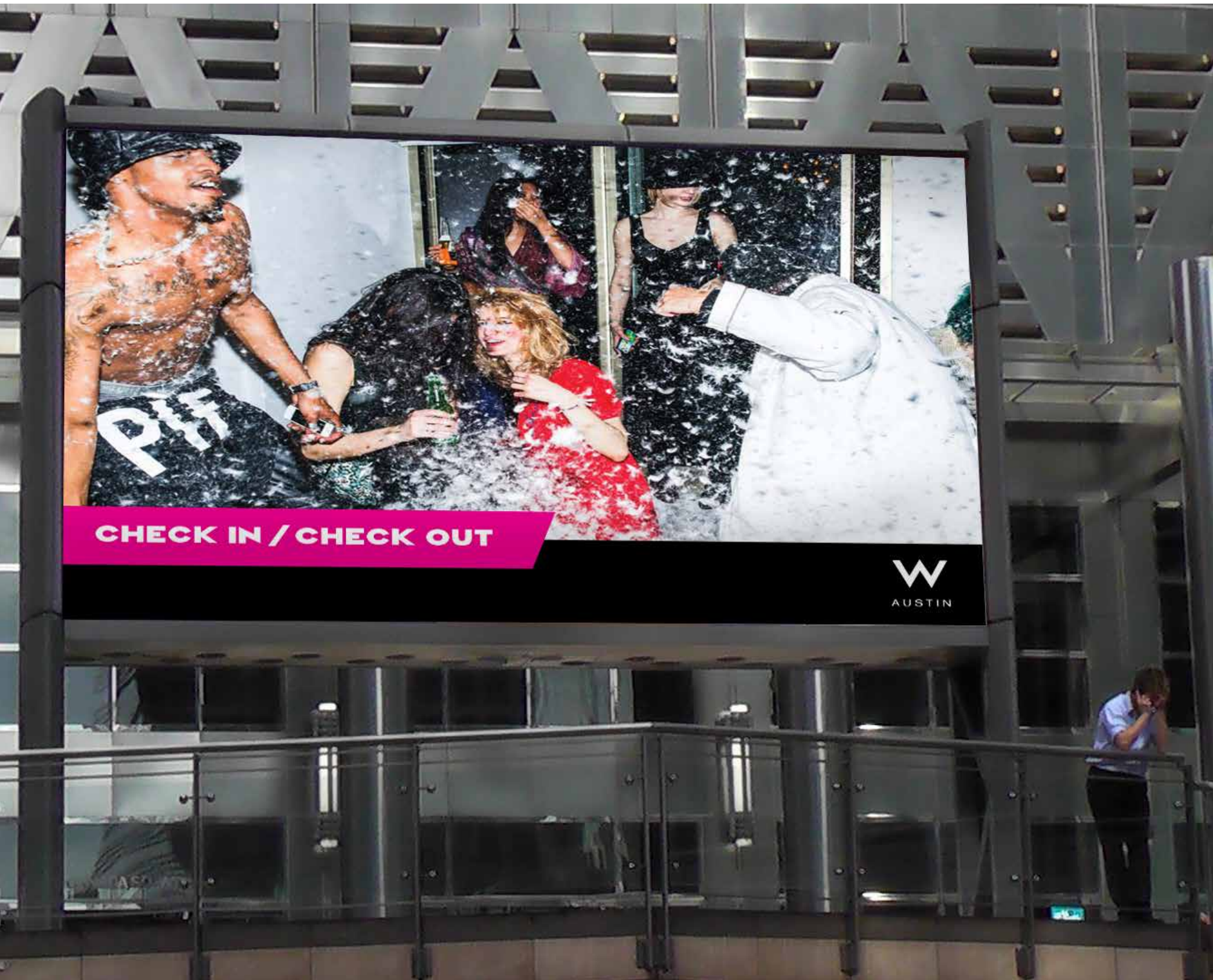
How it works: Kids with parents can download app, create a profile and invite there friends to be a part of their network. Together they can play and share there experiences and creations through the app. The app has categories to choose from with trivia questions, fun facts and games that prompt kids 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 moment to remind consumers that

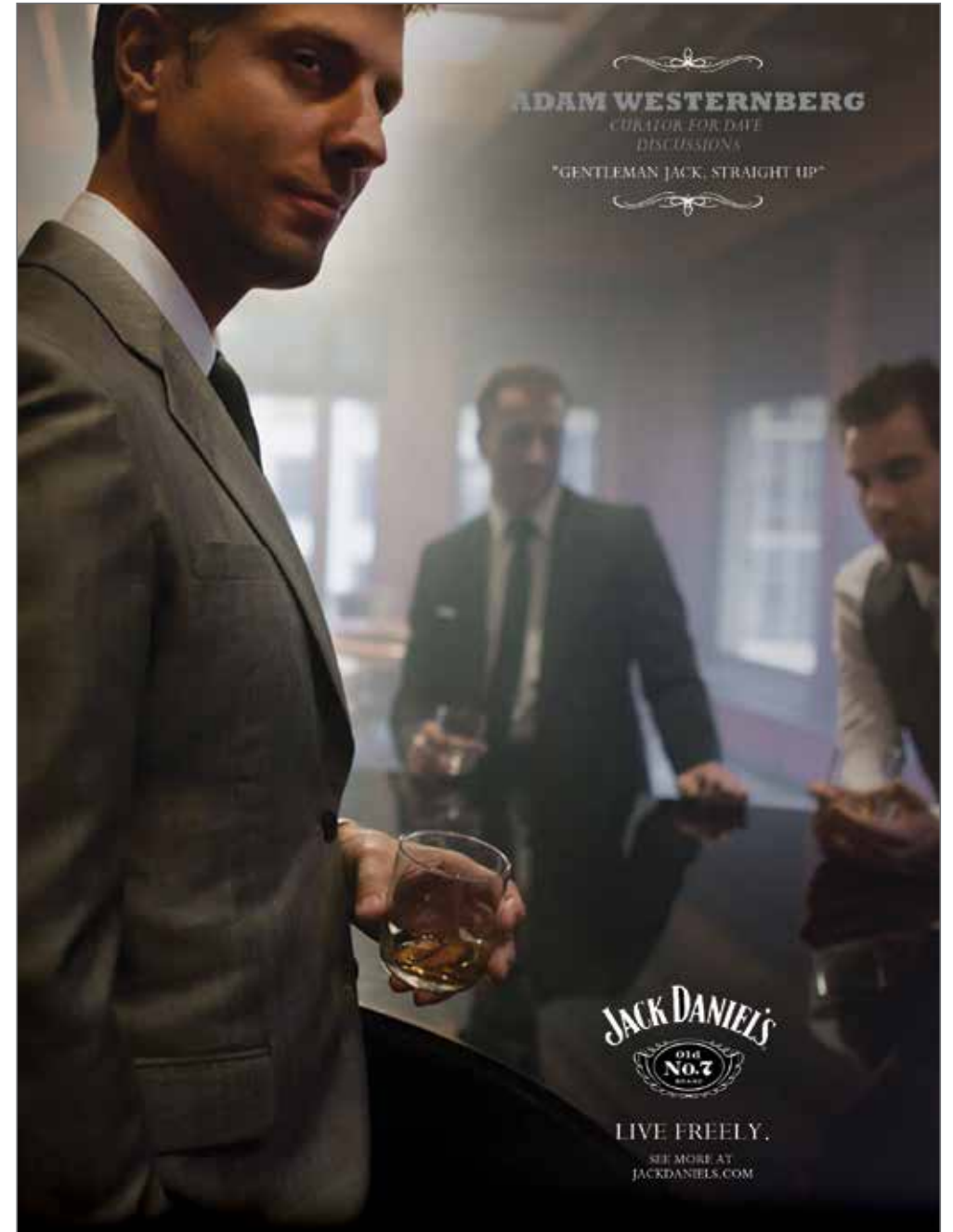
when choosing the W Hotels; they are sure to find all the comforts to make their journey worth while and memorable.





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.

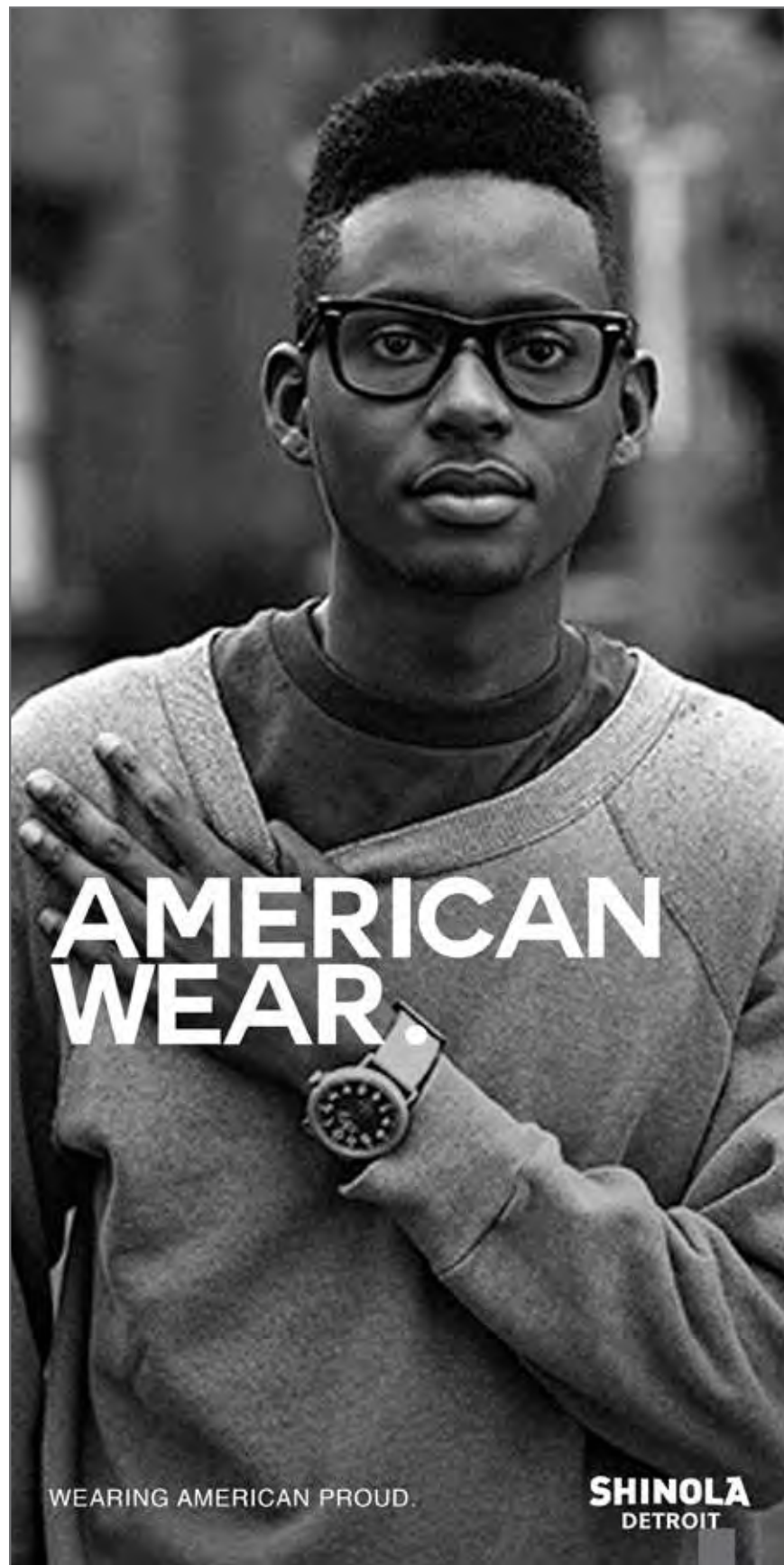
Off Camera Interviewer: What's the best discussion you've ever curated?

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.



The New York Times

G.O.P. MAPS OUT WAYS OF ATTACKS OVER HEALTH LAW
TELLING HOUSEY CHIBBES



Active and Improving, Kerry Is Taking On Tough Problems

Illegal Immigrants Are Decided Over Importance of Citizenship

AMERICAN WEAR.

WEARING AMERICAN PROUD.

SHINOLA
DETROIT

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

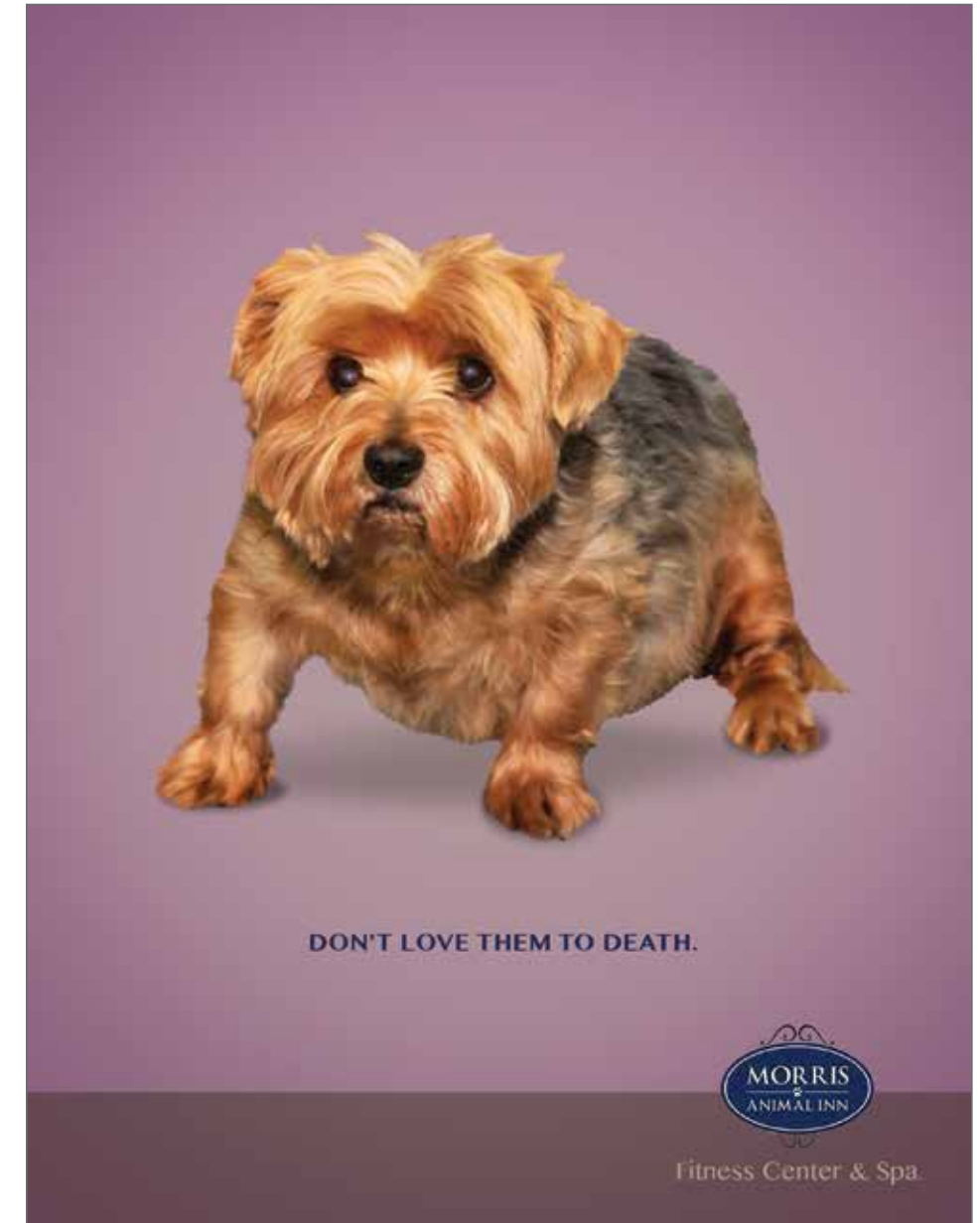
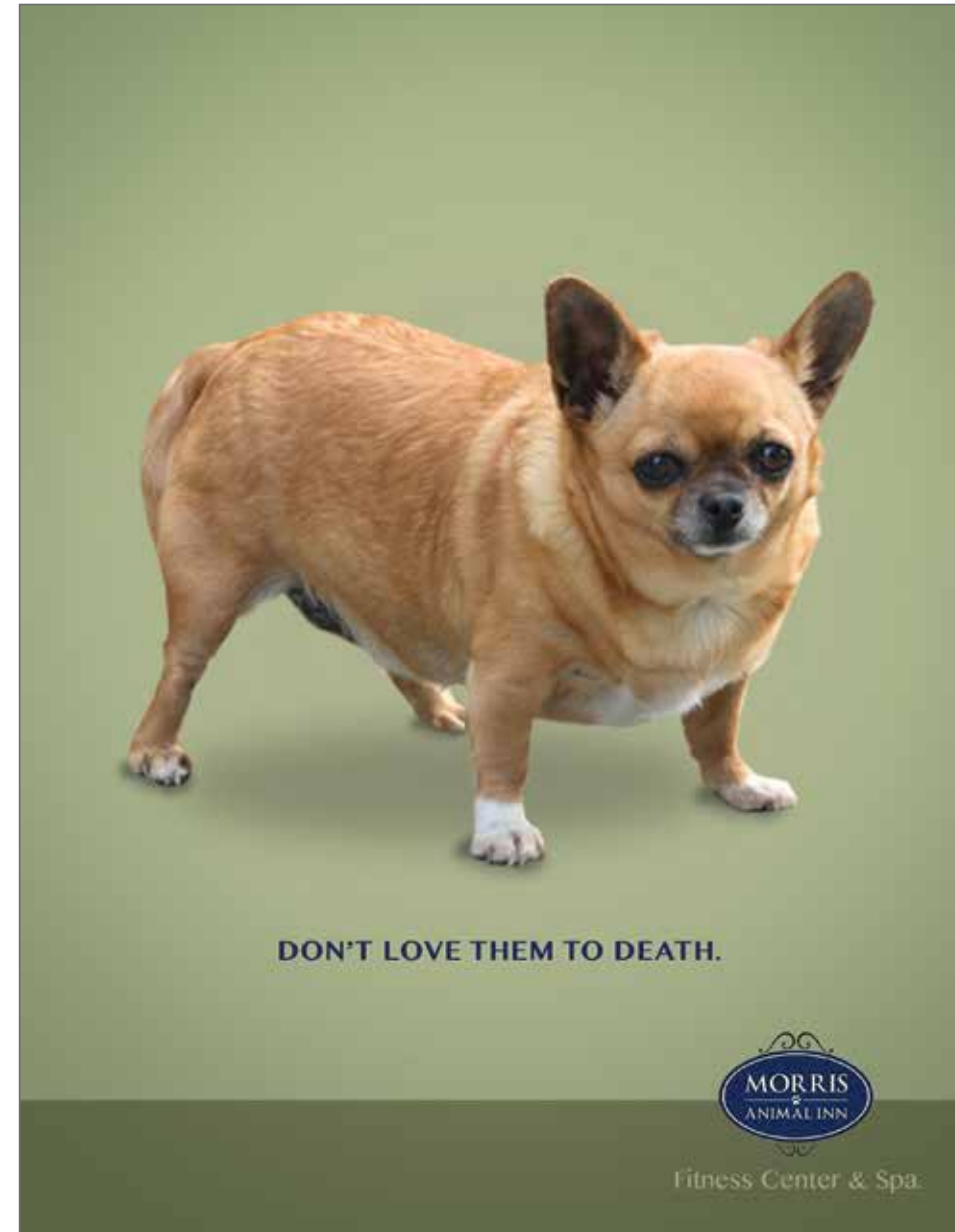
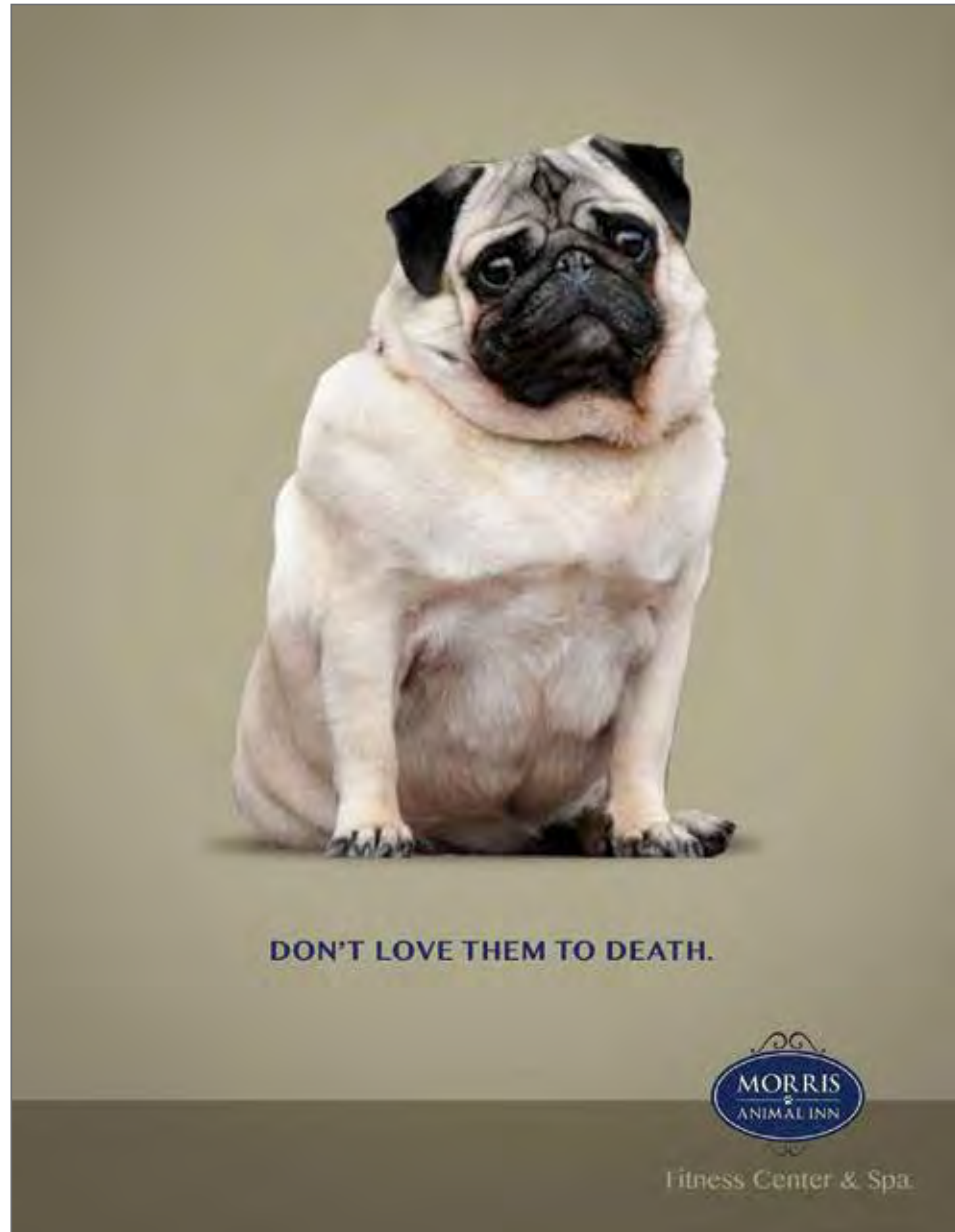


Frame 2: Delivery of brand message and action call to download free game for longer engagement experience



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!

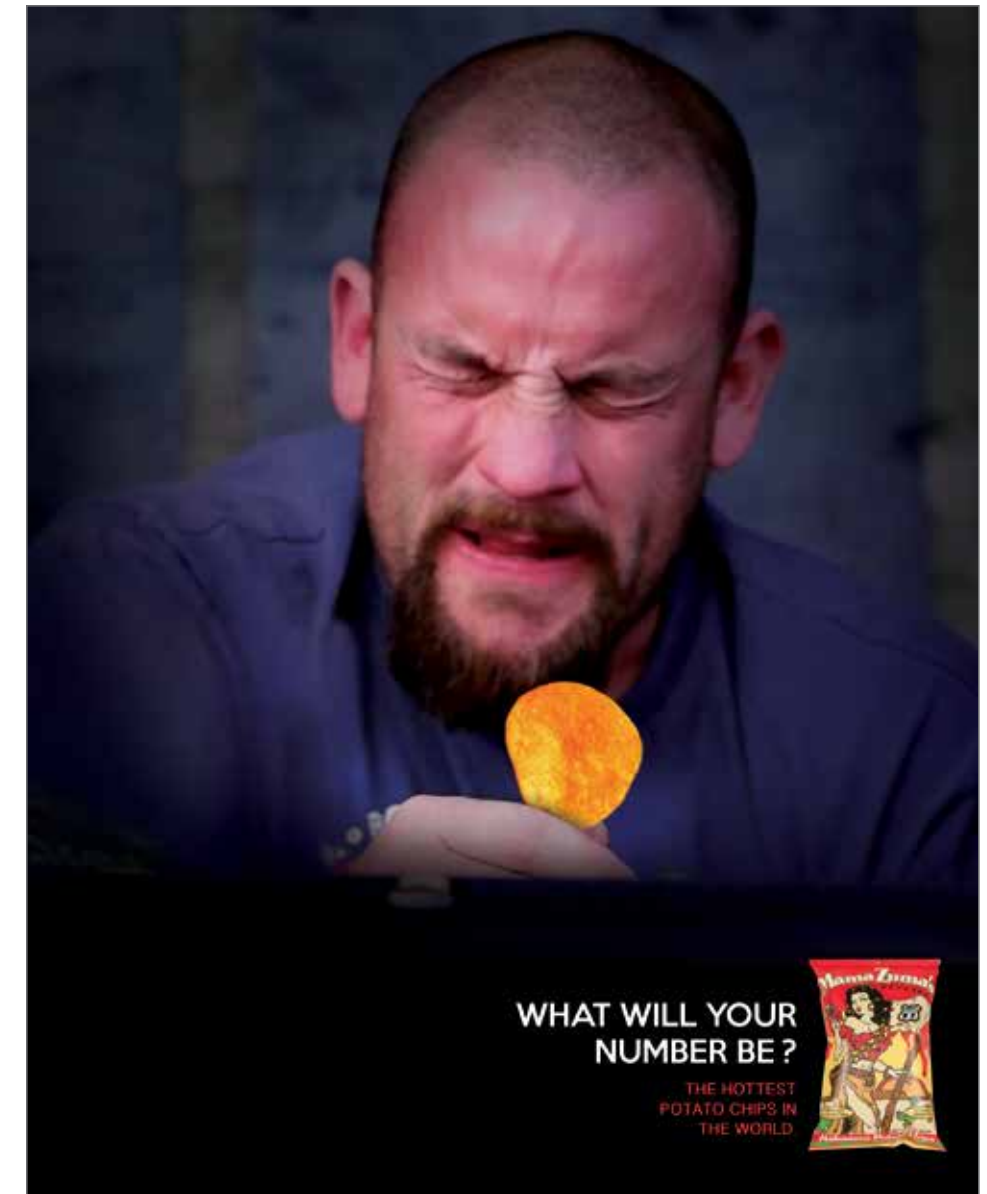
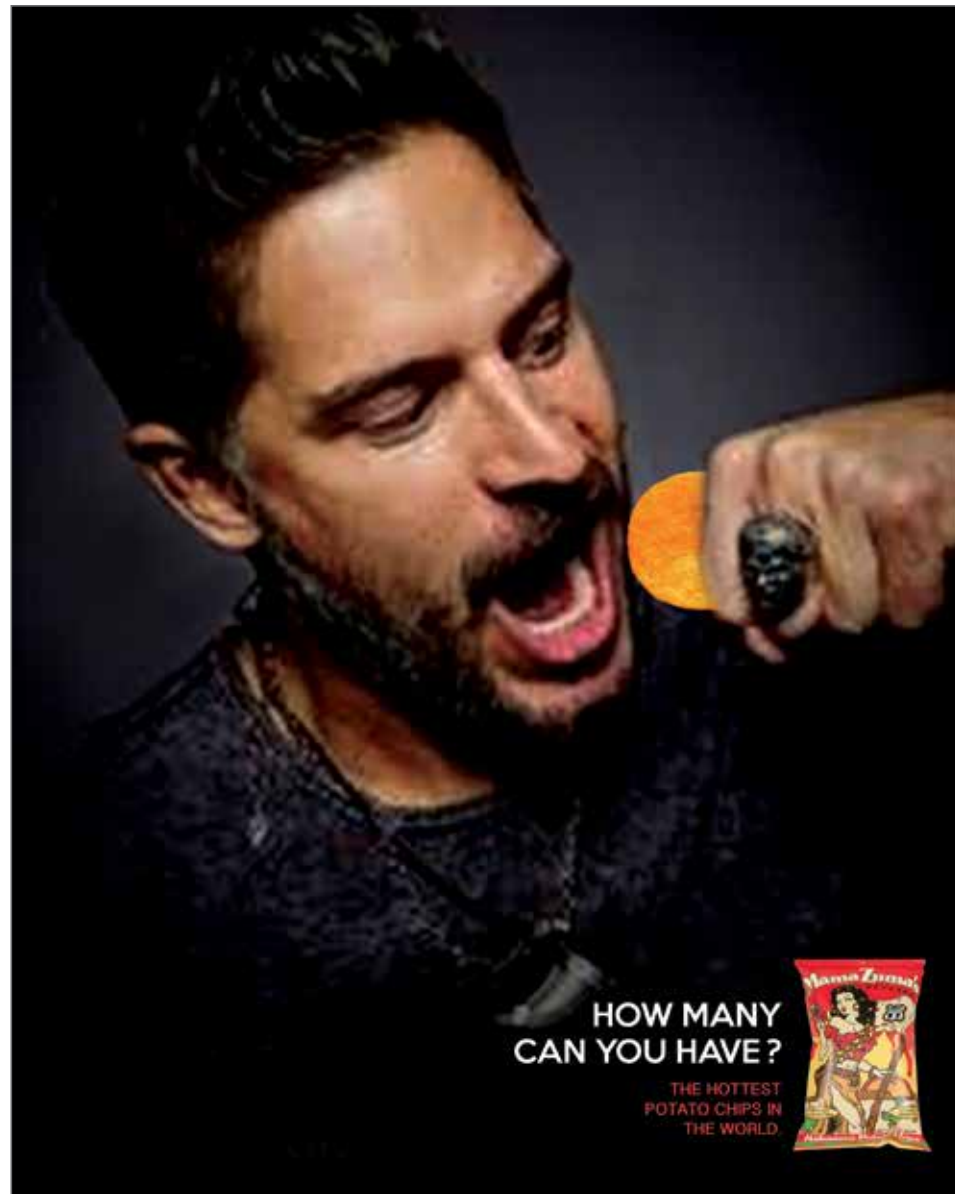




Client: Harley Davidson

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

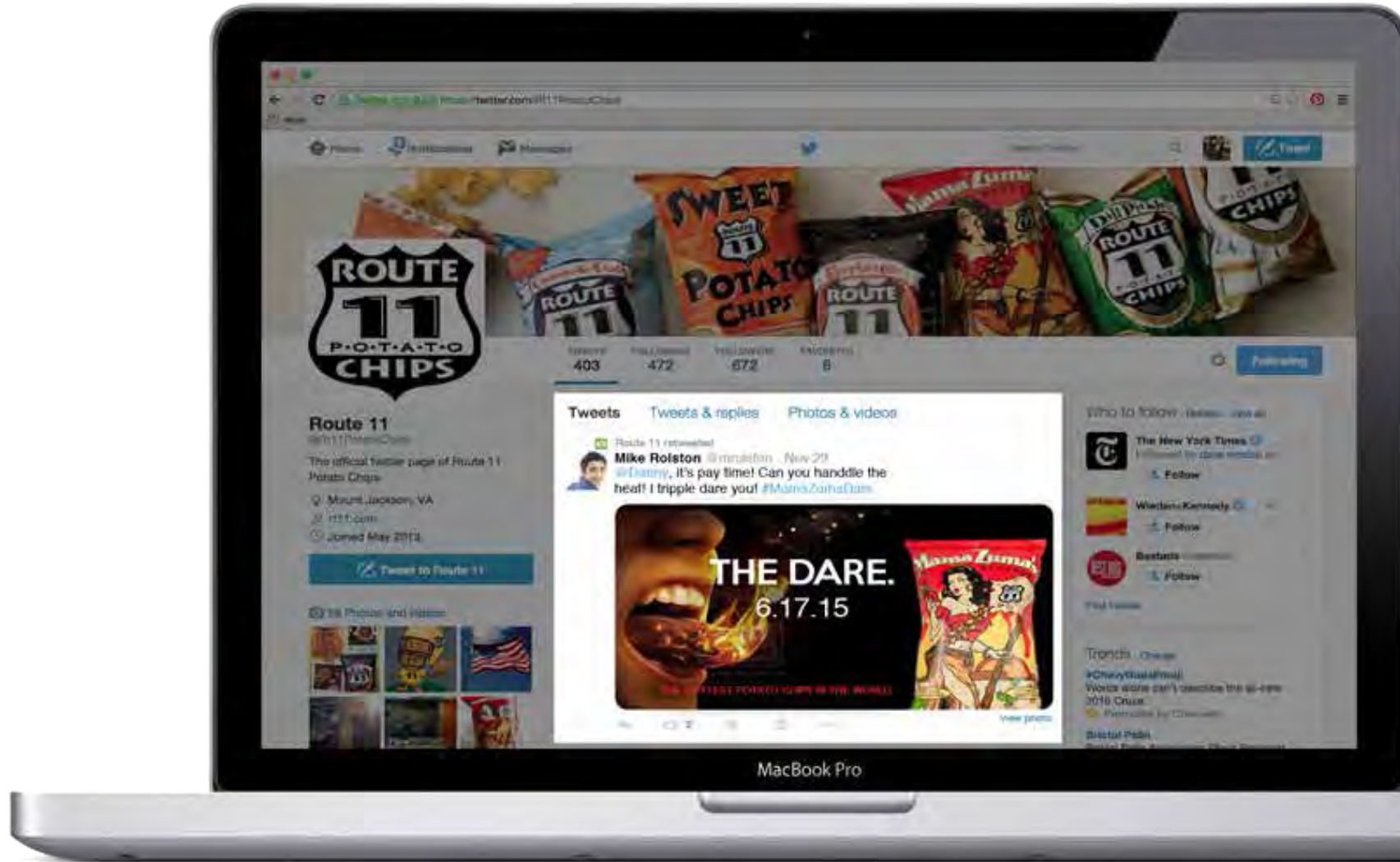
and be encouraged to share via social media. Everyone is invited to ride with us and share their journey as we embark on the largest road trip through America, celebrating the iconic Harley Davidson and the beauty of America itself. We will end our journey in NYC's Time's Square with a music concert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



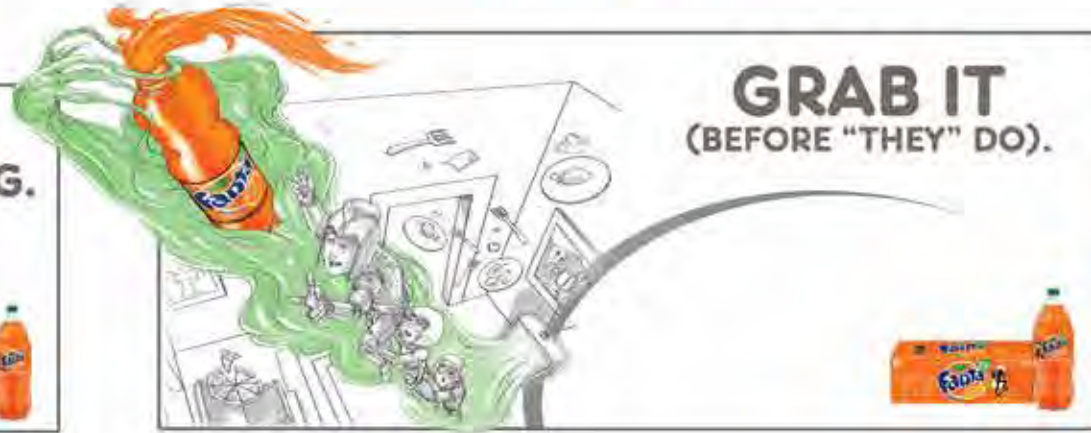
GRAB IT BEFORE "THEY" DO.



HOOK YOURSELF UP.



TASTE THAT'S WORTH CHASING.



GRAB IT (BEFORE "THEY" DO).



BRING HOME THE FLAVOR OF THE NIGHT.

Fanta Characters



TRISTAN GIGI TODD TONY MIMI FLOYD MIMI LE

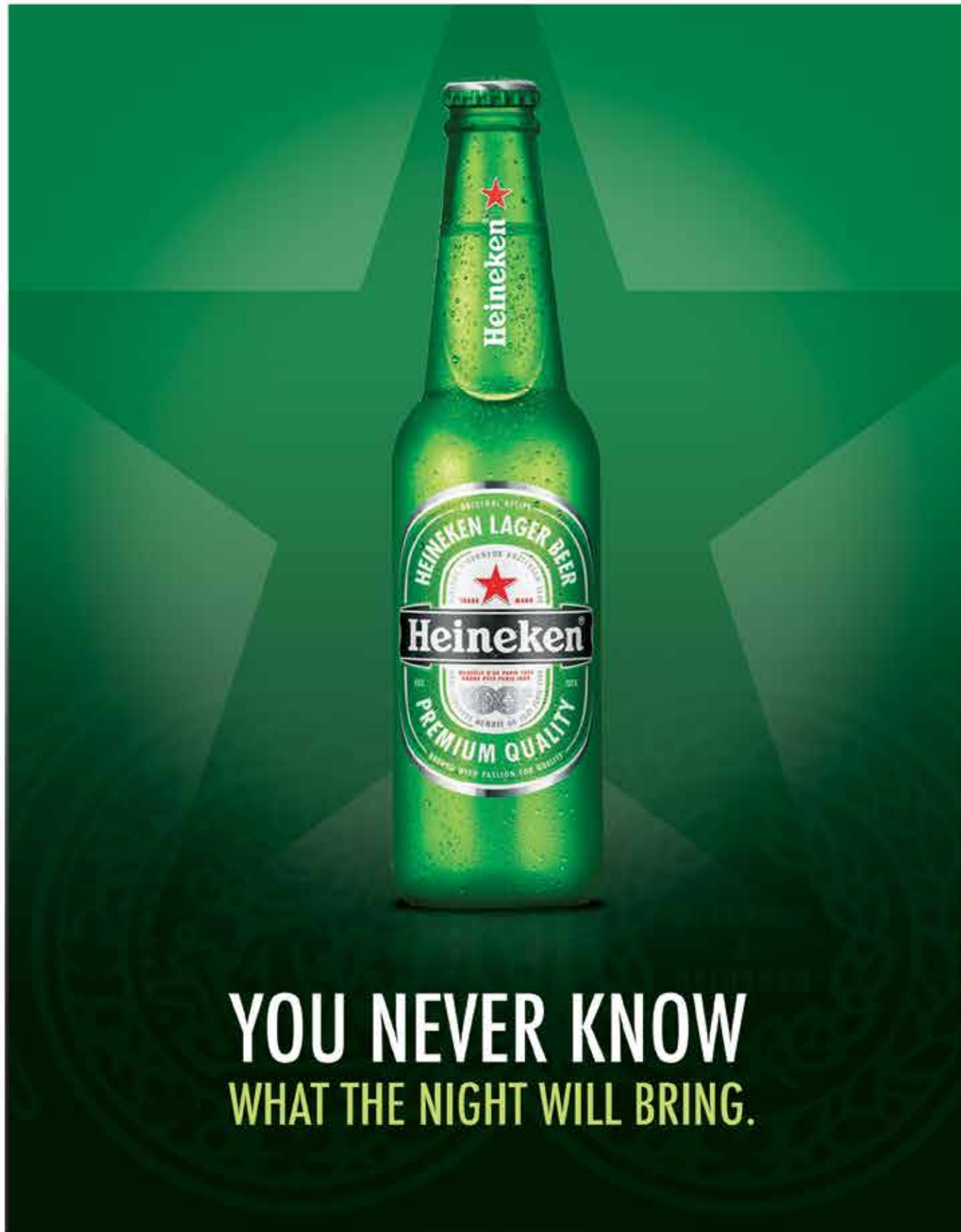
Propose Costumes for Fanta Characters



Gigi Todd Tristan Andy Floyd Gigi Andy

One Hour Photo



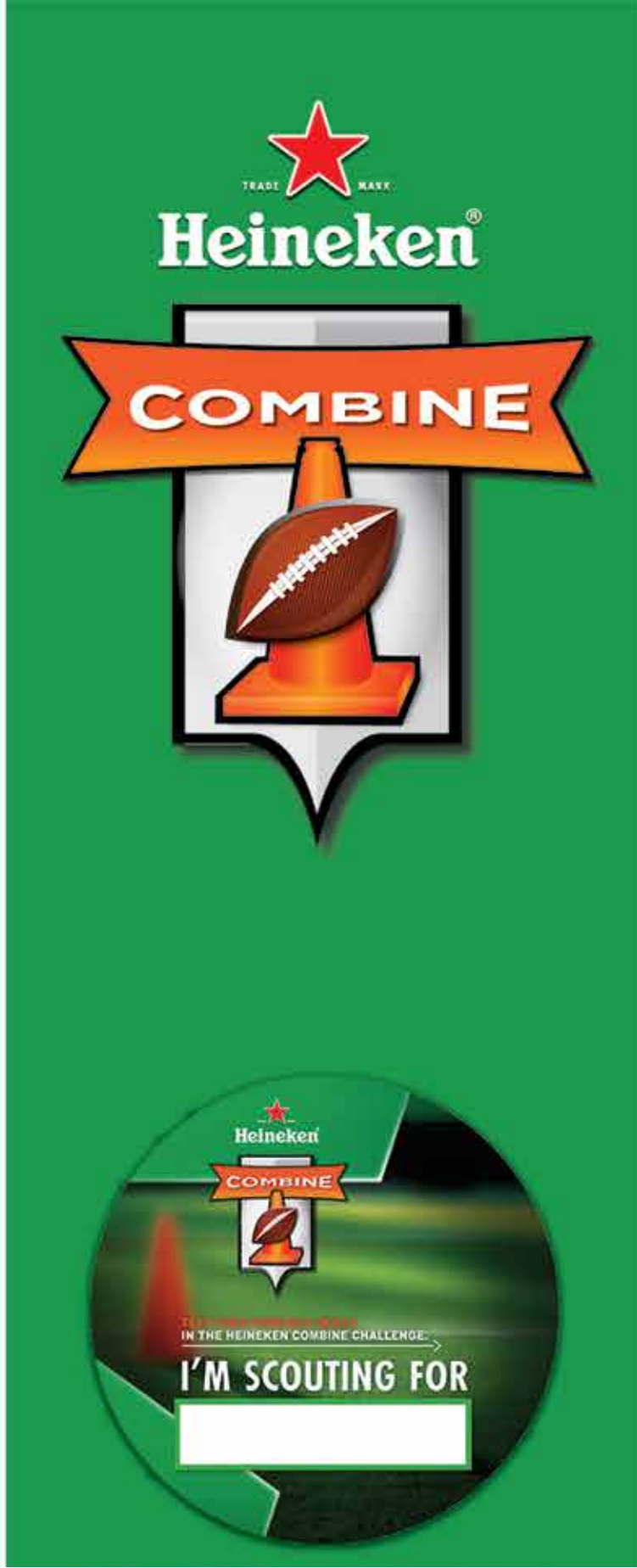


Client: Heineken

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.**

© 2010 Heineken Light. Responsibility: © 2010 Heineken Light. Heineken Light is a registered trademark of Heineken B.V. All rights reserved.

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 is BUCKING the
 SOFT ON-PREMISE TRENDS

ON PREMISE
 CATEGORY TREND **-5%**²

DOS EQUIS
 AMBAR **+7%**³

DOS EQUIS
 LAGER
 ESPECIAL **+15%**⁴

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, FYD Through November 28, 2010.
 2. Beer, including 3 months through October 2009.
 3. Mexican USA DRS 3 months through September 2009.
 4. Mexican USA DRS, 3 months through September 2009.

Enjoy DOS EQUIS RESPONSIBLY
 ©2010 Cerveza Mexicana, White Plains, NY.

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, FYD Through November 28, 2010.

Art Direction and Design of Ads for BTB publication.

RED SANGRIA

CALIFRESCA
-RED-
SANGRIA
PREMIUM MALT BEVERAGE WITH NATURAL FLAVORS & CERTIFIED COLORS

DELICIOUS BLEND OF RED BLOOD ORANGE, STRAWBERRY, PEAR & THIMBLE COLOS

INTRODUCING
CALIFRESCA
-RED & WHITE-
SANGRIA

CALIFRESCA
-WHITE-
SANGRIA
PREMIUM MALT BEVERAGE WITH NATURAL FLAVORS & CERTIFIED COLORS

1 OF 10000 BLEND OF RED BLOOD ORANGE, STRAWBERRY, PEAR & THIMBLE COLOS

WHITE SANGRIA

DRINK RESPONSIBLY
DIAGEO - Guinness USA, Norwalk, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

CALIFRESCA
SANGRIA

CALIFRESCA
SANGRIA

DRINK RESPONSIBLY
DIAGEO - Guinness USA, Norwalk, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

CALIFRESCA
SANGRIA

CALIFRESCA
SANGRIA

DRINK RESPONSIBLY
DIAGEO - Guinness USA, Norwalk, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

CALIFRESCA
SANGRIA

CALIFRESCA
SANGRIA

DRINK RESPONSIBLY
DIAGEO - Guinness USA, Norwalk, CT.

INTRODUCING CALIFRESCA RED & WHITE

SANGRIA

CALIFRESCA
SANGRIA

CALIFRESCA
SANGRIA

DRINK RESPONSIBLY
DIAGEO - Guinness USA, Norwalk, CT.



Califresca Case Card



Califresca Lug On



Califresca Cooler Door Decal



Califresca Case Tucker

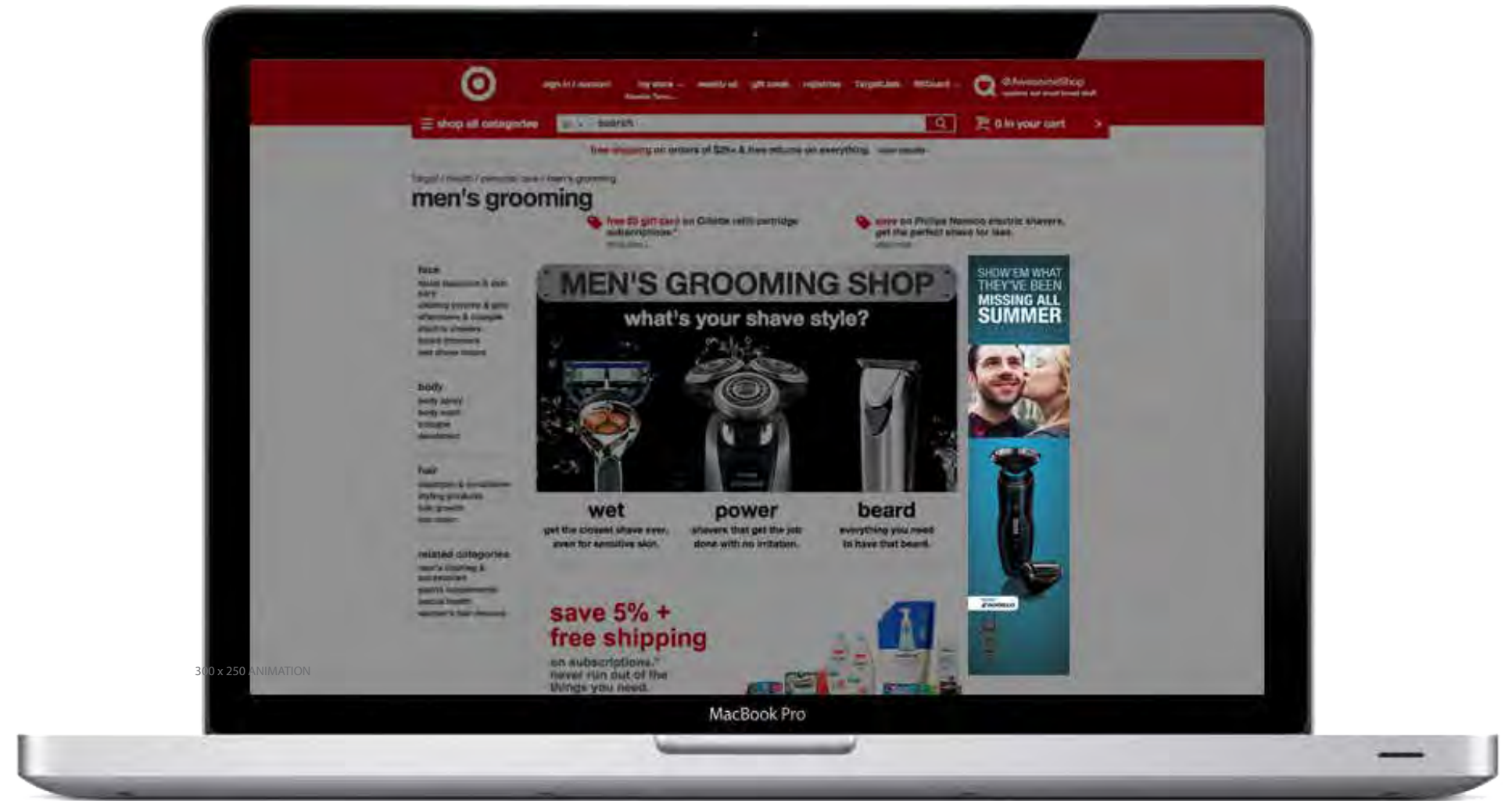
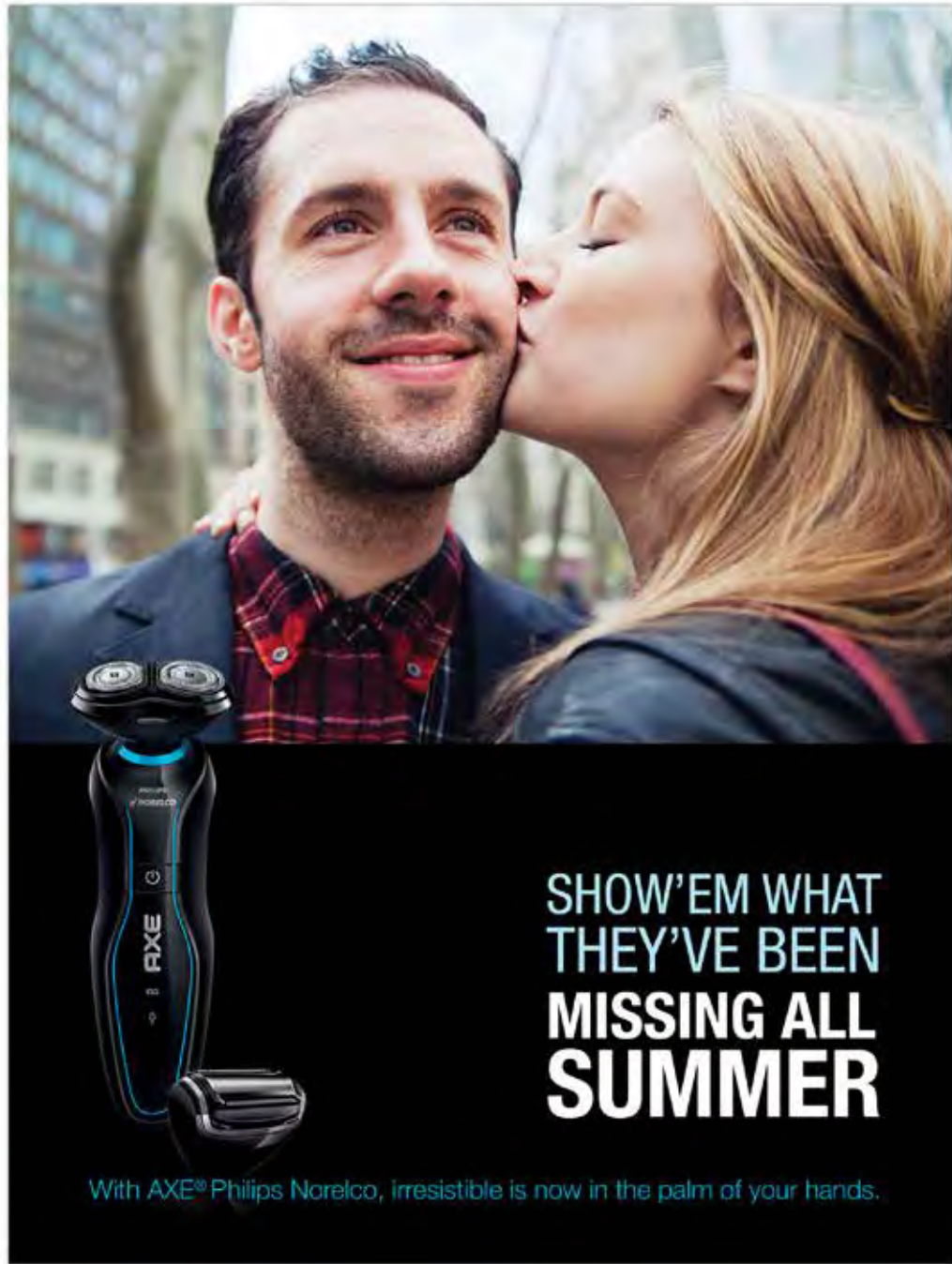


Califresca Wobbler

Design and Art Direction of POS Materials for launch.

EAT, DRINK, AND BE SCARY.





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.



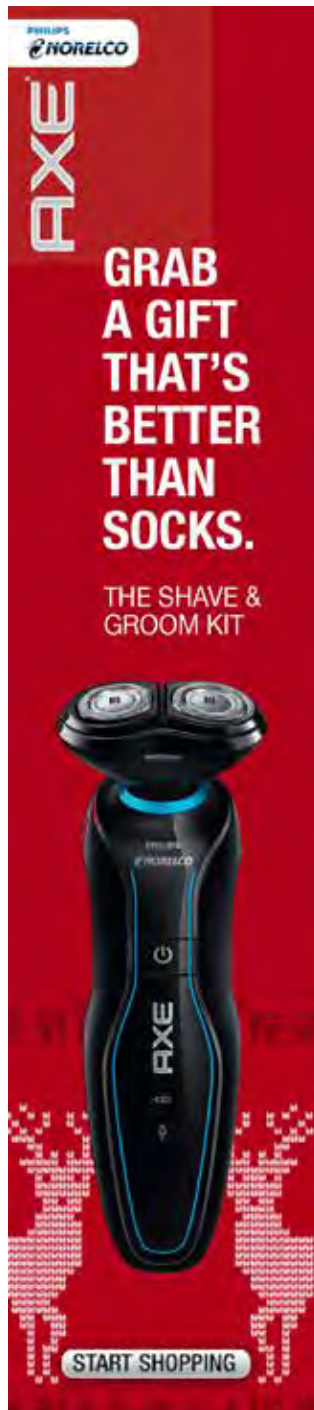
STATIC CLING



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



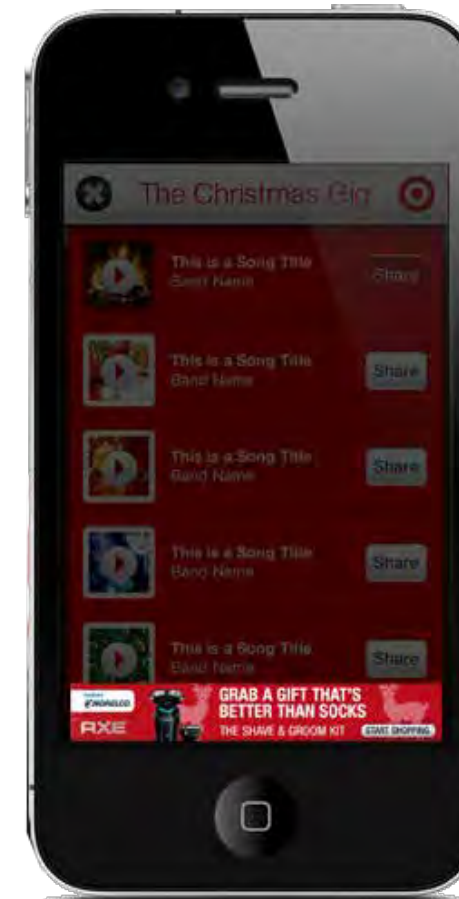
Reindeer walk in from each side. Snowflakes fall into position creating a border on the top and bottom of frame.



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.



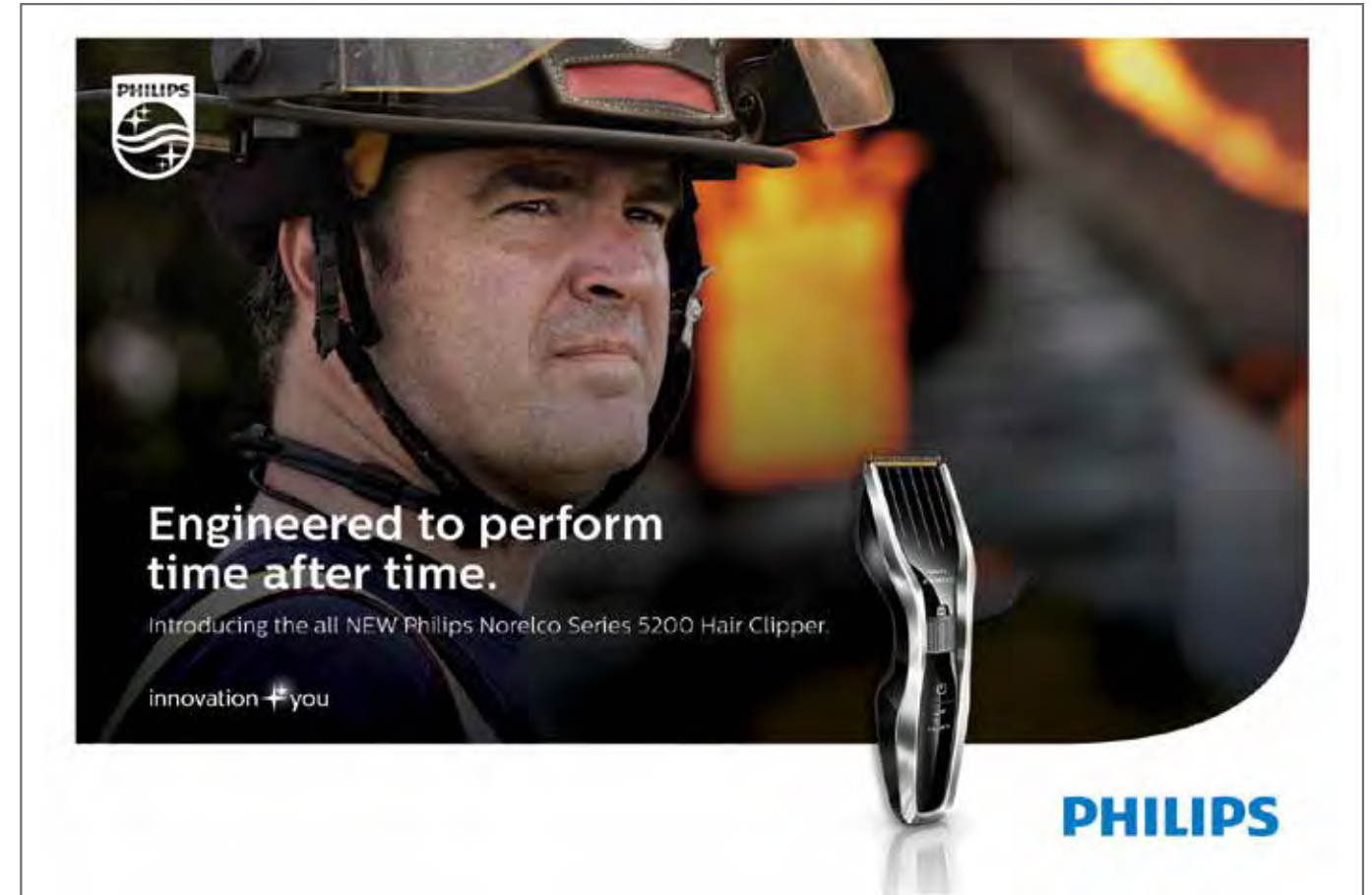


PHILIPS
NORELCO

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



New at Walmart



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



New at Walmart



Sample A. Sample
123 Main Street
Anytown, US 12345



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

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

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 Mins

Click here to get clipping

PHILIPS
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

Click here to see it in action

innovation + you



PHILIPS NORELCO

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

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 get clipping

innovation + you




PHILIPS NORELCO

Introducing NEW Philips Norelco Hair Clippers 7100.
innovation + you. Click here to get clipping




PHILIPS NORELCO

Introducing NEW Philips Norelco Hair Clippers 7100.
One Tool. Everything You Need.
innovation + you. Click here to get clipping



PHILIPS NORELCO

Introducing NEW Philips Norelco Hair Clippers 7100.
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...



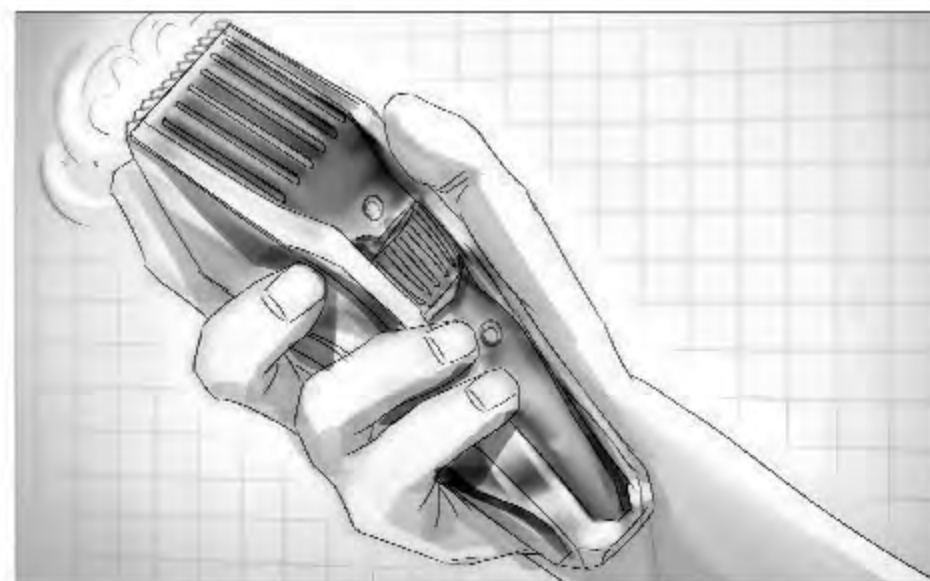
The first guy reaches for a Wahl clipper.

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.

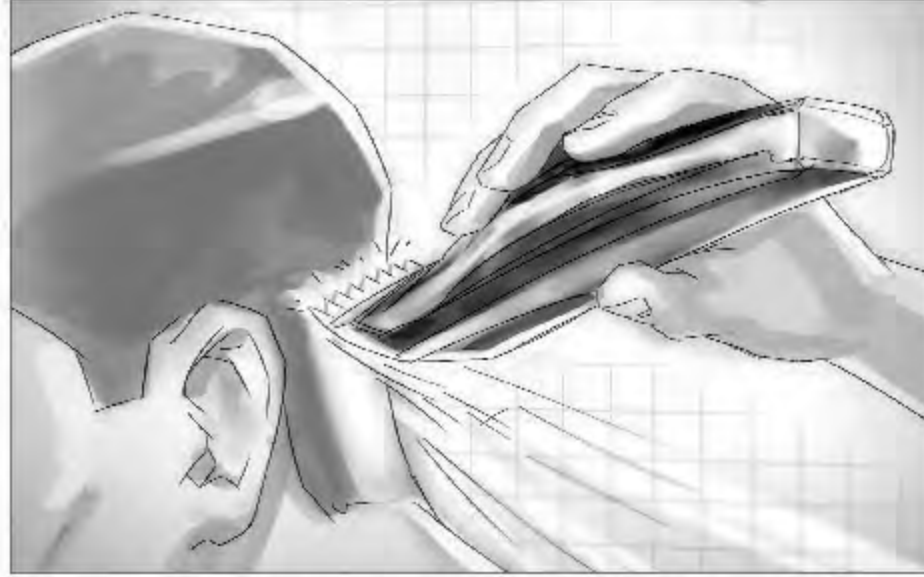
AVO: THAT'S WHY WE BUILT THE NEW PHILIPS NORELCO HAIR CLIPPER 7100.

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.



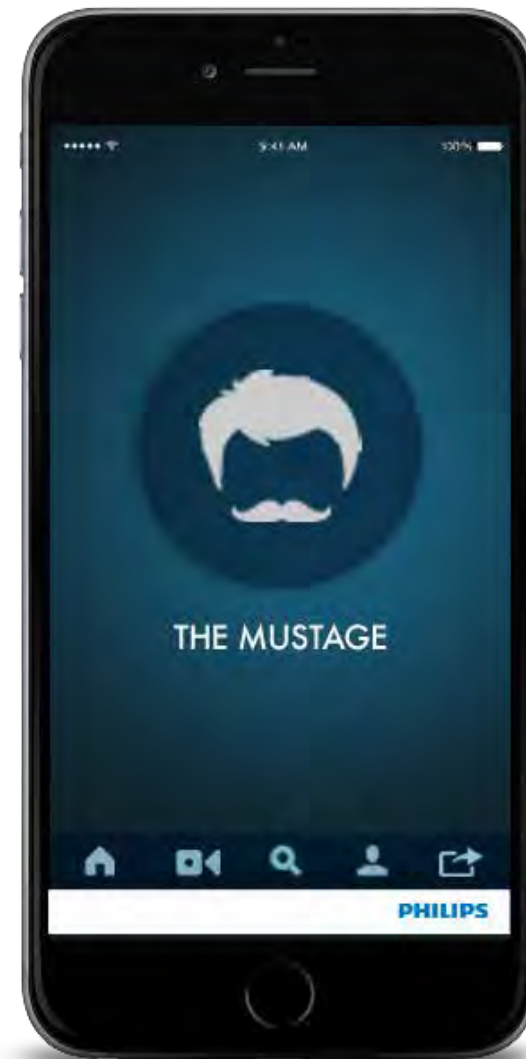
AVO: PHILIPS NORELCO



Norelco ShaveStation9000 / Augmented Reality In-Store App

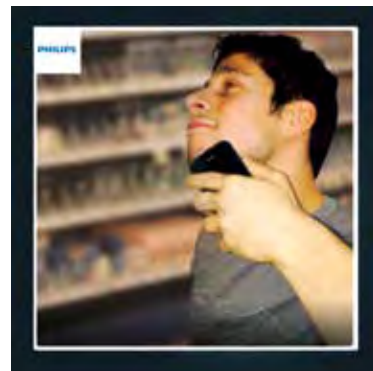
Objective: On the “mirror” it looks exactly as if they were shaving with the 9000. If the customer has even the slightest growth of facial hair, they will be shaven clean on screen, getting to see how the 9000 moves and operates. When they’re done, they’ll get to see

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.

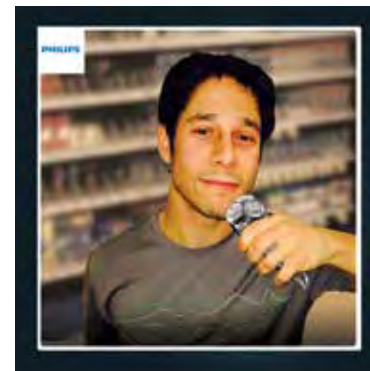


Customer walks by In-Store display, which is a monitor with a camera. It can be further embellished to resemble a bathroom mirror.

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.



BabyGarden at Target

Everything your baby needs to grow and to thrive.

0-3 Months

3-6 Months

6-9 Months

9-12 Months

12-18 Months

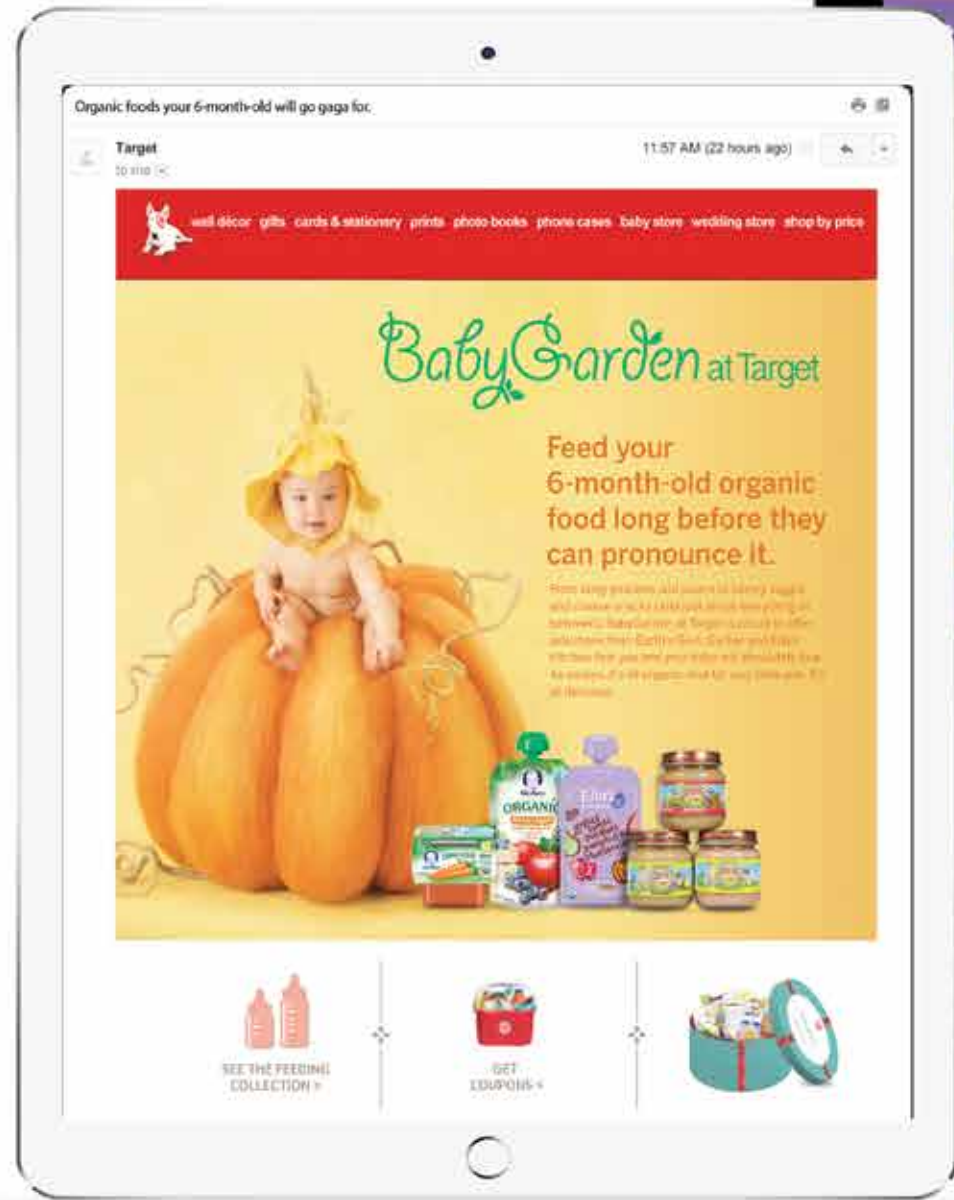
The adventure of a lifetime starts here.



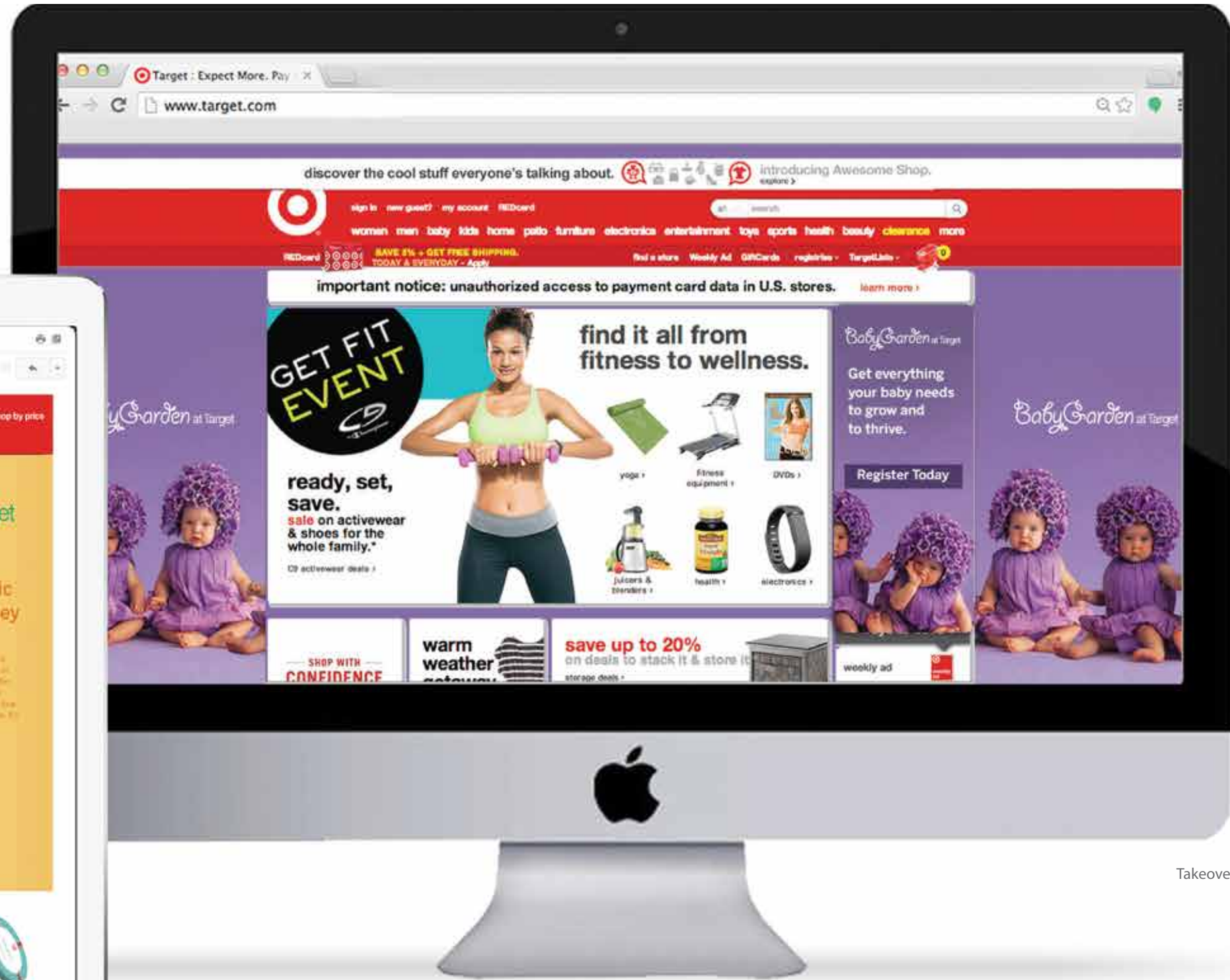
Baby Steps App at Target

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.



E-mail 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.

FLONASE
ALLERGY RELIEF
NASAL SPRAY

©2012 GSK. All trademarks are the property of their respective owners.

NEW!

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



FLONASE
ALLERGY RELIEF
NASAL SPRAY

BLOCKS ALL 6 ALLERGIC SUBSTANCES. ANTIHISTAMINES ONLY 1.

NEW!



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

FLONASE
ALLERGY RELIEF
NASAL SPRAY

BLOCKS ALL 6 ALLERGIC SUBSTANCES. ANTIHISTAMINES ONLY 1.

NEW

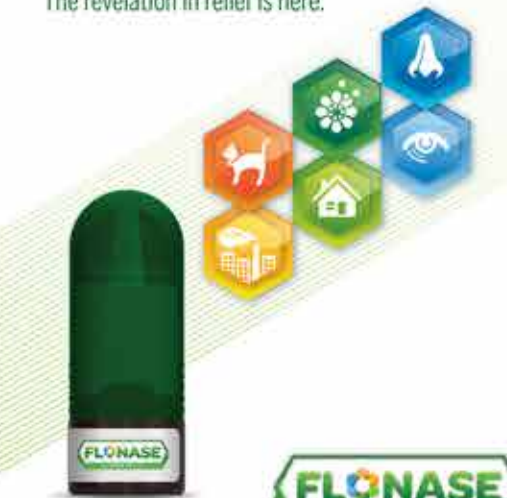


OUTPERFORMS ANTIHISTAMINES
BLOCKS ALL 6 ALLERGIC SUBSTANCES. (P.O. BOX 11)

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

FLONASE
ALLERGY RELIEF
NASAL SPRAY

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



FLONASE
ALLERGY RELIEF

ALLERGIES. MEET YOUR END.
Now available without a prescription.



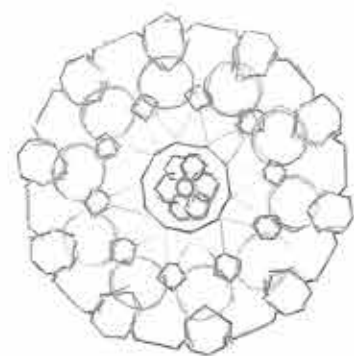
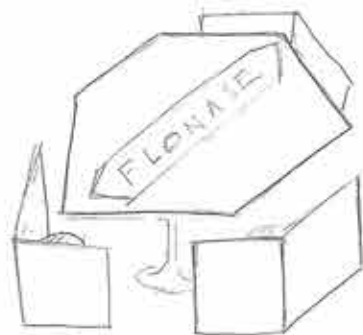
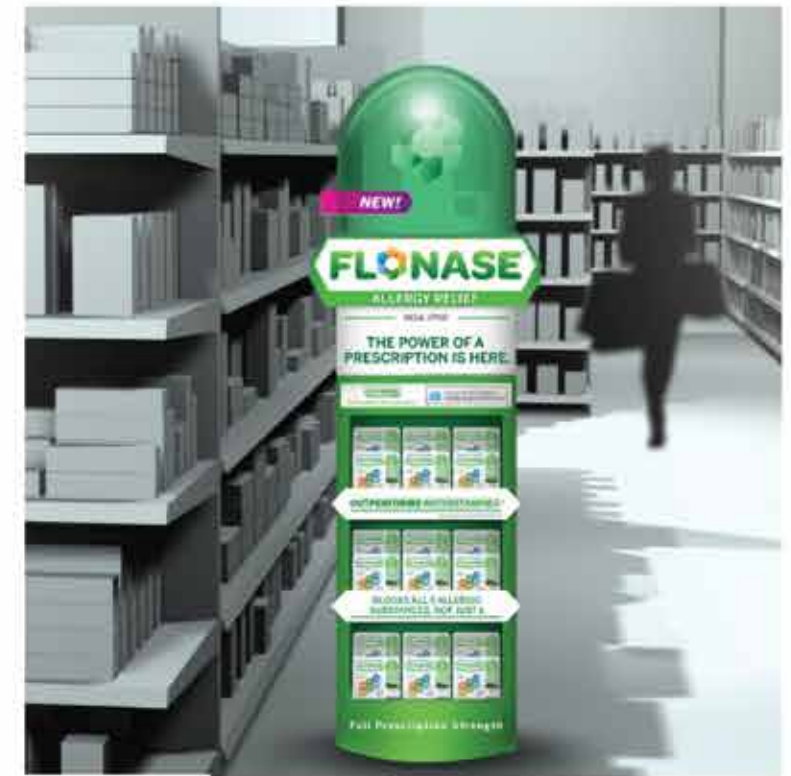
FLONASE
ALLERGY RELIEF
NASAL SPRAY

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.



5/11
- 11/11
- 10/11
- 5/11

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 Short Hills.
(1st floor near Bloomingdale's)



Just show your card at the
store to enjoy these amenities:

- Complimentary refreshments
- Gift wrapping
- Baggage
- Flight
- Complimentary seating
- Personalized service
- Message center
- Complimentary Wi-Fi

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

NOVEMBER 26 - DECEMBER 24, 2010

newspaper ad

emailer



AN EXCLUSIVE
RETREAT FOR
CONTINENTAL
CHASE
CARDMEMBERS.
Special event details on back.



Compliments of the
VIP Lounge Continental Airlines | CHASE
Only at The Mall at Short Hills.

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



on-site
sweepstakes





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 throughout 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
sense and simplicity

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

ROLL OVER BULB PARTS

- Saves \$130 in energy costs!
- Lasts 22 years!
- Dimmable!
- Instant on, no hum
- 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

PHILIPS

PHILIPS
sense 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! Join us on the road for a chance to win great prizes, see amazing light technology from the inside out, and pick up designer tips for your home. And we'll be capturing photos along the way. To learn where we'll be, just roll over the map.

VIEW TOUR GALLERY

Chicago
Navy Pier Fireworks Display
Saturday, Sept. 3, 2011

LED LIGHT experience

PHILIPS

PHILIPS
sense 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-day home design consultation from a professional designer, and \$5,000 you can use to complete your lightover. Enter once a day until December 3, 2011 — it'll increase your chance of winning.

Enter

PHILIPS

PHILIPS
sense and simplicity

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

ROLL OVER BULB PARTS

PHOSPHOR converts the LED light from blue to beautiful white

- Saves \$130 in energy costs!
- Lasts 22 years!
- Dimmable!
- Instant on, no hum
- 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

PHILIPS

PHILIPS
sense and simplicity

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

PREV <<

>> NEXT

Navy Pier, Chicago 9.3.11

LED LIGHT experience

PHILIPS

PHILIPS
sense 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*
Email Address*
Street Address*
City*
State*
Zip*
Phone*
Country*
Gender
Age Range
Where do you live?
What's the giveaway?
Create Password*
Confirm Password*

PHILIPS

SUBMIT



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

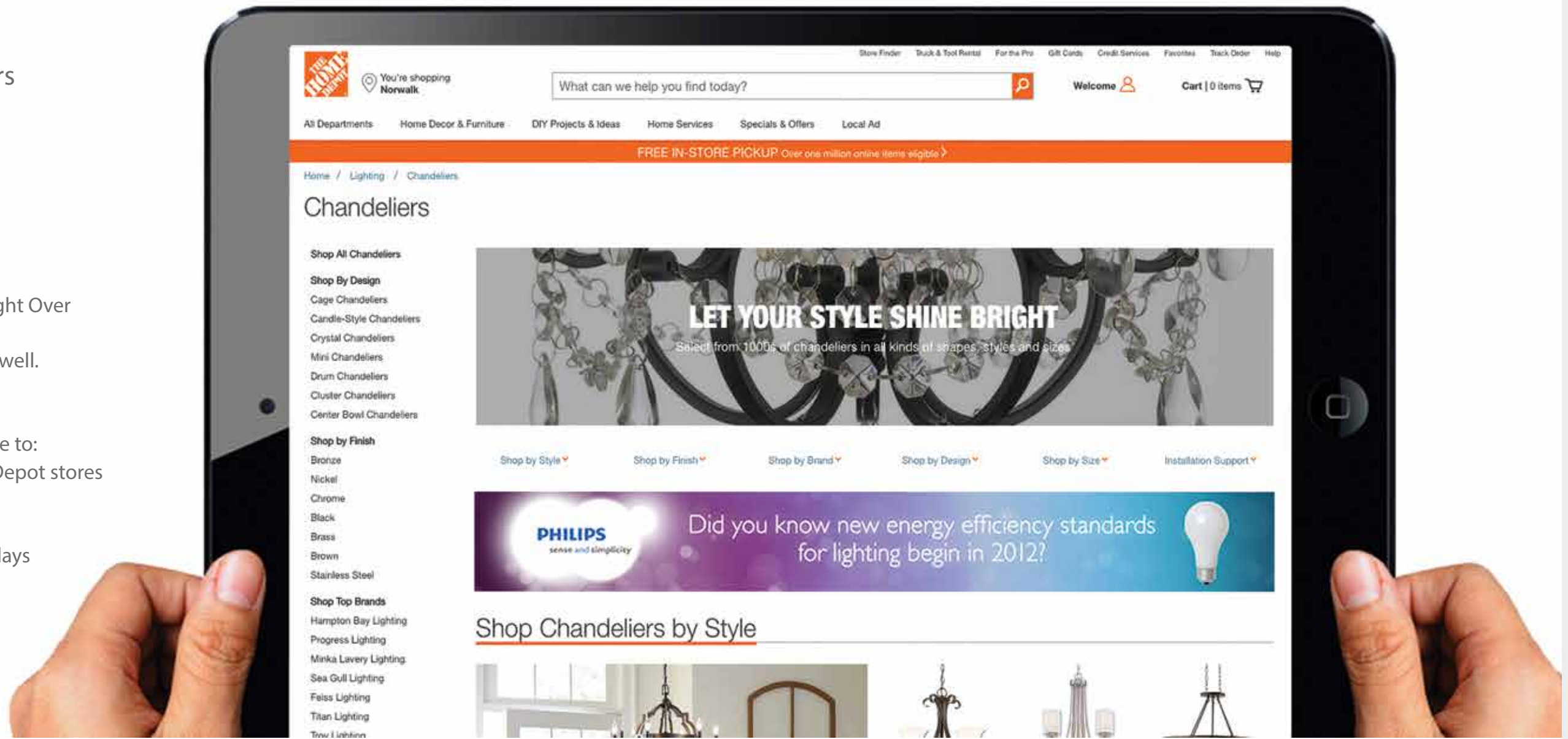
Philips Led Light New Years Sweepstakes Microsite

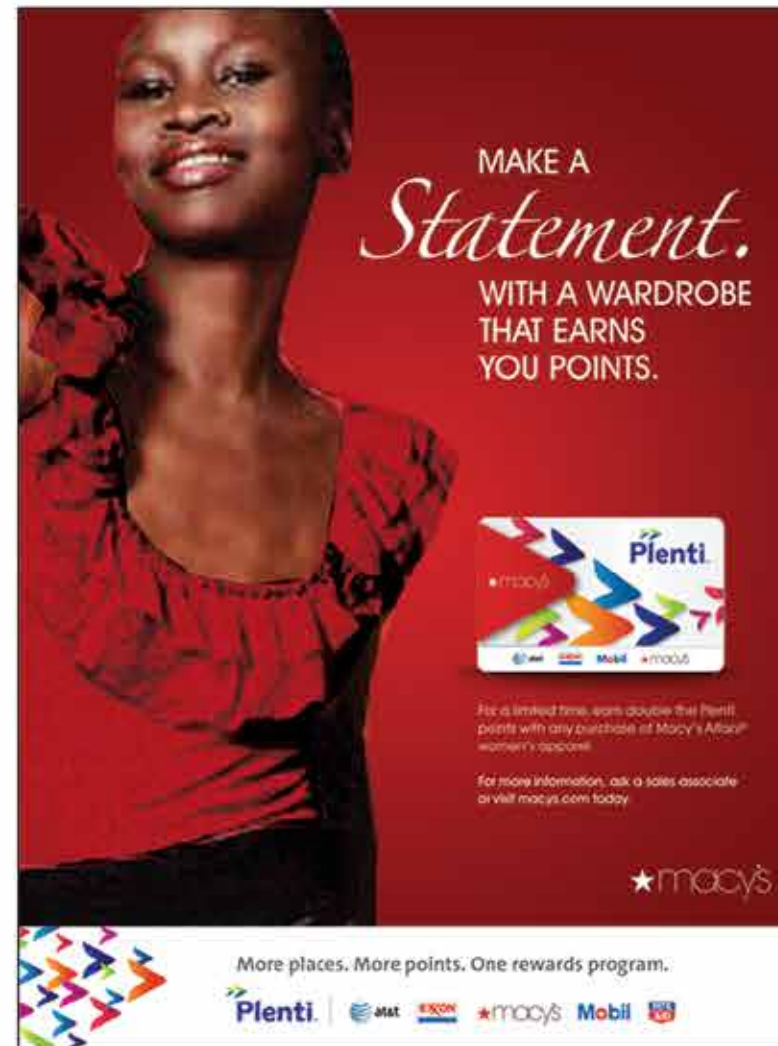
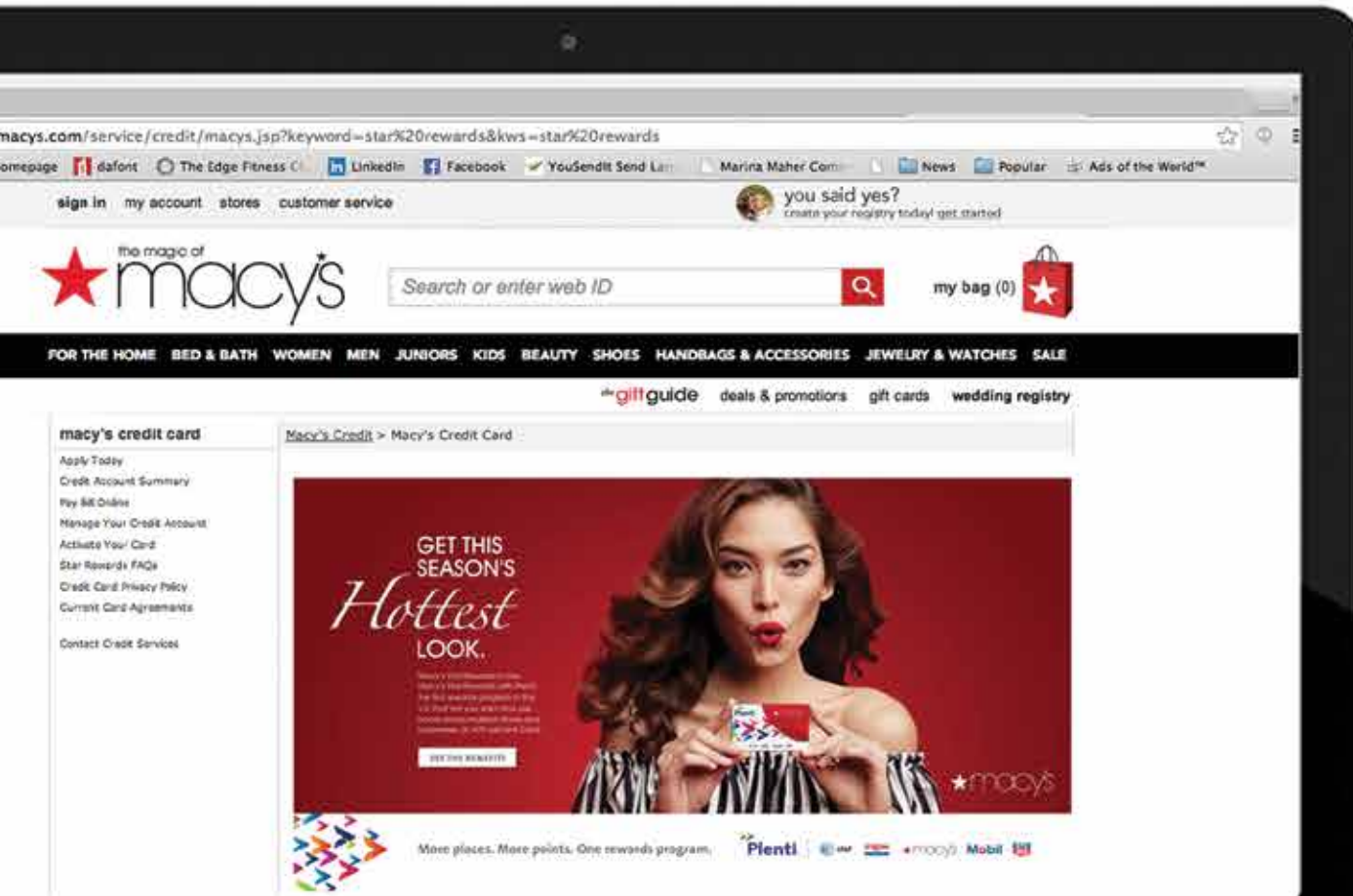
Client: Philips
 Philips Led Light New Years Sweepstakes Microsite

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
- Receive 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.





Poster



In-Store Display



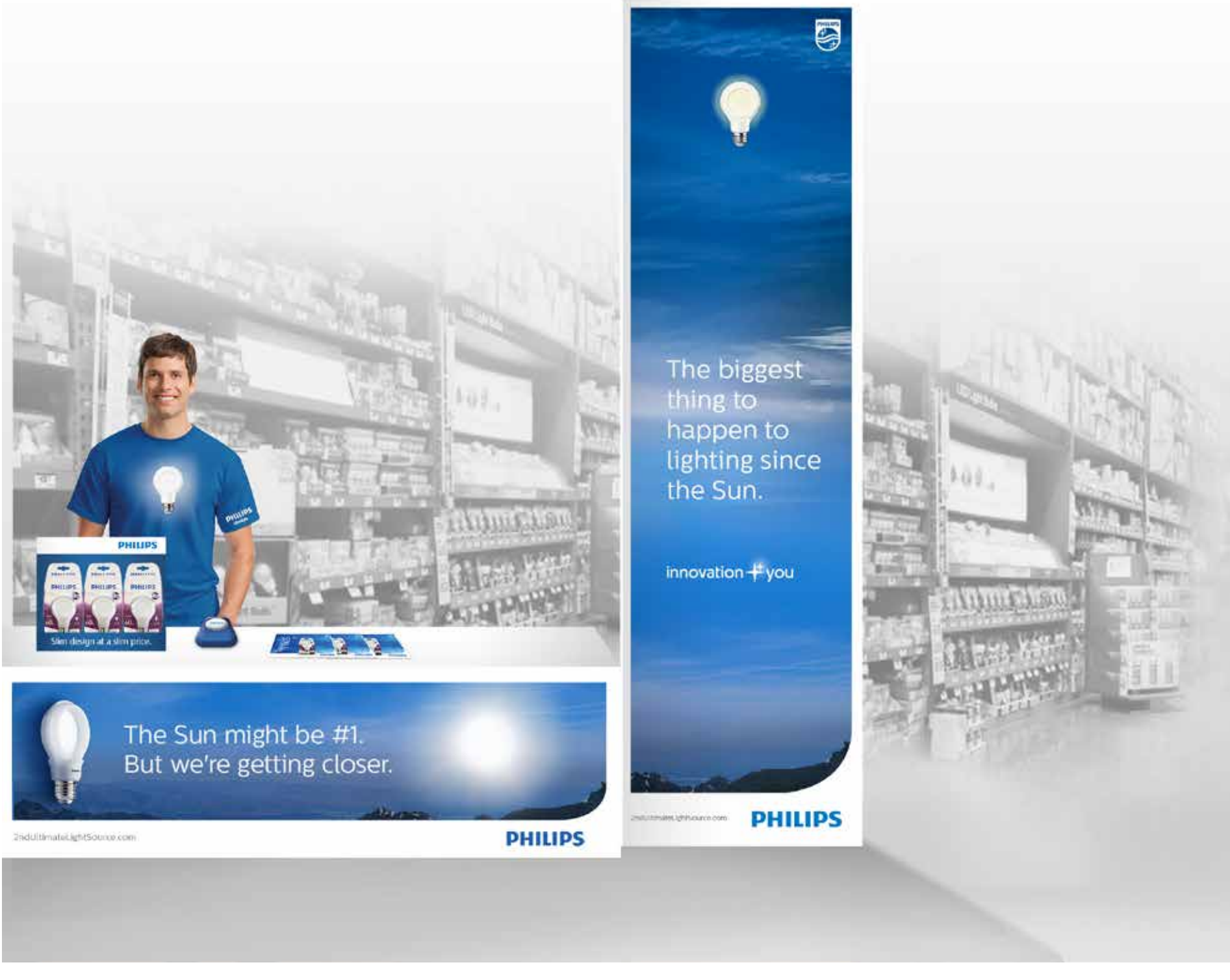
Macy's Circular Flyer

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.



Counter Card



Coupon front



Coupon back



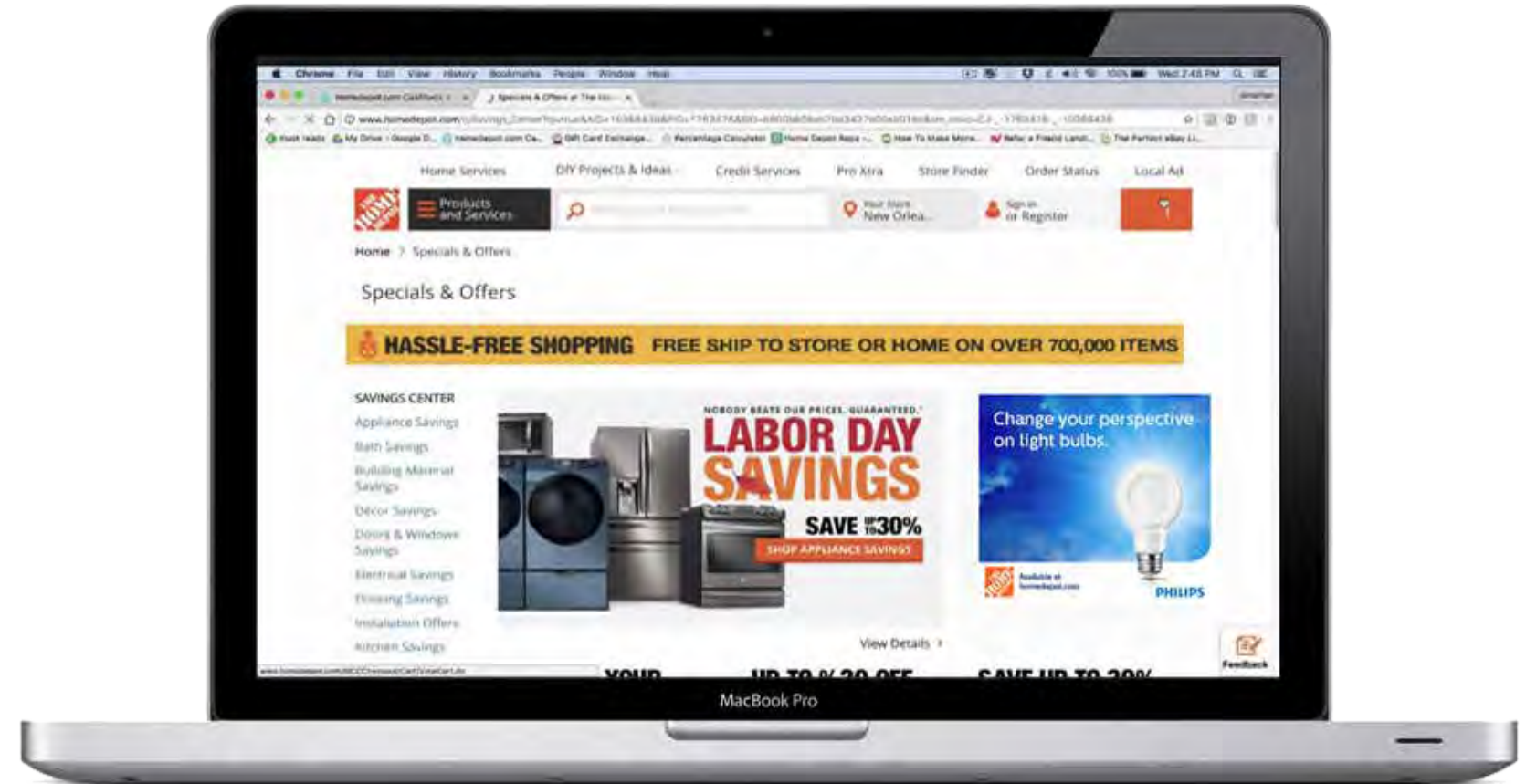
Dimmer



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.

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.

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

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

Together is better.

★macy's

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



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

Plenti. Together is better.

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

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

Join Plenti today for free.

- 1 Earn Plenti points when you shop at Macy's and everywhere else you see the Plenti logo.
- 2 Earn 2X Plenti points on cosmetics and fragrance purchases every day at Macy's.
- 3 Use Plenti points at Macy's with no merchandise exclusions—and at other participating Plenti partners.

Always earn points. Earn more points. Earn even more points.

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

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

Together is better.

Meet Plenti. **Earn rewards today.**

Plenti is a rewards program that brings together the great rewards of just a few cards. You'll now earn Plenti points and use them at participating Plenti partners.

With Plenti, members you'll enjoy the rewards and benefits Macy's loyalty offers, plus:

- Earn points on all merchandise purchases
- 2X Plenti points on cosmetics and fragrance purchases every day
- No exclusions on merchandise purchases at Macy's

Join for free today. Ask an associate for details or visit plenti.com

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

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

Together is better.

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

Plenti partners are everywhere (Plenti logo and stars) including Exxon, Macy's, Mobil, Inter AID, and Wireless Provider, as well as select supermarkets, chains like Grocery Store.

Once you've joined Plenti you can start earning points today. You'll also have the opportunity to earn even more points through bonus offers and employee discounts at Macy's and other Plenti partners.

Here's how you'll earn:

- CASH
- CREDIT/DEBIT
- CHECK

Earn points at Macy's and all Plenti partners when you pay with cash, debit, credit or check.

Earn more points when you pay with Macy's Credit Card.

Earn even more points when you pay with Macy's American Express Card.

Use Plenti Points at the Macy's register with no merchandise exclusions—and at any participating Plenti partner.

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

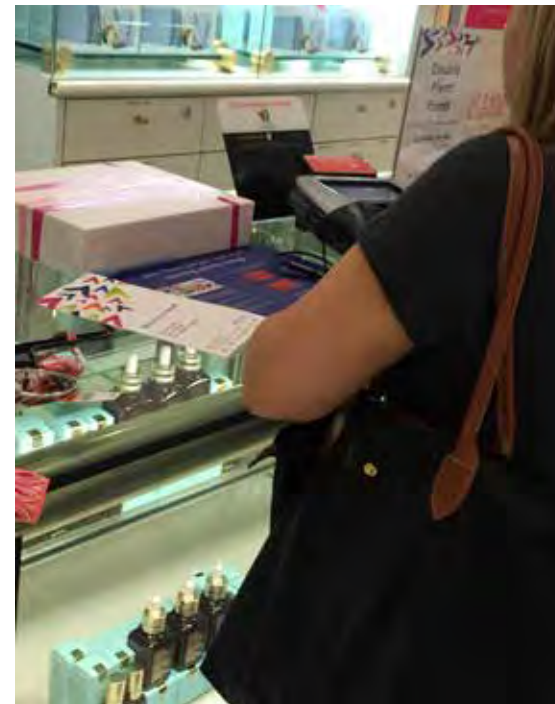
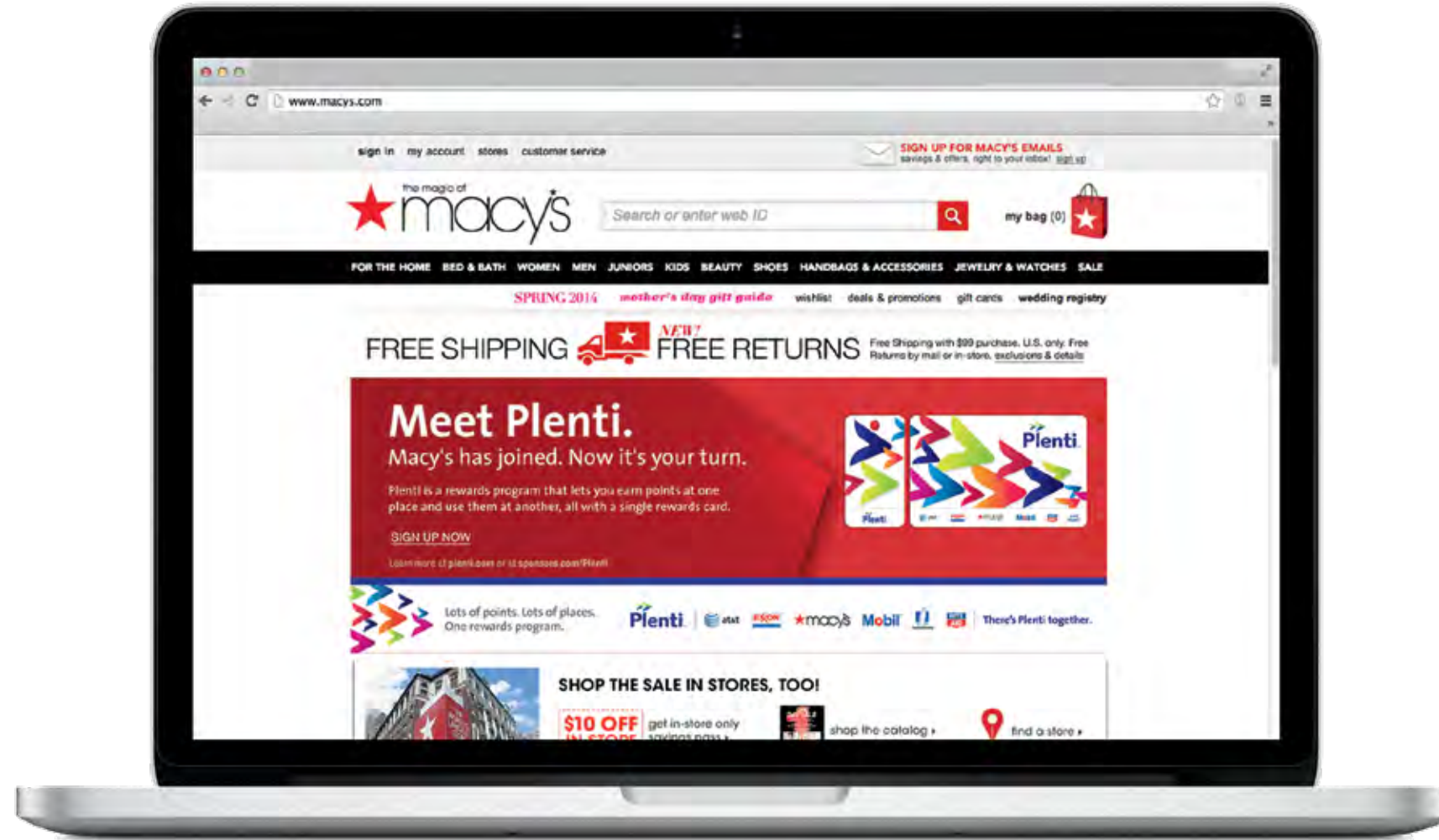
Plenti | at&t | EXXON | macy's | Mobil | Peapod | Stop & Shop

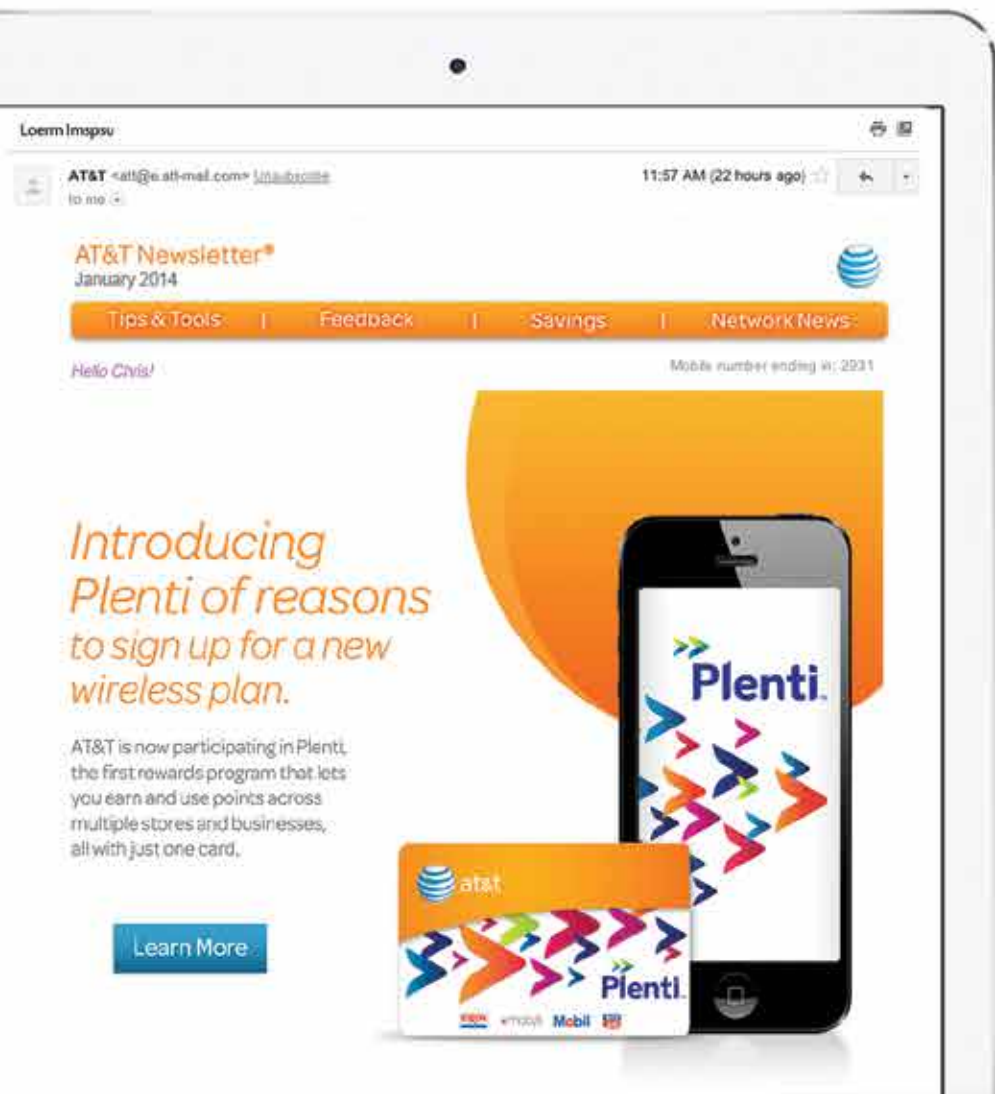
Together is better.

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.

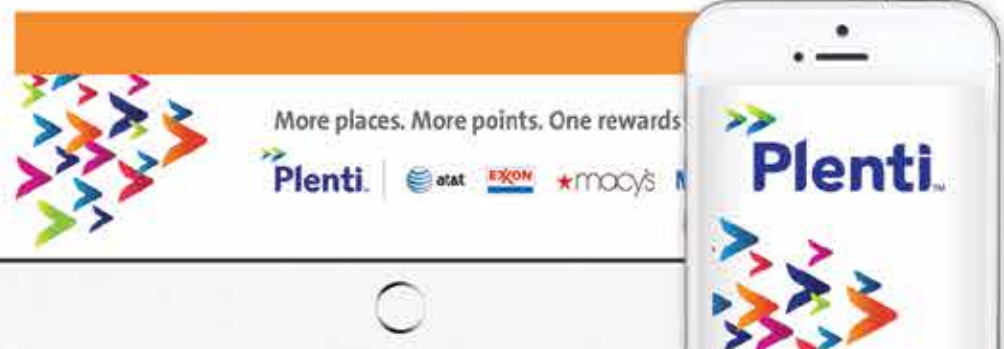




Introducing
Plenti of reasons
to sign up for a new
wireless plan.

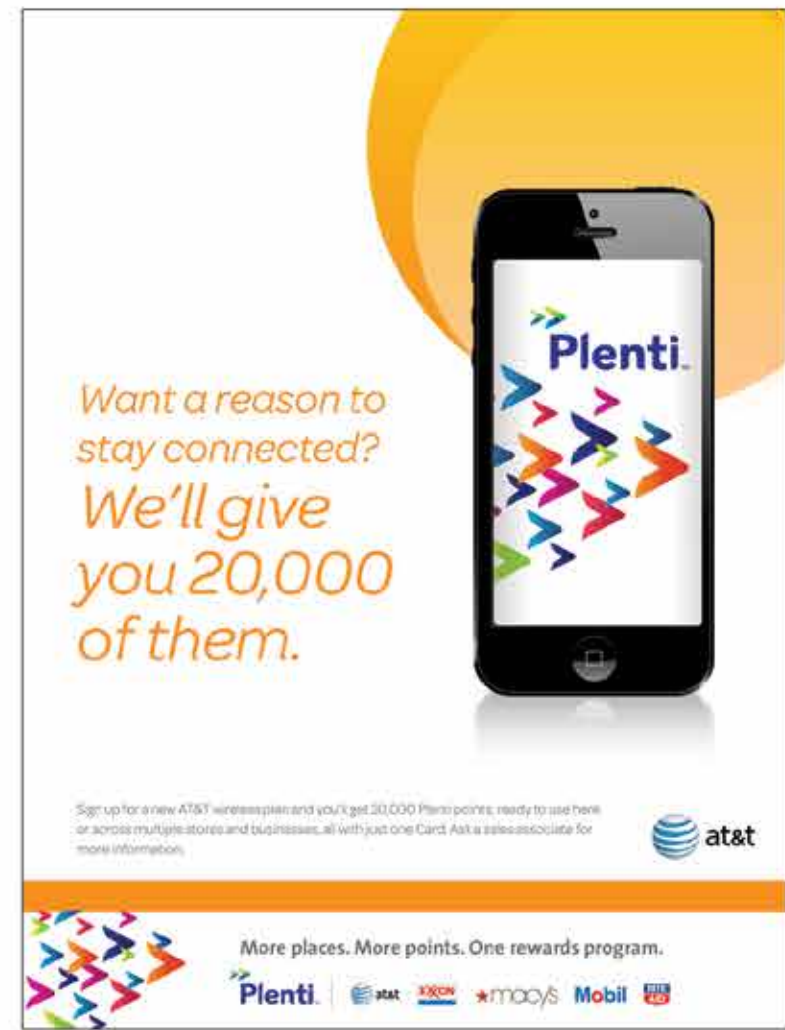
AT&T is now participating in Plenti, the first rewards program that lets you earn and use points across multiple stores and businesses, all with just one card.

Learn More

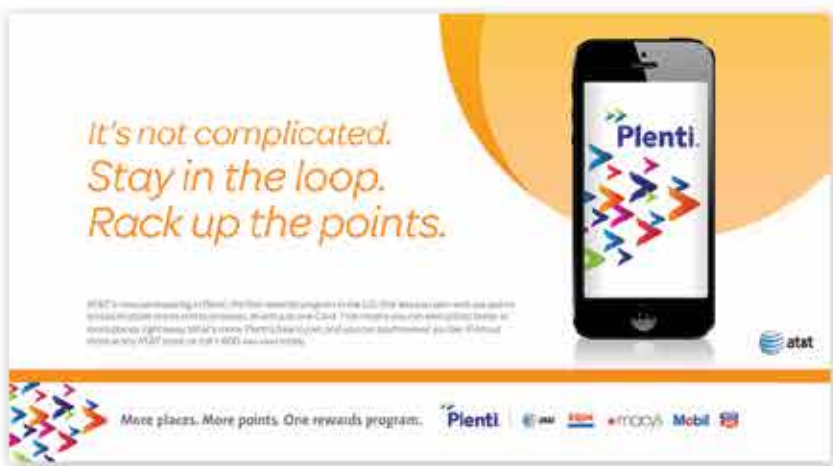


Web Banner

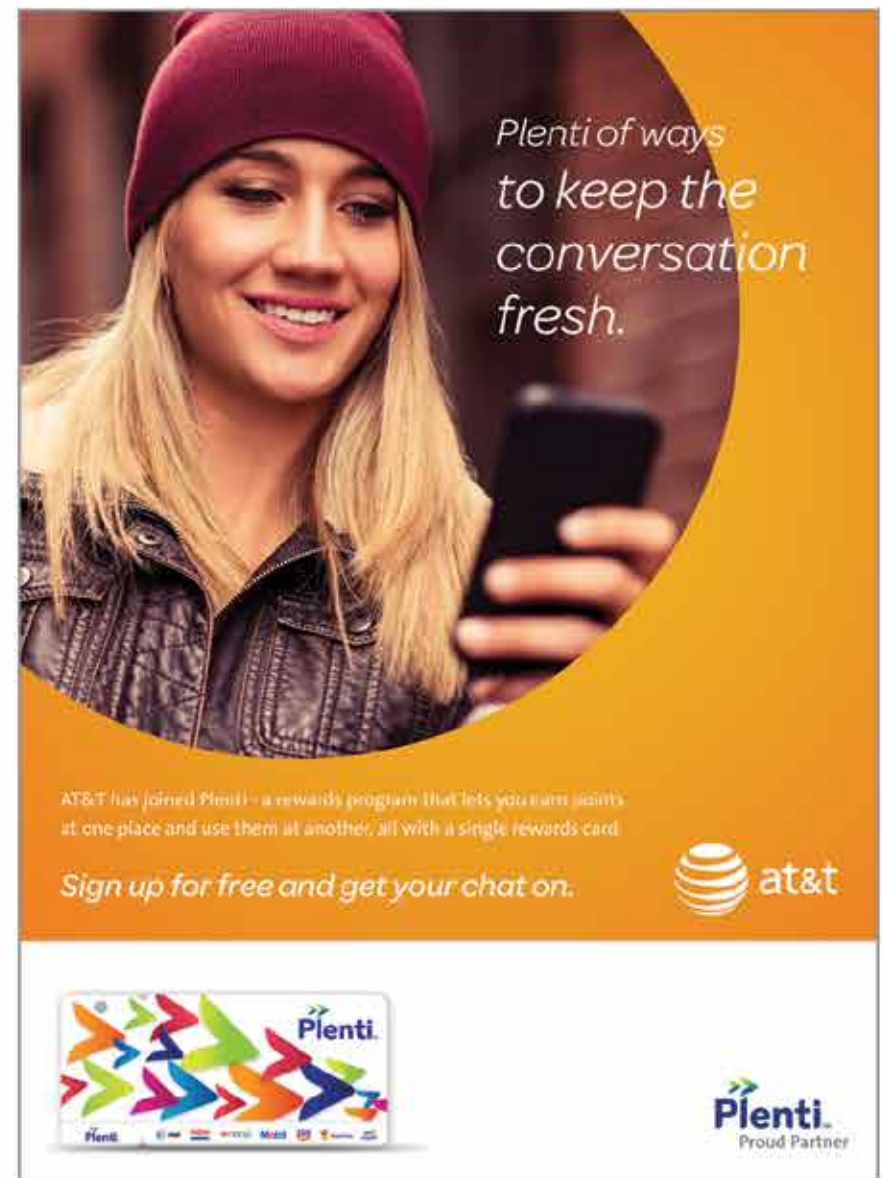
Client: American Express,
Plenti at ATT
Objective: Continue to educate
and deliver launch message by
POS, digital at ATT. Reinforcing the
conversion of points earned at one
retail and spent at another.
Reinforcing ease and value.



Poster



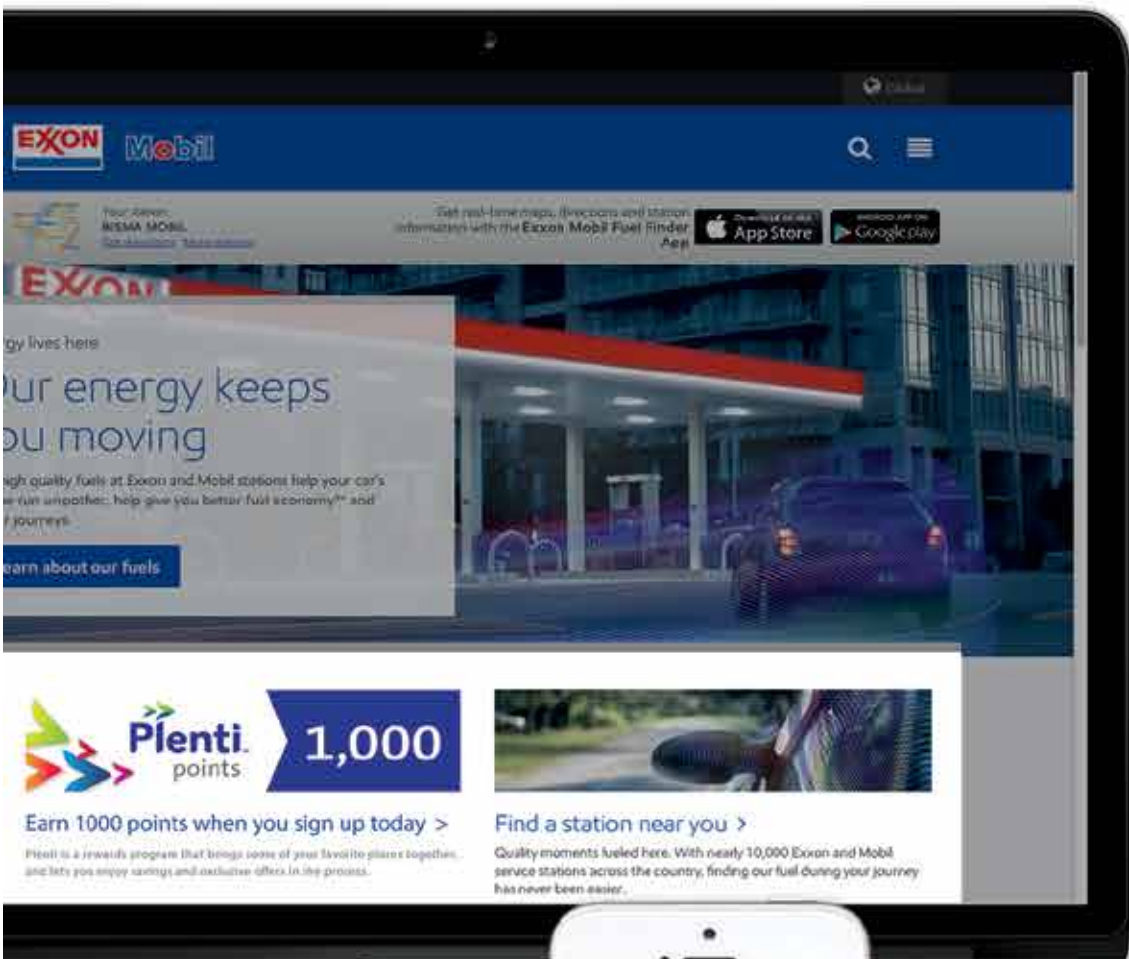
Web Banner



Poster

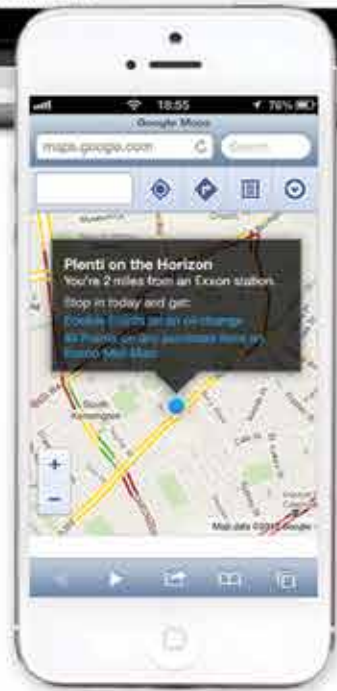


In Store TV Screen



Plenti points **1,000**
 Earn 1000 points when you sign up today >
 Plenti is a rewards program that brings some of your favorite places together, and lets you enjoy savings and exclusive offers in the process.

Find a station near you >
 Quality moments fueled here. With nearly 10,000 Exxon and Mobil service stations across the country, finding our fuel during your journey has never been easier.



Phone App Gas Station Locator



Receipt Message



Poster



Poster



Poster



Billboard



Pump Topper



Pump Topper



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.

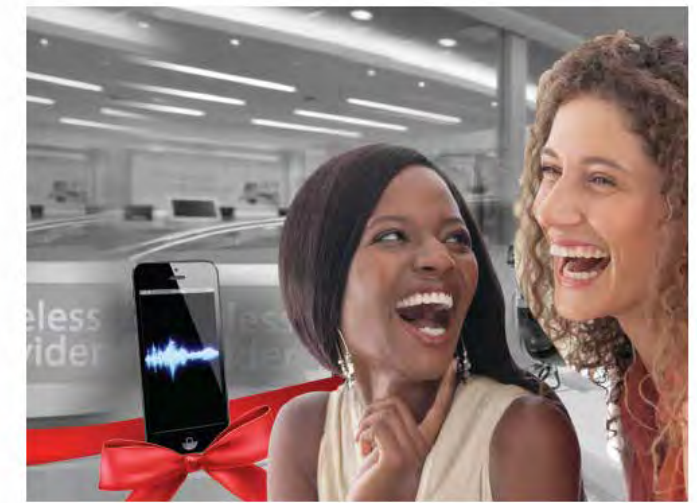


Plenti Launch Experiential Ideas

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



Sell sheet.



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.

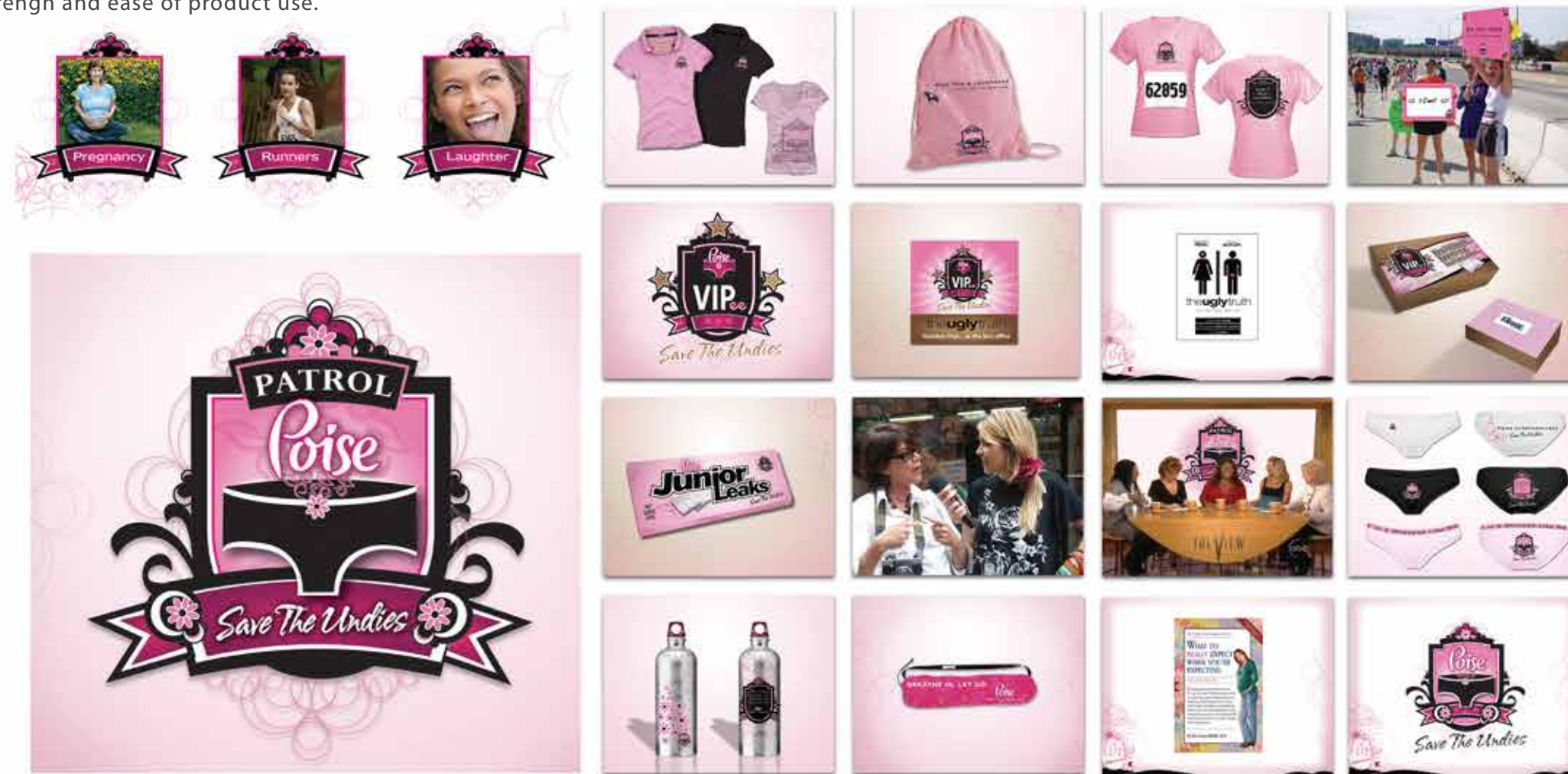


Save the Undies Pitch

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

/ TITLE GOES

- Lorem Ipsum has been the industry's standard
- Industry's standard
- Text ever since the 1500s

75% 25%

NeoSOC NRI SECURE

**/ 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. 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

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

NeoSOC NRI SECURE

**/ TITLE GOES
HERE TITLE LOREM
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!

NeoSOC 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/

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/

/ TITLE GOES

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown

/NRI SECURE/

**/ 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.

/NRI SECURE/

**/ TITLE
GOES HERE**

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley

/NRI SECURE/

/ TITLE GOES

- Lorem Ipsum has been the industry's standard
- Industry's standard
- Text ever since the 1500s

/NRI SECURE/

/NRI SECURE/

**/ TITTLE
GOES
HERE**

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/

**TITTLE
PAGE
GOES
HERE/**

/NRI SECURE/

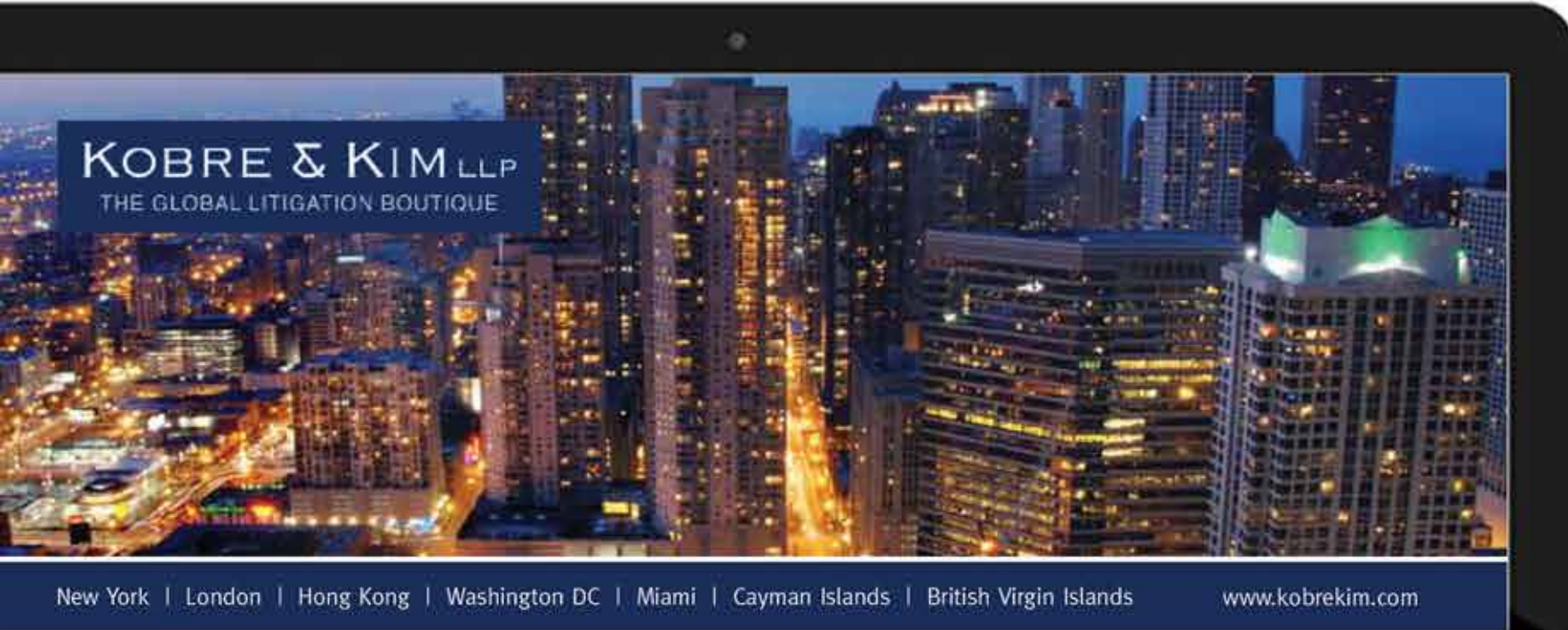
/ TITLE GOES

- Lorem Ipsum has been the industry's standard
- Industry's standard
- Text ever since the 1500s

/NRI SECURE/



Client: NRI SECURE
Objective: Design trade show booth



KOBRE & KIM LLP
THE GLOBAL LITIGATION BOUTIQUE

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

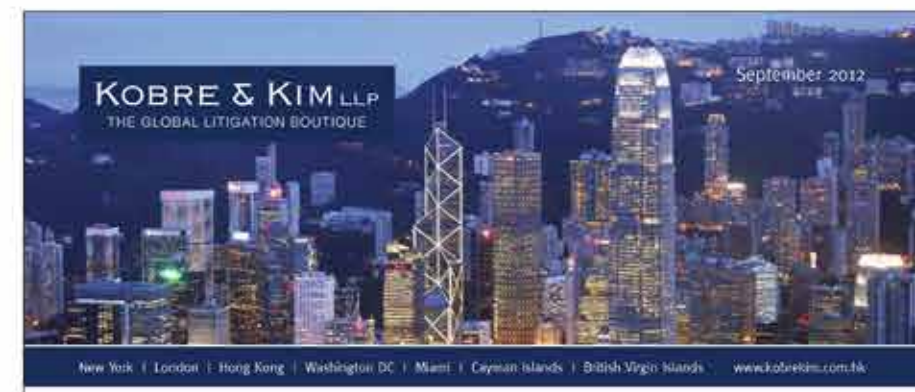
Kobre & Kim Continues Expansion of Conflict-free Cross-Border Litigation Offering with Cayman Islands Office and Additional



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/hk

Asia Litigation & Arbitration Update

Inside

- Recent Developments Ensure Asia Remains Pro-Arbitration Cover 4
- Kobre & Kim Continues Expansion of Conflict-free Litigation Offering with British Virgin Islands and Cayman Islands Offices Page 4
- 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 these 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 23rd, when it denied attempts by the unsuccessful party, Pacific China Holdings, to appeal the May 10th decision and further awarded indemnity costs.

The contractual agreements are designed both to convey operational control and to facilitate the transfer of economic benefits from the VIE to the WFOE, through which the U.S. shareholders can see a return on their investment. The flow of funds from the VIE to shareholders is accomplished primarily through service agreements, wherein the VIE agrees to pay the WFOE a substantial amount of revenue earned for some service it provides to the VIE.

Since the foreign investors do not directly own the domestic assets of the VIE, they must be assured that the contracts and agreements they enter into with the WFOE will be enforceable by Chinese courts should there be a violation of some aspect of the agreement (e.g., the withholding of VIE revenue from the WFOE). Although investors have historically believed that contracts to have their government approval, their enforceability has never been tested, and recent actions taken by mainland government agencies indicate some hostility towards the use of VIE structures.

For example, Article 9 of the newly enacted Regulation of the Ministry of Commerce on the National Security Review System for Mergers and Acquisitions of Domestic Enterprises by Foreign Investors (the "Regulation") specifically prohibits the use of "contractual control"

Country	Extradition Treaty with U.S.	Other Agreements	Will Extradite One Country?
Armenia	No	None	
Australia	Yes	None	
Bahrain	No	None	
Canada	Yes	None	
China	No	None	
France	Yes	None	
Germany	Yes	None	
Hong Kong	Yes	None	
India	No	None	
Indonesia	No	None	
Japan	Yes	None	
South Korea	Yes	None	
Malaysia	No	None	
Philippines	No	None	
Russia	No	None	
Singapore	Yes	None	
Taiwan	No	None	
Thailand	No	None	
U.K.	Yes	None	
U.S.	Yes	None	

Key Terms

Extradition Agreements - Agreements between the U.S. and other countries that allow for the transfer of fugitives to the country where they are wanted to stand trial.

Other Agreements - Agreements between the U.S. and other countries that allow for the transfer of fugitives to the country where they are wanted to stand trial.

Will Extradite One Country? - A column indicating whether a country will extradite a fugitive to the U.S. or to another country.

KOBRE & KIM LLP
THE GLOBAL LITIGATION BOUTIQUE

100 Pine Street, Suite 2000
New York, NY 10270
Tel: 212 312 2000
Fax: 212 312 2001
www.kobrekim.com

Asia Litigation & Arbitration Update

September 2012

Volume 1, Issue 1

- 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.

New York | London | Hong Kong | Washington DC | Miami

www.kobrekim.com.uk



New York | London | Hong Kong | Washington DC | Miami

www.kobrekim.com.hk

- 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.



London Litigation & Arbitration Update

Inside

The Rules of Evidence in International Arbitration: What and Why?
 Page 1-6

Standard from a London Perspective
 Page 1-4

Risk of Losing Control of the Law to be Applied in an Arbitration
 Page 6-7

Could an English Court Halt an Arbitration?
 Page 1

Attorney Solicitor: Simon Collingsworth
 Page 1

The Rules of Evidence in International Arbitration: What and Why?

The rules of evidence in international arbitration tend to be rudimentary. The rules in *Ad Hoc* arbitrations, unless specified in the arbitration agreement, may be almost nonexistent. One of the key benefits to international arbitration is the parties' ability to select the rules of evidence that should apply. Contracting the evidentiary rules, right or otherwise, can be an effective and cost-efficient process and making this choice can have a significant impact on the arbitration process. The parties may choose to adopt, via the IBA Rules on the Taking of Evidence in International Arbitration (the "IBA Rules") or, they may consider whether the evidentiary rules within the English Civil Procedure Rules (the "English CPR") would be preferable. In each case they will need to consider the likely strength in points of law of a national evidentiary process.

Evidentiary Rules, International Arbitration, *Ad Hoc* Arbitration and the Arbitration Agreement

Both international and *Ad Hoc* arbitrations allow parties to select

Standard from a London Perspective

On 16 March 2012, the United Kingdom (UK) Supreme Court issued its judgment in *Imperial Chemical Industries Ltd v. Shell*, a case concerning the interpretation of a clause in a contract for the sale of goods. The clause provided that the contract was to be governed by the law of the United Kingdom. The Supreme Court held that the clause was to be interpreted as referring to the law of England and Wales, rather than the law of the United Kingdom as a whole. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The Supreme Court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The Supreme Court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The Supreme Court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.

of the "usual practice" and to the fact that the parties had agreed to arbitrate under the IBA Rules. The court held that the clause was to be interpreted as referring to the law of the United Kingdom as a whole, rather than the law of England and Wales. This decision is significant because it clarifies the meaning of a reference to the law of a particular country in a contract. The court's decision is based on the principle that a reference to the law of a particular country in a contract is to be interpreted as referring to the law of that country, rather than the law of the United Kingdom as a whole. This principle is based on the fact that the law of a particular country is a more specific and certain legal system than the law of the United Kingdom as a whole. The court's decision is also based on the fact that the law of a particular country is a more familiar and accessible legal system than the law of the United Kingdom as a whole. The court's decision is a welcome development for international arbitration because it provides a clear and certain legal framework for the interpretation of a reference to the law of a particular country in a contract.



Contact Information:
Lorem ipsum dolor
sit amet, eternos.

Rethink your workforce strategy



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



Per Sé
PeopleConnect

How it Works

1. Planning

- a. Your program manager meets with each location for work scope and to identify qualified people for the network.
- b. Quarterly meetings are held to stay ahead of hiring needs.
- c. Monthly usage reports are distributed via e-mail.

2. Your Company Network

- a. Qualified former employees, retirees and contractors from all locations are compiled into a single data base.
- b. Each person invited into the network is actively managed by a Per Sé recruiter.
- c. Hiring request: A 24-hour 24hr permitted recommendation with qualified and available candidates is provided.

3. Recruitment Service

- a. Per Sé has specialized expertise in capital projects, operations and maintenance, outage and turnaround hiring needs.
- b. All new people selected for hire are put back into the database for future use at a discounted rate.

The Benefits

- Quality**
Leveraging a strategic network of former employees and contractors.
- Efficient**
Reducing time to hire and cost of recruitment.
- Cost Effective**
Only pay when you need to hire, at a discounted rate.

Per Sé PeopleConnect bridges the knowledge gap between your fleet's organizations, leveraging people you've already invested in at a reduced rate.



Per Sé
PeopleConnect

Rethink your workforce strategy. Rethink your workforce strategy.



Per Sé Inside Introduction

How it works

1. Planning
2. Your Company Network
3. Recruitment Service



Per Sé PeopleConnect involves building and actively maintaining a national network of your known people, including all retired, payrolled, and recruited. 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 maximizing assets you've already invested in.

Planning
Your program manager meets with each location for work scope and to identify qualified people for the network. Quarterly meetings are held to stay ahead of hiring needs. Monthly usage reports are distributed via e-mail.

Your Company Network
Qualified former employees, retirees and contractors from all locations are compiled into a single data base. Each person invited into the network is actively managed by a Per Sé recruiter. Hiring request: A 24-hour 24hr permitted recommendation with qualified and available candidates is provided.

Recruitment Service
Per Sé has specialized expertise in capital projects, operations and maintenance, outage and turnaround hiring needs. All new people selected for hire are put back into the database for future use at a discounted rate.

Rethink your workforce strategy.



Per Sé

Rethink your workforce strategy.

The Process

- 1. Planning**
Your program manager meets with each location for work scope and to identify qualified people for the network. Quarterly meetings are held to stay ahead of hiring needs. Monthly usage reports are distributed via e-mail.
- 2. Custom Company Network**
Qualified former employees, retirees and contractors from all locations are compiled into a single data base. Each person invited into the network is actively managed by a Per Sé recruiter.
- 3. Recruitment Service**
Per Sé has specialized expertise in capital projects, operations and maintenance, outage and turnaround hiring needs. All new people selected for hire are put back into the database for future use at a discounted rate.

The Program

Per Sé PeopleConnect involves building and actively maintaining a national network of your known people, including all retired, payrolled, and recruited. 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 maximizing assets you've already invested in.

Per Sé PeopleConnect bridges the knowledge gap between your fleet's organizations, leveraging people you've already invested in at a reduced rate.

The Benefits

- Quality**
Leveraging a strategic network of former employees and contractors.
- Efficient**
Reducing time to hire and cost of recruitment.
- Cost Effective**
Only pay when you need to hire, at a discounted rate.



We were commissioned to build this house by a pair of discerning two-year old twins in Rye, NY. The slate roof, masonry chimney, stained glass and brass windows were all salvaged from old Tudor houses. The Dutch door is solid walnut. The interior is wood paneled.

This house was featured on the cover of *Star* Homebuilding magazine August, 2012.



cumlaudgroup.com

TWELVE HOUSES

Cum Laude Group, inc.



VOLUME ONE



Cum Laude Group, inc.
cumlaudgroup.com



Homebuilding is a collaborative venture. The projects in this book illustrate the talents of numerous architects, designers and homeowners. Some of these residences are new construction, others are renovations of century-old master houses. They are presented in architectural styles typical to Winchester and Fairfield counties namely, Tudor, Georgian, cottage-style, colonial and contemporary. These homes are of varying budgets but each represent what we at Cum Laude Group bring to all of our projects: careful workmanship, efficiently managed, delivered and maintained with superb service.

This book is a selection of our recent projects.

Paul Pomeroy
Paul Pomeroy



A Contemporary Interior

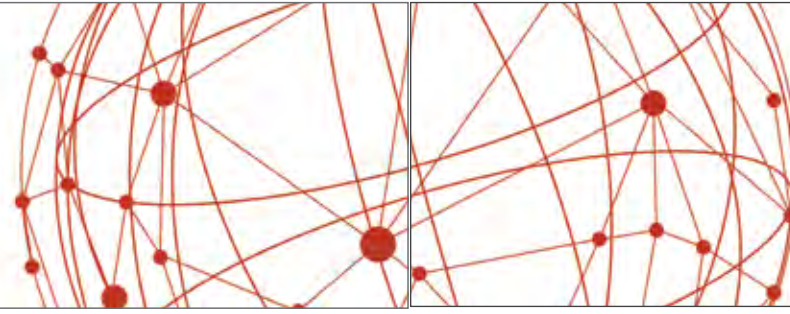
From the same architect as the award-winning...
A full-scale renovation of a historic...
The project was completed in...
The interior features...
The exterior is finished with...
The landscaping is...
The overall result is a...
The project was completed in...

Cum Laude Group, Inc.
1000...
www.cumlaudgroup.com

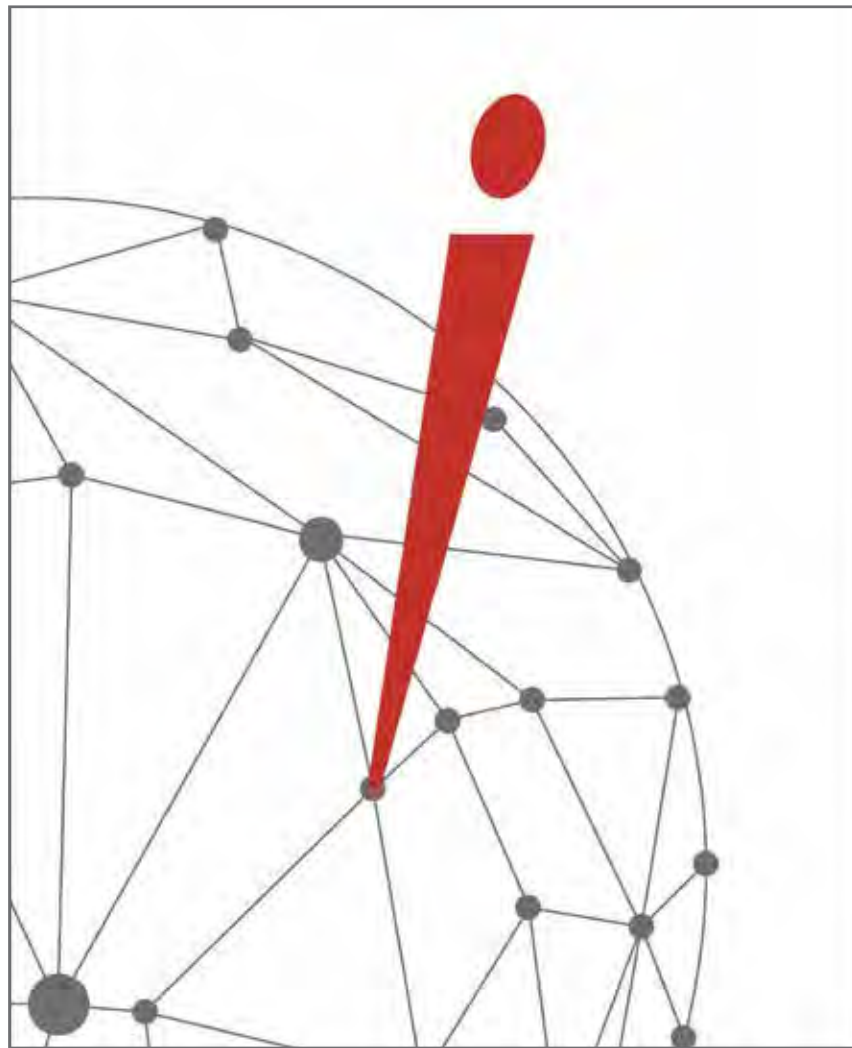
Client: CumLaude Group
Objective: Design coffee table
book to promote brand. And help
generate new sales.







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

- Gain brand 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

Regional exhibit and educational events organized by **Convergent CTC leaders and sales teams.** Technology Day Events are hosted at a local hotel or convention center and consist of a partner exhibit, educational breakout sessions, refreshments, and a keynote speaker.

Features

- Branding and direct sales exposure to Convergent's local colleagues, major customers, and new prospects.

Benefits & Metrics

- A typical Technology Day event consists of **1,500 invites, 150 registrations, and 100 attendees.** The focus of the local event is quality over quantity and the objective is to attract enterprise-level decision makers.

Sponsorship Opportunities

- Funding for exhibit booths, keynote, sponsor, and meals.
- Speaker participation in the educational breakout sessions.

For more information, contact partnernation@convergent.com

OUTBOUND CALLING CAMPAIGNS

Leverage Convergent's team of state-of-the-art Sales Development Representatives who can **complete 80-100 cold calls** each day with the goal of developing qualified appointments.

Features

- Direct sales engagement with decision makers in local markets who will be spending money on projects and services in the next **6 months or less.**
- Team selling partnership opportunities in local markets.

Benefits & Metrics

- Delivers a local market targeting high level decision makers including security directors, facility managers, information technology managers, and other C-suite executives.
- Gain access to more than **75 qualified appointments scheduled monthly in local markets.**

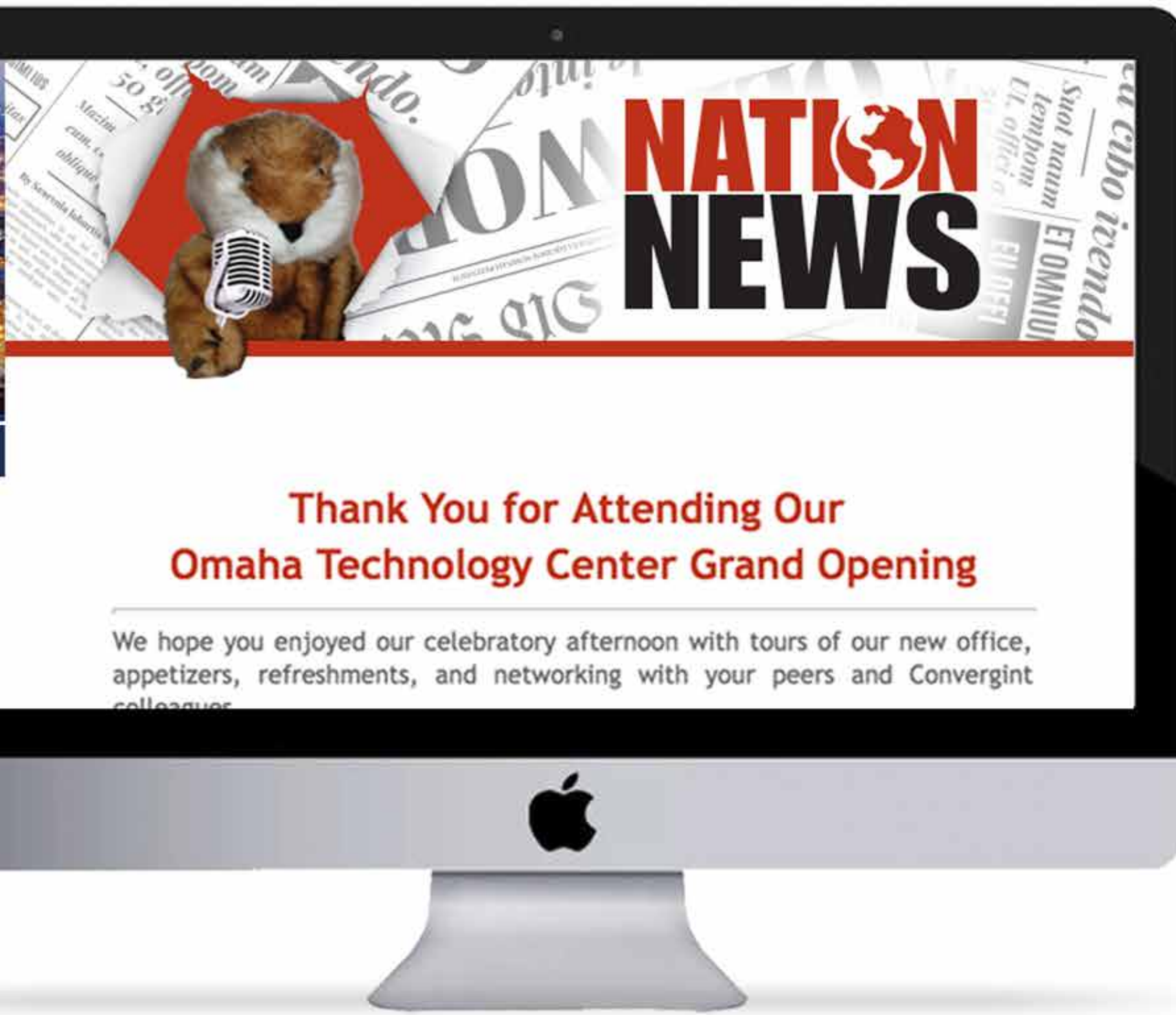
Sponsorship Opportunities

- Funding for outbound calling and appointment-setting campaigns for specific solutions in specific markets.



Client: Cybis

Objective: Design powerpoint template for client presentation



Thank You for Attending Our Omaha Technology Center Grand Opening

We hope you enjoyed our celebratory afternoon with tours of our new office, appetizers, refreshments, and networking with your peers and Convergent colleagues.

Convergent
TECHNOLOGIES

NATION NEWS

Thank You for Attending Our Omaha Technology Center Grand Opening

We hope you enjoyed our celebratory afternoon with tours of our new office, appetizers, refreshments, and networking with your peers and Convergent colleagues.

Below is an array of different solutions our office offers to help you achieve your business objectives along with our artificial intelligence capabilities, and compliance-ready technology options.

- Frictionless Access Control
- Mass Notification
- Physical Security
- Identity Management
- Visitor Management
- Strategic Planning
- Key & Asset Management
- Video Surveillance
- Advanced Video Analytics
- Cybersecurity
- Professional Services
- Gates & Turnstiles
- Locks & Locking Hardware
- Service & Maintenance Programs

If you'd like to sit down and discuss any of our solutions we showed at the event, please schedule a meeting with a local representative below.

SCHEDULE MEETING

Convergent Technologies | One Commerce Dr., Schaumburg, IL 60193 | View Office Locations | Subscription Preferences
Keep up-to-date on the latest Convergent & security news, follow us on social media here: [f](#) [t](#) [in](#)

NATION news

Thank You for Attending Our Omaha Technology Center Grand Opening

We hope you enjoyed our celebratory afternoon with tours of our new office, appetizers, refreshments, and networking with your peers and Convergent colleagues.

Below is an array of different solutions our office offers to help you achieve your business objectives along with our artificial intelligence capabilities, and compliance-ready technology options.

- Frictionless Access Control
- Mass Notification
- Physical Security
- Identity Management
- Visitor Management
- Strategic Planning
- Key & Asset Management
- Video Surveillance
- Advanced Video Analytics
- Cybersecurity
- Professional Services
- Gates & Turnstiles
- Locks & Locking Hardware
- Service & Maintenance Programs

If you'd like to sit down and discuss any of our solutions we showed at the event, please schedule a meeting with a local representative below.

SCHEDULE MEETING

Convergent Technologies | One Commerce Dr., Schaumburg, IL 60193 | View Office Locations | Subscription Preferences
Keep up-to-date on the latest Convergent & security news, follow us on social media here: [f](#) [t](#) [in](#)

Convergent
TECHNOLOGIES

NATION NEWS

Thank You for Attending Our Omaha Technology Center Grand Opening

We hope you enjoyed our celebratory afternoon with tours of our new office, appetizers, refreshments, and networking with your peers and Convergent colleagues.

Below is an array of different solutions our office offers to help you achieve your business objectives along with our artificial intelligence capabilities, and compliance-ready technology options.

- Frictionless Access Control
- Mass Notification
- Physical Security
- Identity Management
- Visitor Management
- Strategic Planning
- Key & Asset Management
- Video Surveillance
- Advanced Video Analytics
- Cybersecurity
- Professional Services
- Gates & Turnstiles
- Locks & Locking Hardware
- Service & Maintenance Programs

If you'd like to sit down and discuss any of our solutions we showed at the event, please schedule a meeting with a local representative below.

SCHEDULE MEETING

Convergent Technologies | One Commerce Dr., Schaumburg, IL 60193 | View Office Locations | Subscription Preferences
Keep up-to-date on the latest Convergent & security news, follow us on social media here: [f](#) [t](#) [in](#)

Convergent
Nation News

Thank You for Attending Our Omaha Technology Center Grand Opening

We hope you enjoyed our celebratory afternoon with tours of our new office, appetizers, refreshments, and networking with your peers and Convergent colleagues.

Below is an array of different solutions our office offers to help you achieve your business objectives along with our artificial intelligence capabilities, and compliance-ready technology options.

- Frictionless Access Control
- Mass Notification
- Physical Security
- Identity Management
- Visitor Management
- Strategic Planning
- Key & Asset Management
- Video Surveillance
- Advanced Video Analytics
- Cybersecurity
- Professional Services
- Gates & Turnstiles
- Locks & Locking Hardware
- Service & Maintenance Programs

If you'd like to sit down and discuss any of our solutions we showed at the event, please schedule a meeting with a local representative below.

SCHEDULE MEETING

Convergent Technologies | One Commerce Dr., Schaumburg, IL 60193 | View Office Locations | Subscription Preferences
Keep up-to-date on the latest Convergent & security news, follow us on social media here: [f](#) [t](#) [in](#)

Convergent
TECHNOLOGIES

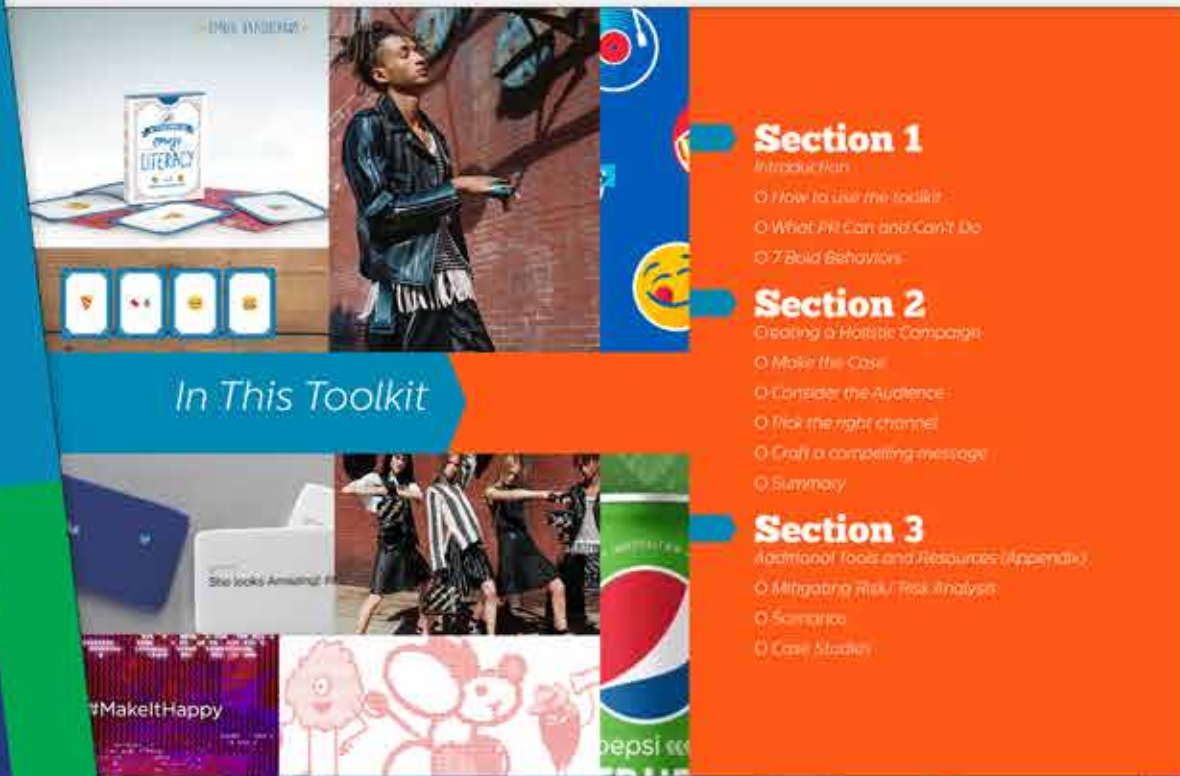
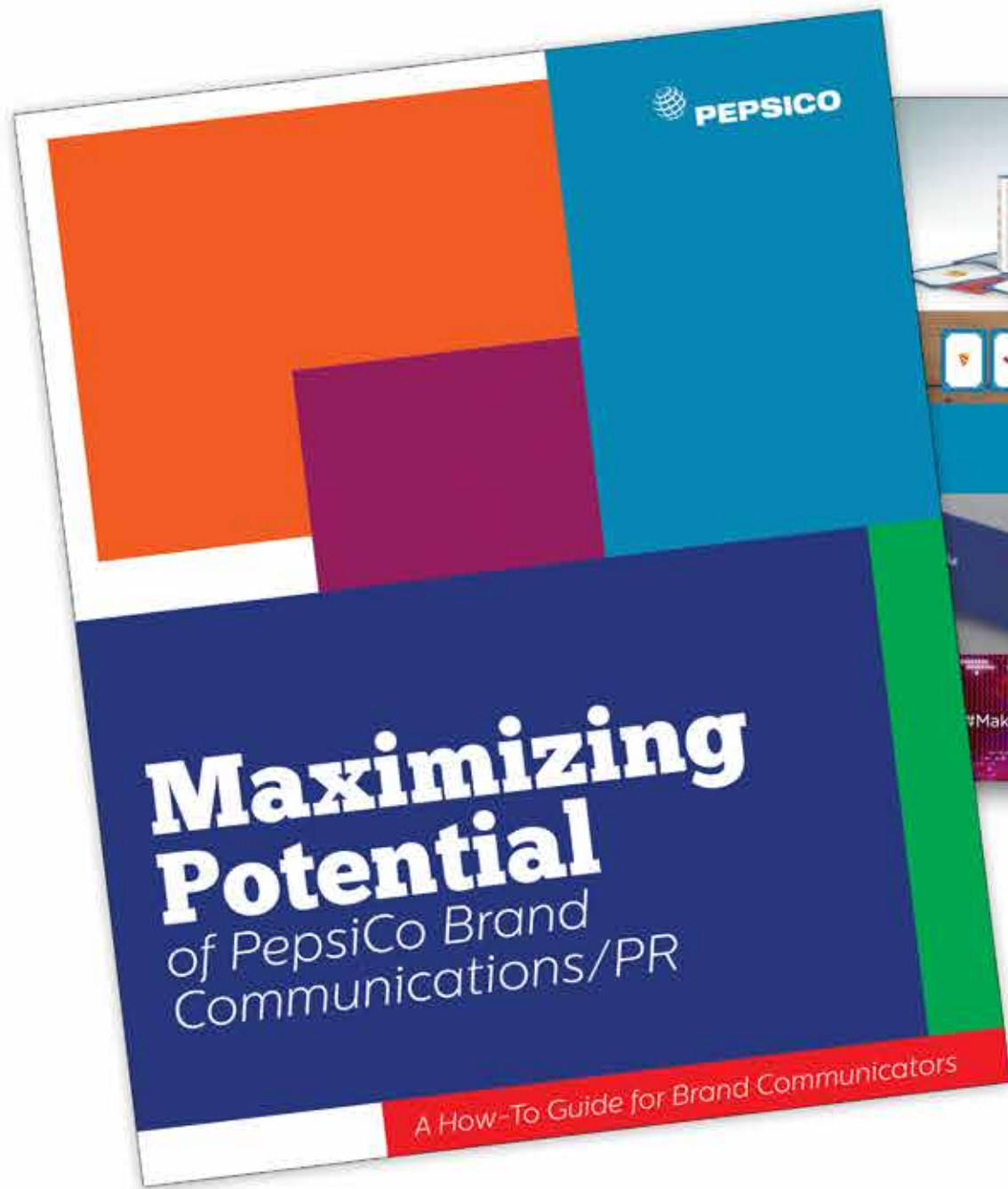
Client: Cybis

Objective: Design powerpoint template for client presentation



Client: Cybis

Objective: Design powerpoint template for client presentation



In This Toolkit

Section 1

- Introduction
- How to Use the Toolkit
- What PR Can and Can't Do
- 7 Bold Behaviors

Section 2

- Creating a Holistic Campaign
- Make the Case
- Consider the Audience
- Pick the right channel
- Craft a compelling message
- Summary

Section 3

- Additional Tools and Resources (Appendix)
- Mitigating Risk/Risk Analysis
- Scenarios
- Case Studies



Client: Cybis

Objective: Design powerpoint template for client presentation



Section 1

Introduction

How to Use This Toolkit

This toolkit is designed to give you – the Brand Communications PR team – the framework and success story around Brand Communications PR activities into the Marketing teams' brand, products, campaigns and programs. This toolkit is best used as an ongoing reminder of best practices. We suggest you use it to remain accountable to the way we want to interact with the brand and Marketing teams. We invite you to print it out and mark it up, add best practices that work for you and write your commitments to this way of working. It's also meant to be an evolving, living toolkit, so if you have any doubts or best practices, please let us know so we can update future iterations.



3. Pick the Right Channel



A New World

Definition of PR

We are operating in a fast-changing branding, marketing and communications world, and that requires new and different behaviors and practices from Brand Communications/PR.



1. Make the Case

- The first step in creating a holistic and successful campaign is to get a seat at the table during strategic planning, when a brand's capability is in the eye of the beholder. Make a case for involving PR early by emphasizing that PR can:
 - Enhance campaign reach through paid, earned, shared and owned channels
 - Boost the brand story and help craft a compelling narrative
 - Connect the right customer through the right channels to the brand and related efforts
 - Build emotion and spark-to-action into campaigns
 - Create a dialogue (two-way communication) with target audiences
 - Win credibility for the initiative



Reminder:

Our Goal

To amplify our brands by building a robust integrated Brand Communications capability that drives sales, improves ROI and helps us outpace the competition.

What does this mean? As PepsiCo Brand Communications PR professionals, you have the unique ability to help amplify our brands, products, campaigns and programs with strategic and targeted brand communications. The end result of your efforts are stronger brands, more return on our investment and our ability to get ahead of – and stay ahead of – our competitors. Plus, effective brand communications will engender credibility and third party endorsements that will create additional value in the customer base beyond our own employees.



S1

These behaviors help ensure a strong partnership between Brand Communications and Marketing

7 Bold Behaviors of Brand Communicators/PR

- Build trust by being present – Establish relationships with brand teams to build trust as a credible expert and collaborator in the program.
- Speak proactively and solve problems – Recognize and address challenges and issues to be part of the solution.
- Get a seat at the table and live the brand – Be part of the program planning process and involved in the brand's news, events and happenings.
- Elevate your experience – Bring your unique perspective and customer focus to the table on all matters. (See communications.com/brand-communications)
- Maintain consistency and quality – Meet a consistent standard with quality of work and program execution.
- Make the brand look good – Make the brand the best by providing the content to influence and consumers.
- Show quick wins – Look out there, success and quick wins and be able to speak to the value Communications PR has in creating a stronger and more resilient brand experience.



S2

1. Make the Case



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 Spirit.¹
- Whiskey is the fastest growing spirit in Menu Mentions.²
 - Whiskey/Bourbon +31%²
 - Scotch Whisky +9.22
- 3 out of the top 10 fastest growing cocktails are whiskey based.³

JOHNNIE WALKER IS THE #1 SELLING SCOTCH WHISKY¹

- Johnnie Walker remains the top called for Scotch brand.²
- Blue and Black Label are among the top 5 fastest growing scotch brands on menu.²

WHILE JOHNNIE WALKER IS GROWING...IT'S MENUED AS A STAND ALONE SPIRIT RATHER THAN A MIXED DRINK²

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 INTO NEXT THERE IS GOING TO BE A RISE IN SCOTCH COCKTAILS

- The Spirits Business⁴

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 speed 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 more in the cocktails space.

JOHNNIE WALKER
KEEP WALKING



Client: Cybis

Objective: Design powerpoint template for client presentation

SCOTCH &

Simple Cocktails that are easy to make with only 2-3 ingredients. Add a little Johnnie Walker, your choice of mixer, and a unique additional ingredient and you have a cocktail that's sure to be a hit.

JOHNNIE WALKER RED	JOHNNIE WALKER BLACK
RED & GINGER	RED & COCONUT
THE HIGHBALL	BLACK & ORANGE
SCOTTISH PALOMA	BLACK CHERRY DZZ

REIMAGINED CLASSICS

Classic Cocktails don't just belong to grandma and pop. Some of the best cocktail recipes are made with Scotch. Reimagine the Red, Black, and Double Black Scotch with our new and exciting twists to classic recipes like the Old Fashioned or the Manhattan. By adding in the versatility of Scotch and the quality of Johnnie Walker.

JOHNNIE WALKER RED	JOHNNIE WALKER BLACK
RED ROSE BOY	BLOOD & SAND
OLD FASHIONED	BOBBY BURNS
WHISKY & BEANS	WHISKY & BEANS
WHISKY & BEANS	WHISKY & BEANS

TOOLS TO DRIVE AWARENESS

Introduce bar staff and quality managers to great accessories of Johnnie Walker. Groupable tools are easy, simple and included within the account by having guests of the bar.

WALL LIT SIGN	NAPKIN CADDY
CONDIMENT TRAY	BAR MAT
BOTTLE CLOSETTER	

BENEFITS

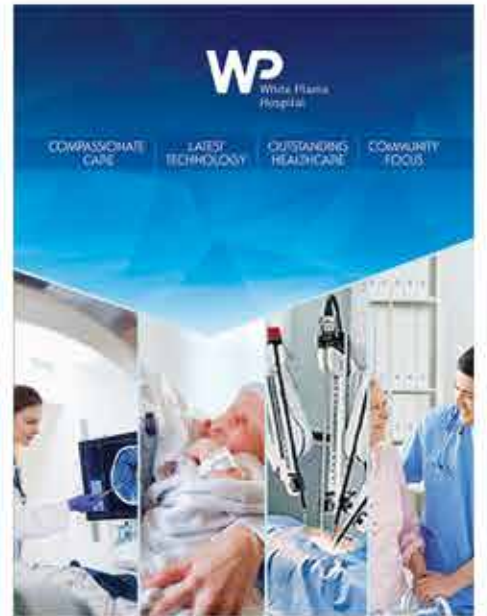
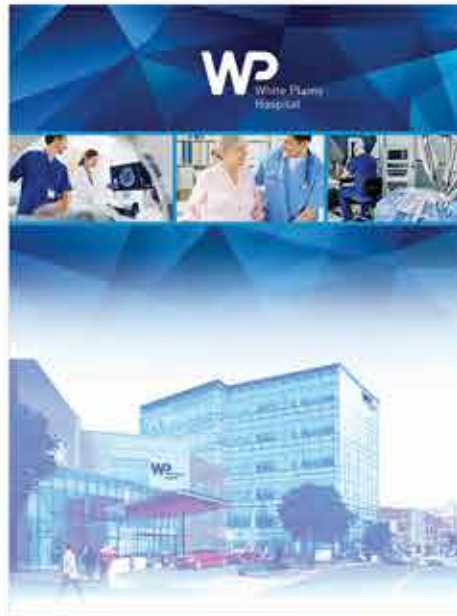
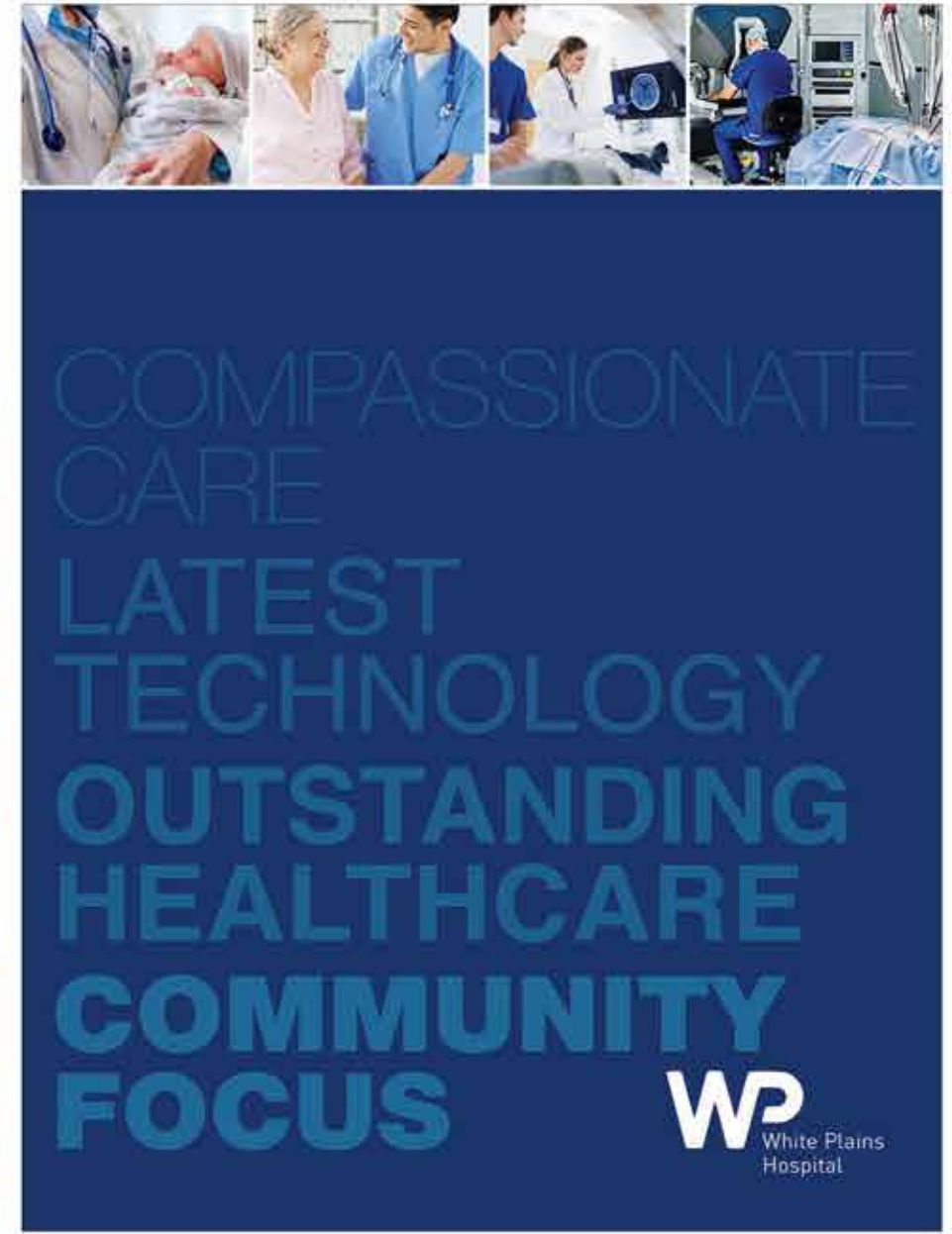
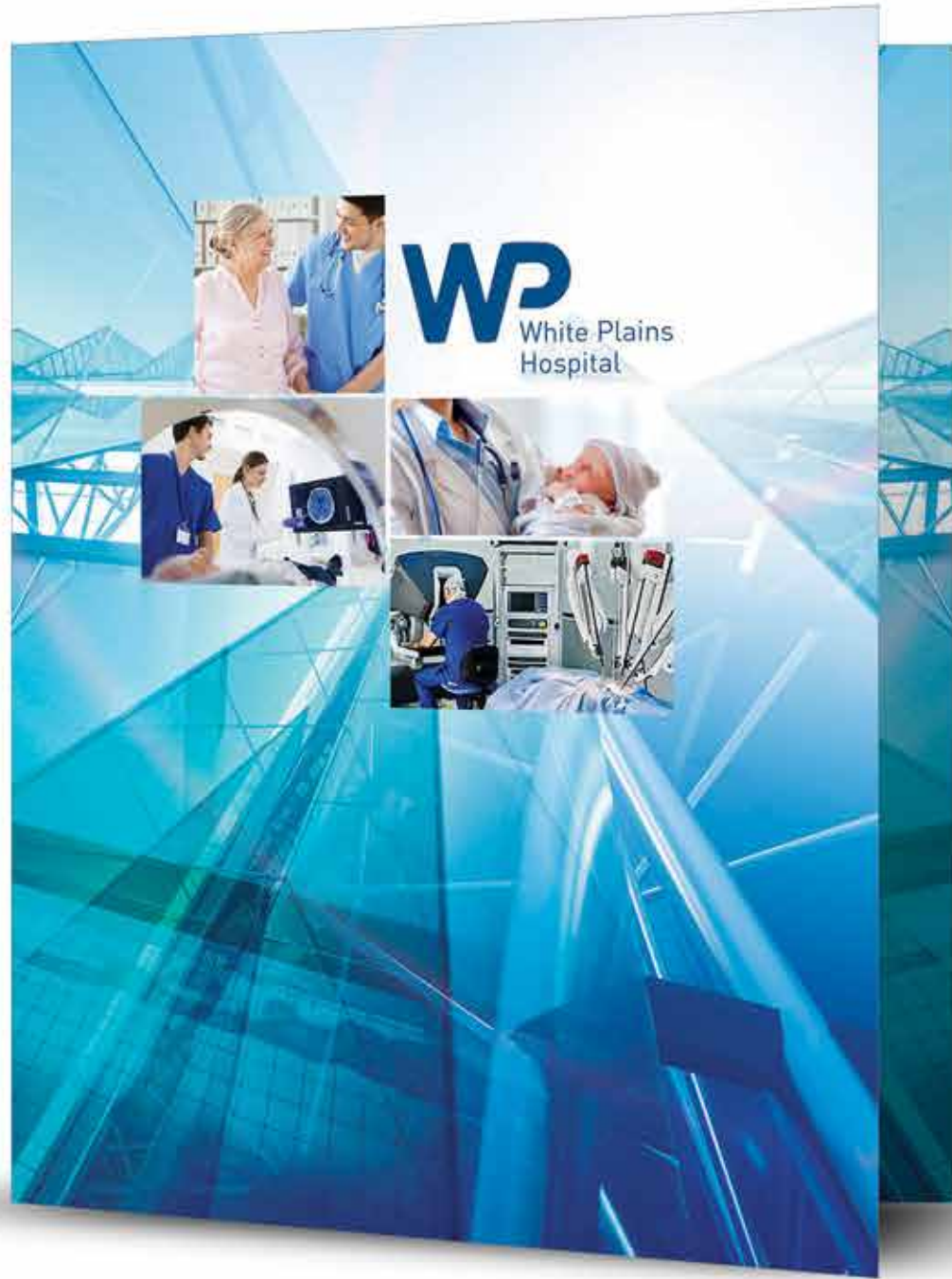
JOHNNIE WALKER DRIVES MORE \$ SALES THAN COMPETITION

ON PREMISE VELOCITY \$ SALES

JOHNNIE WALKER	DEWAR'S	CHIVAS
\$2,432	\$1,480	\$906

NEXT STEPS

JOHNNIE WALKER
KEEP WALKING



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

...continued training and education of its personnel. The Hospital recently built a new Simulation Laboratory for doctors on high-stakes procedures, using sophisticated equipment. White Plains Hospital also regularly offers through apprenticeship programs and scholarships for advanced education. There will always be a need for funding at White Plains Hospital in order to ensure best practices and best patient care.

...at Westchester – and we need your support to make this happen. With the support of our generous donors, we can modernize the Hospital, enhance our key services, and add capacity for new services and technology that patients and visitors have been visiting White Plains Hospital.

...and excellent throughout White Plains Hospital, ultimately improving the health and well-being of our community.

...help. While the Hospital's financial position is solid, there is always additional funding needed to purchase new state-of-the-art equipment, and addition of new personnel. Operating margins and efficiency represents the only path to acquire the millions of dollars needed to fully complete our vision of providing the highest quality of care to our community.

WP White Plains Hospital

White Plains Hospital Foundation
41 East Post Road
White Plains, NY 10601

WP White Plains Hospital

MODERNIZATION AND RENOVATION

ONCOLOGY

CRITICAL NEEDS

PEDIATRICS

WP White Plains Hospital

CARDIOLOGY

BEHAVIORAL HEALTH

PALLIATIVE CARE

FACILITIES AND EQUIPMENT

PATIENT EXPERIENCE

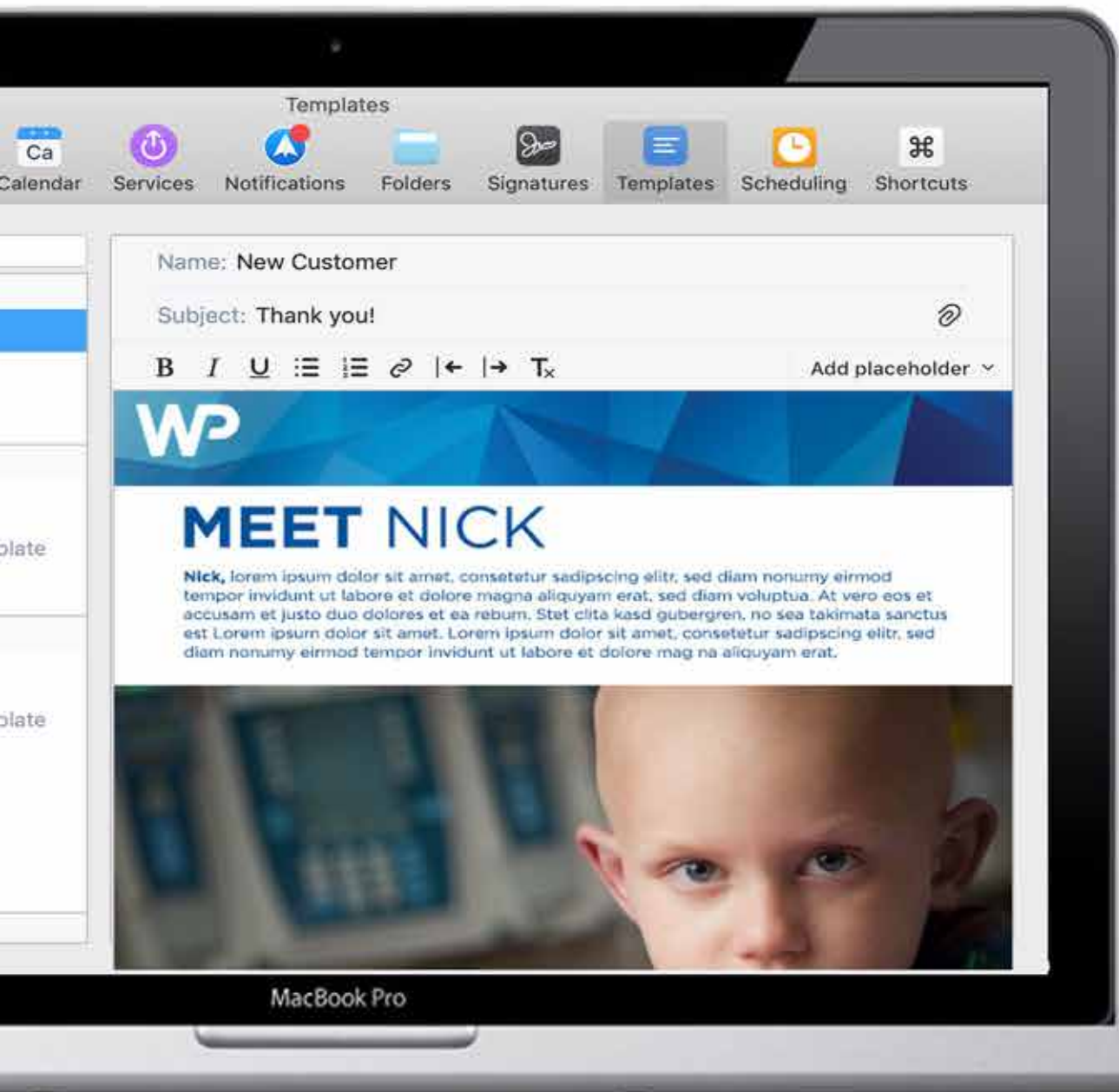
WP White Plains Hospital

WHITE PLAINS HOSPITAL

INCREASING DEMAND

YOUR COMMUNITY, YOUR HEALTH.

WP White Plains Hospital




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, your gift. **MAKE A DIFFERENCE THROUGH...**



COMPASSION.
Nick, a cancersurvivor, 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 have survived without advanced treatment at our **Neonatal Intensive Care Unit.**

DONATE TUESDAY


CANCER | CARDIAC | NICU

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

WP

GIVING THANKS TO THOSE WHO CARE

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod 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 nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.



DOANTE TODAY

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

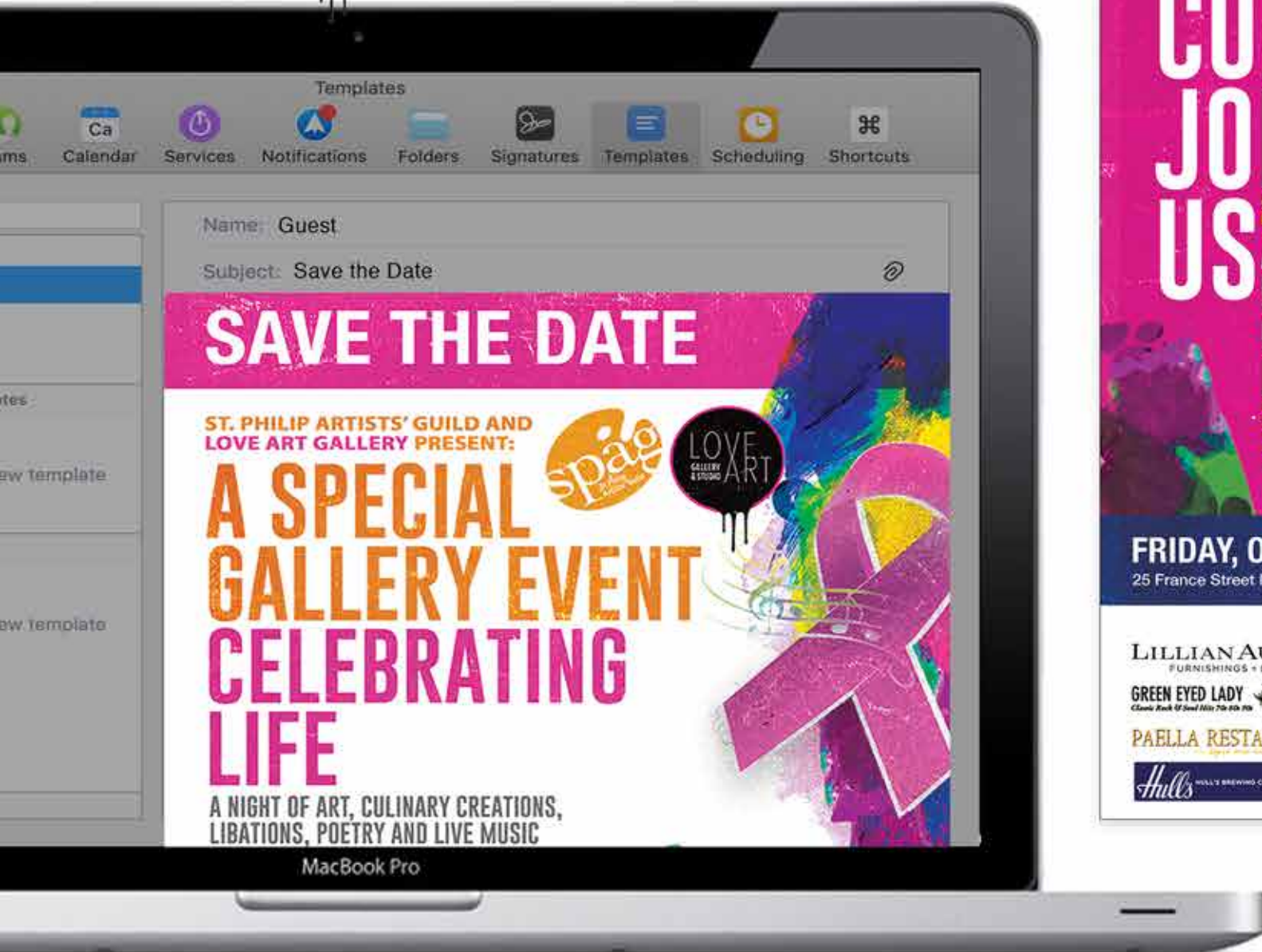
WP
White Plains Hospital



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

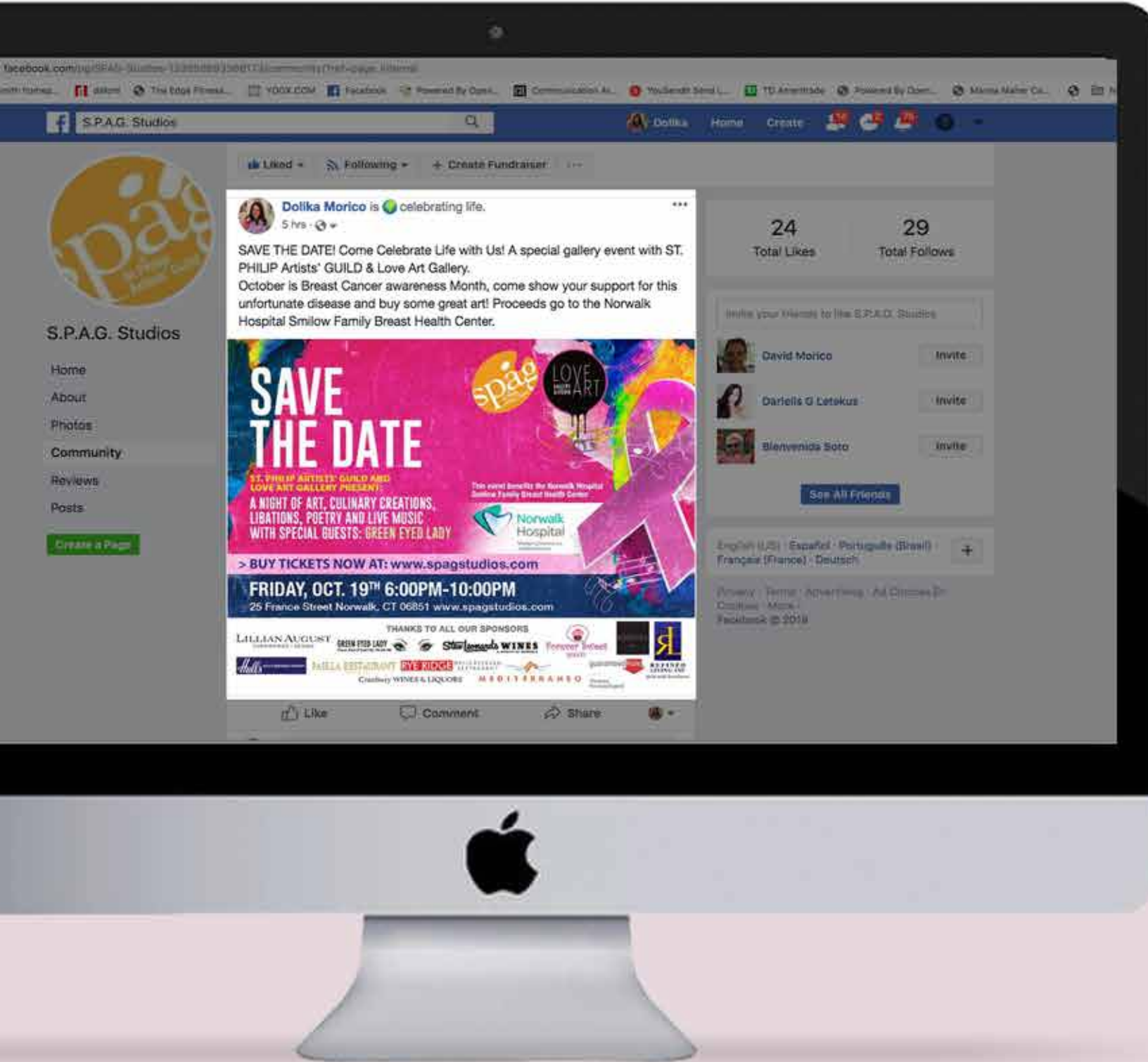


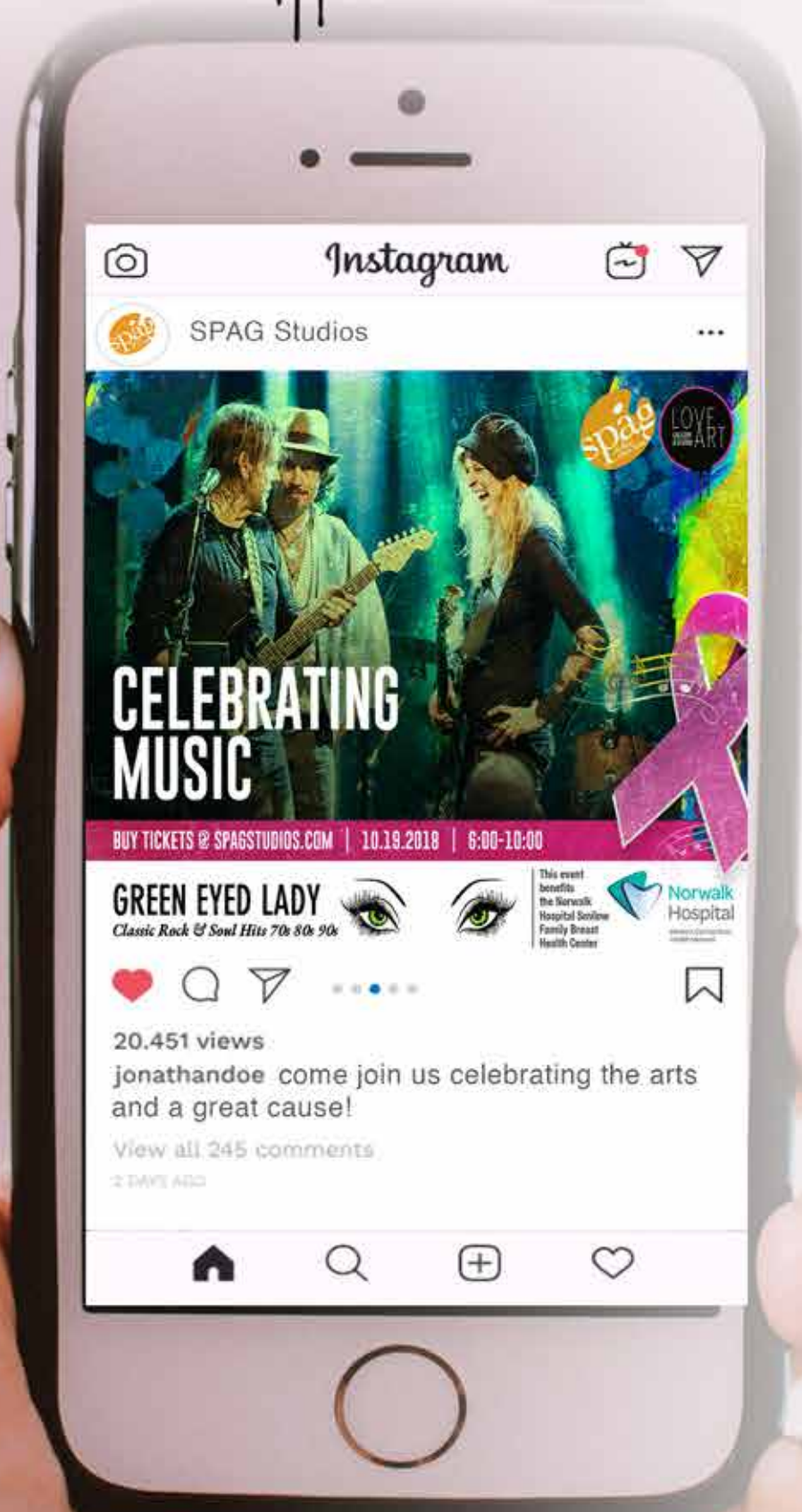
Client: SPAG Art Guild & LOVE Art Gallery
 Objective: Design, created and executed event to raise money for breast cancer and promote the arts.





Client: SPAG Art Guild & LOVE Art Gallery
 Objective: In the efforts to continue promoting the event and grow attendance; conceived, 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.





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.



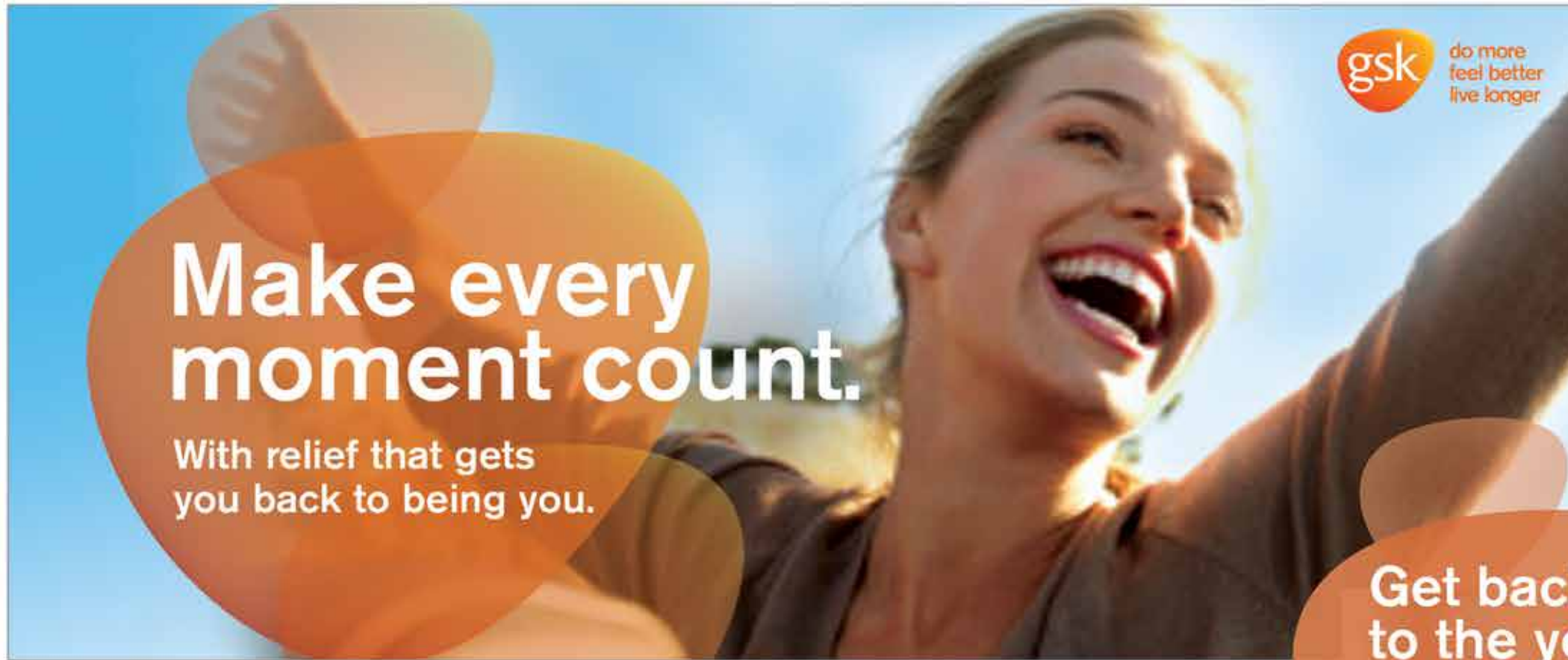
MyPharmAssist



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.



Help to Improve Respiratory Health One Customer at a Time

gsk GlaxoSmithKline
OCT 2014 #E2229C000M13

 **Every Breath Matters**

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 2030.

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.

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 intervention 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

You Can Make A Difference

Your customers already depend on you for advice. Now you have an opportunity to strengthen this relationship. To help start the conversation about lung health, and encourage those at risk to talk 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.

Poster	Shelf Wobbler	Staff Pins	Counter Card	Lung Function Questionnaire
				
Engages customers and pharmacy staff to engage in conversation.	Interacts, connects with recurring cough and symptoms of breath.	Encourages customers to ask for help. "How?"	Invites customers to take the lung health quiz.	Helps identify at-risk customers. Prompts customers to schedule an appointment with their physician.

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

Because every breath matters.



Every Breath Matters



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.

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.

TRY NEW

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

FAST RELIEF, REFRESHING TASTE.

*As per an independent consumer research, 90% 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.

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?

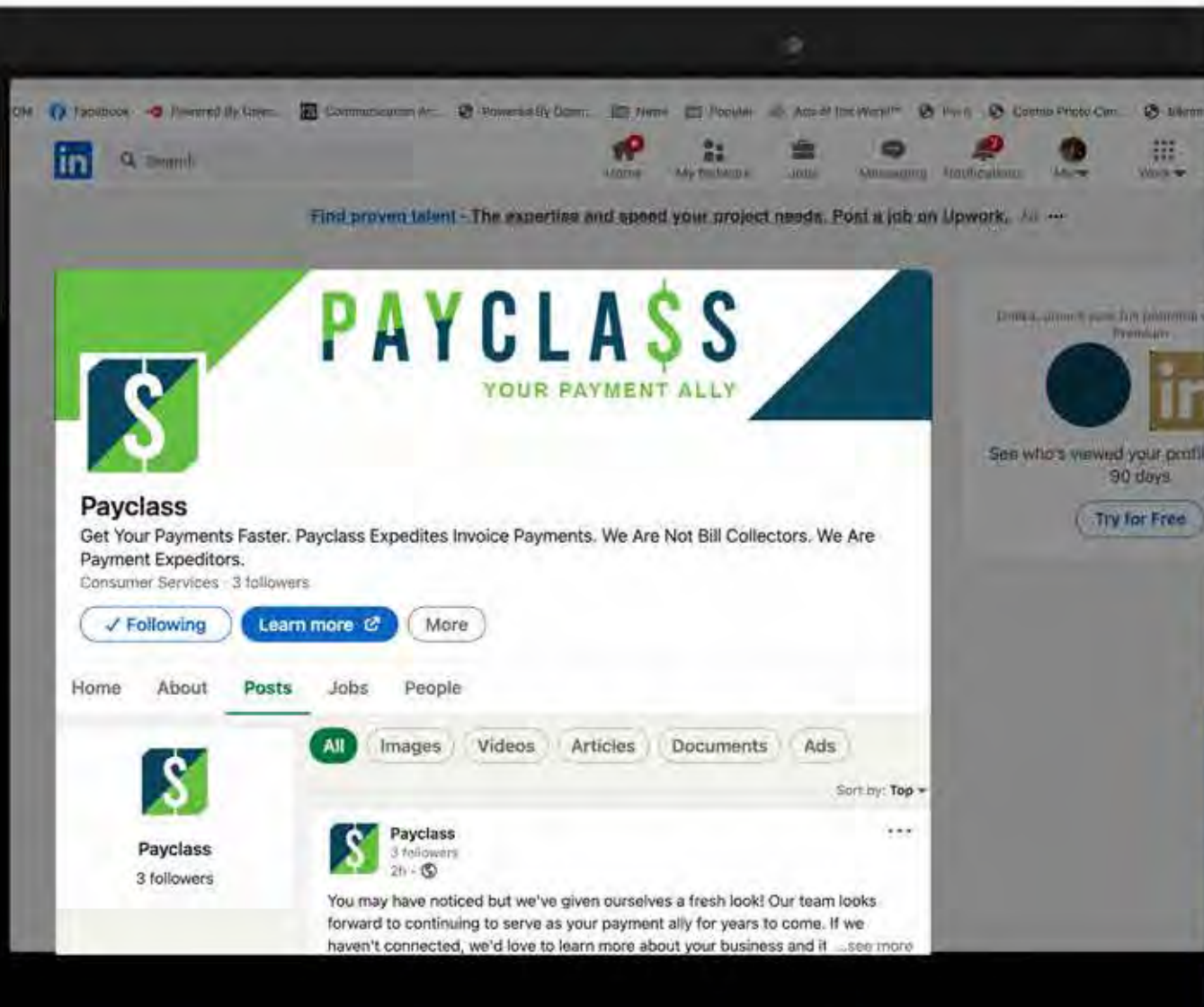
ANTACID: I could be delicious too, if I were just...completely different....

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.



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

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

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





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

PAYCLASS | YOUR PAYMENT ALLY

GETTING YOUR INVOICE PAYMENTS FASTER.

MONEY BACK GUARANTEE \$100 per invoice

[> LEARN MORE](#)

PAYCLASS | YOUR PAYMENT ALLY

GETTING YOUR INVOICE PAYMENTS FASTER.

MONEY BACK GUARANTEE \$100 per invoice

[> LEARN MORE](#)

PAYCLASS | YOUR PAYMENT ALLY

GETTING YOUR INVOICE PAYMENTS FASTER.

MONEY BACK GUARANTEE \$100 per invoice

[> LEARN MORE](#)



PAYCLASS | YOUR PAYMENT ALLY

GETTING YOUR INVOICE PAYMENTS FASTER.

MONEY BACK GUARANTEE \$100 per invoice

[> LEARN MORE](#)

PAYCLASS | YOUR PAYMENT ALLY

GETTING YOUR INVOICE PAYMENTS FASTER.

MONEY BACK GUARANTEE \$100 per invoice

[> LEARN MORE](#)



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.



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

Other variation logos





Client: Kanberra Life

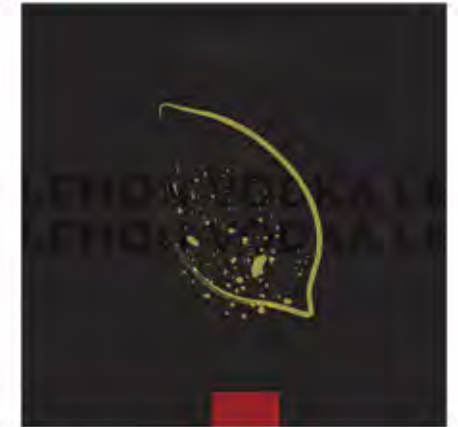
Objective: Logo re-design and package design for a line of products that purifies air quality in cars, boats and homes. Package to evoke the cleanness of fresh air and high quality.



Neiman Marcus



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





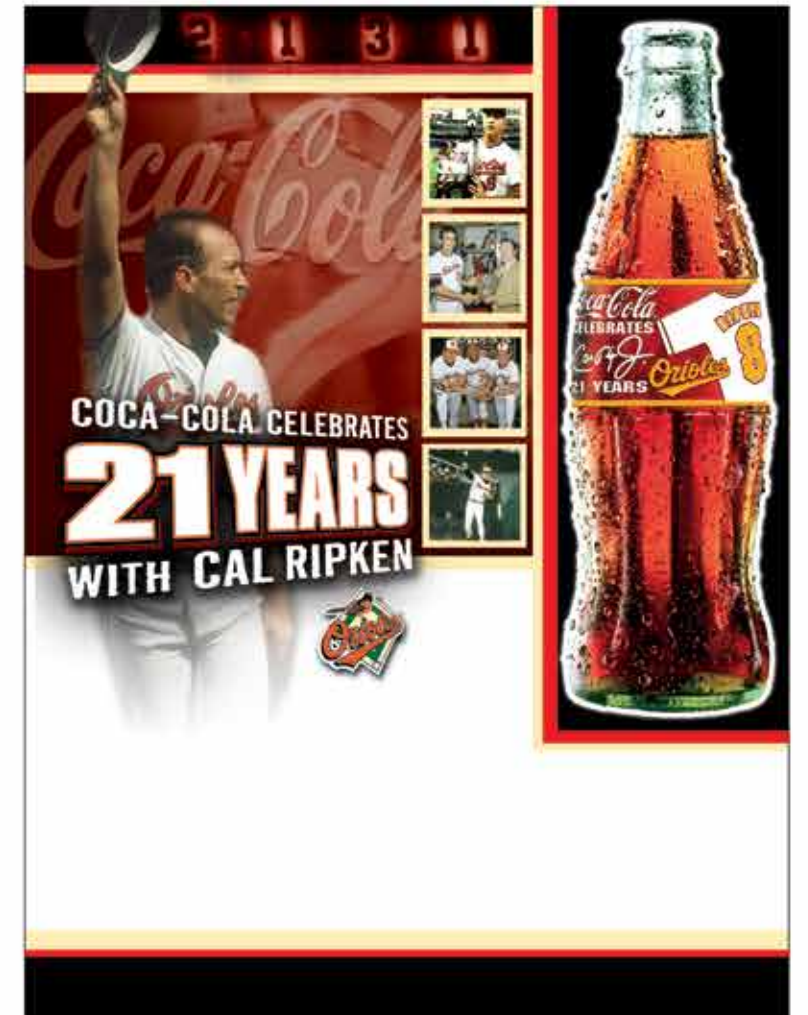
Coca-Cola

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

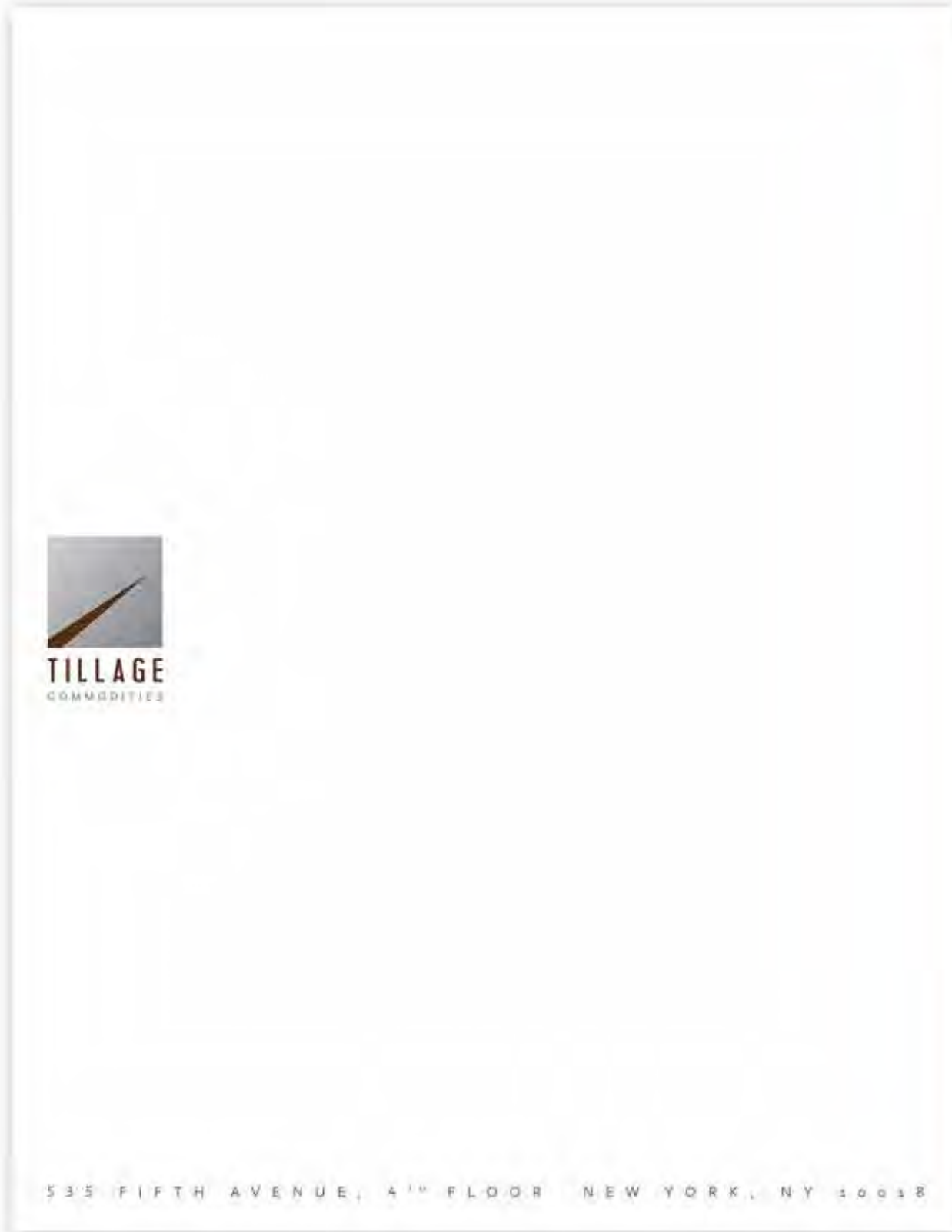
Objective: Logo and package design of the pre-existing brand. Design direction to focus on new logo and brand look to evoke ease of movement and modern design. Utilizing color and icons to depict the various sizes and choices in brand line-up.



TILLAGE
COMMODITIES

Client: Tilage Commodities

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

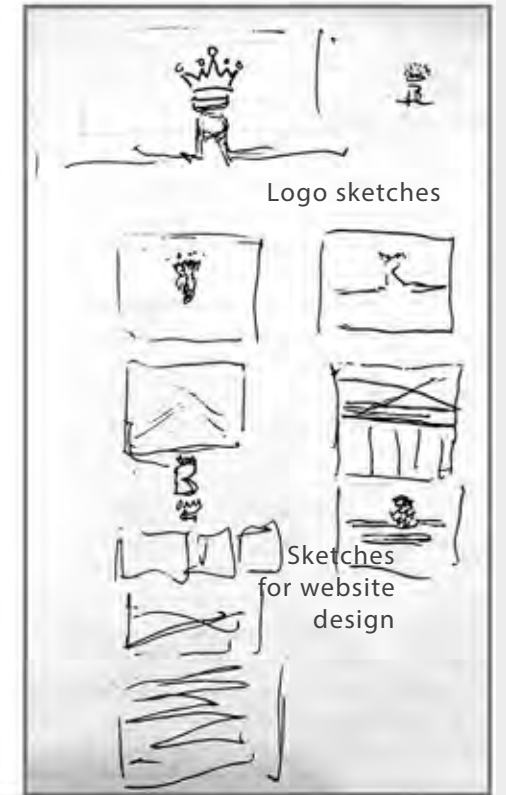
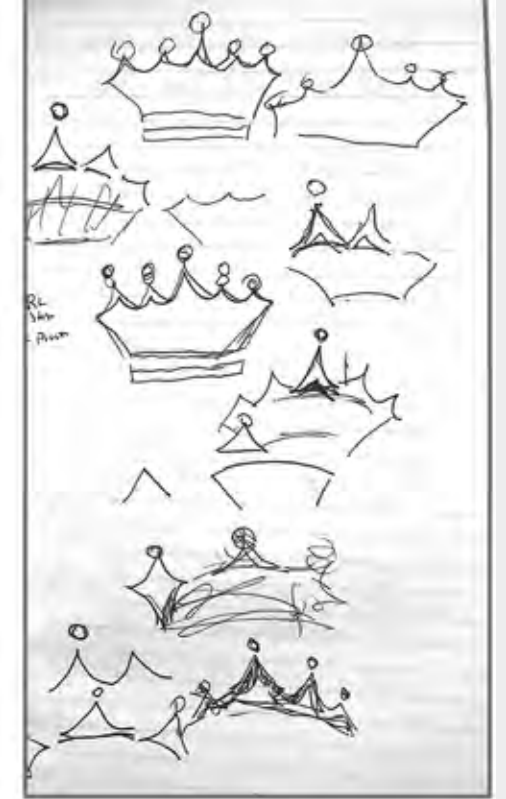


Client: Tilage Commodities

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

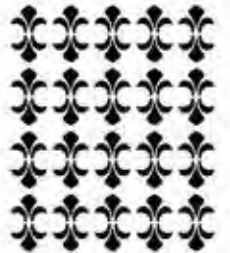
Objective: Design logo and brand identity for new real estate company specializing in building new homes. Logo and brand to capture the essence of luxury quality service in building and materials.



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



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



Danielis G Letskus
Creative Director
C. 203-444-5347
O. 203-468-0402
E. danielis.refinedliving@gmail.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.

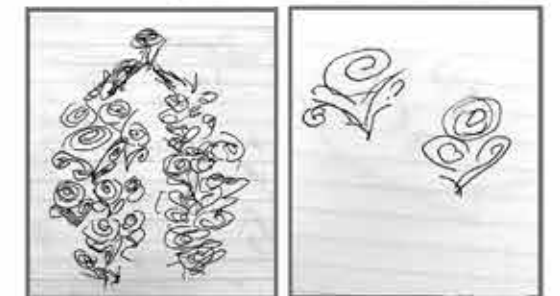
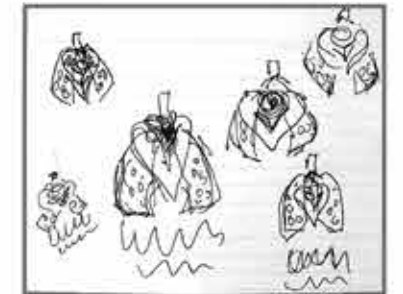


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla justo. Phasellus quis justo in est hendrerit blandit. Quisque ante lorem, sagittis sagittis, vestibulum vitae, nonummy eget, turpis. Vestibulum eros urna, malesuada sit amet, vehicula dapibus, rutrum id, diam. Aliquam nonummy suscipit tellus. Proin lacrima enim in eros. Nulla facilisi. Duis commodo, tortor nec aliquam aliquam, lectus ipsum cursus enim, posuere pretium lorem ipsum sed risus. Donec nisi. Mauris metus eros, pharetra sed, conse





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.



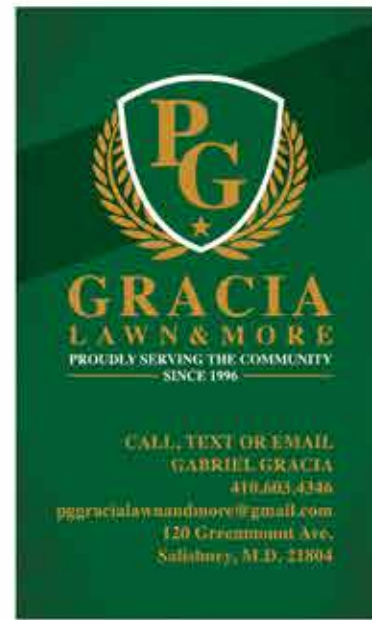
Other logo versions



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

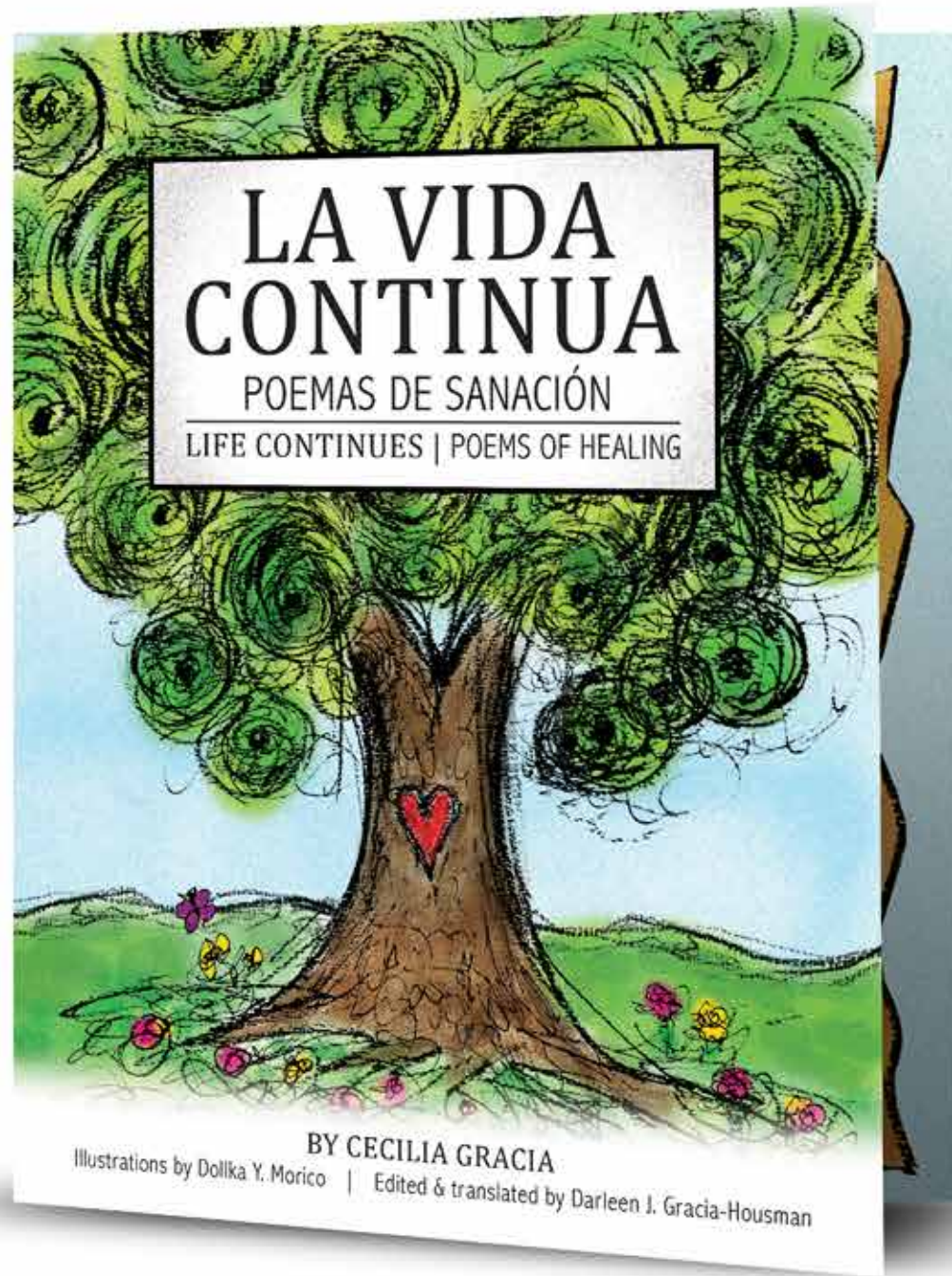


Client: St Philip Parish
 Objective: Design logo, brand elements for apparel and collateral materials to promote the ministry among the community and inform.



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.

TABLE OF CONTENTS
TABLA DE CONTENIDOS

Author's Reflections	6
La Luz	6
The Light	2
El Amor	3
Amor	4
Mujer	5
Sea	6
La Vida	7
Life	8
La Lluvia	9
The Rain	10
El Amor	11
My Rock	12
The Mother	13
Our Night	14
Dios	15
God	16
Mother	17
Mother	18
Los Dioses	19
The Storm	20
El Perdón	21
The Promise	22
Now	23
La Luz	24
La Flor II	25
The Flower II	26
Sobre la Autora	27
About the Author	27

DIOS
 Eres el Creador Divino
 Aquel que nos dio la vida
 Y la libertad de amar

Eres el omnipotente.
 El que todo lo puede.
 El que nos guía
 Por la senda de la vida

Cosciendo el bien de todo
 Los que nos rodea

Eres la lluvia que cae
 Y moja nuestra tierra
 Y brilla el sol
 Para calentar

Y soportamos a la vida y al Espíritu
 Que nos alimenta con verdad

Y sale el arcoiris
 Para anunciar
 Tu Promesa Divina,
 Que nos da la paz

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

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

Knowing all that is good
 That surrounds us all

You are the rain that showers us
 The sun that dries the land
 And shines down on us
 With your warmth

We smile at life and the Spirit
 That feeds us truth

The rainbow appears
 To announce to us
 Your Divine Promise
 Which gives us peace

LA FLOR II
 Eres la pequeña flor
 Que un día nació
 En mi jardín de amor

El orgullo de todos
 Los que te conocen

Has trascendido
 Con tu humildad y talento

Ya has crecido
 Como la espanta
 La flor gigante
 Que llena mi corazón
 De amor

Eres mi ejemplo
 Y mi deseo de vivir

Discurso a mi hijo, Soledad

THE FLOWER II
 You are the small flower
 That one day grew
 In my garden of love

Thou pride of all who meet you

You have transcended
 With your humility and talent
 You have grown
 Like I want
 The large flower
 That fills my heart with love

You are my example
 And my desire to live

Discourse to my daughter, Soledad

LA LLUVIA
 Es un día de lluvia
 La tormenta cae
 Los pájaros vuelan a escapar

Corriendo y jugando
 Para disfrutar

Me madre mía
 Y vuelve a sonar
 Que al final de la lluvia
 Sale el arcoiris
 Para despertar

THE RAIN
 On a rainy day
 The storm pours
 And the birds fly to escape it

My soul becomes full
 By a sad feeling
 As I recall your joy

The rain dances and plays
 As it falls

Laugh mother of mine
 And go back to dreaming
 For after the rain
 Comes a rainbow
 to awaken all

MADRE
 Soy tu madre
 Aquella que viene el amor
 La que te lleva por la vida
 Con paciencia y amor

Somos tus hijos, madre
 Y te queremos por tu valentía,
 Y tu entrega

En los cruces de la vida
 Eres la fuerza para continuar
 La que te lleva de la mano
 Y te invita a sonar

Esa, es mi madre...
 Dioses a la Virgen María

MOTHER
 I am your mother
 The one that feels the love
 That guides you through life
 With patience and love

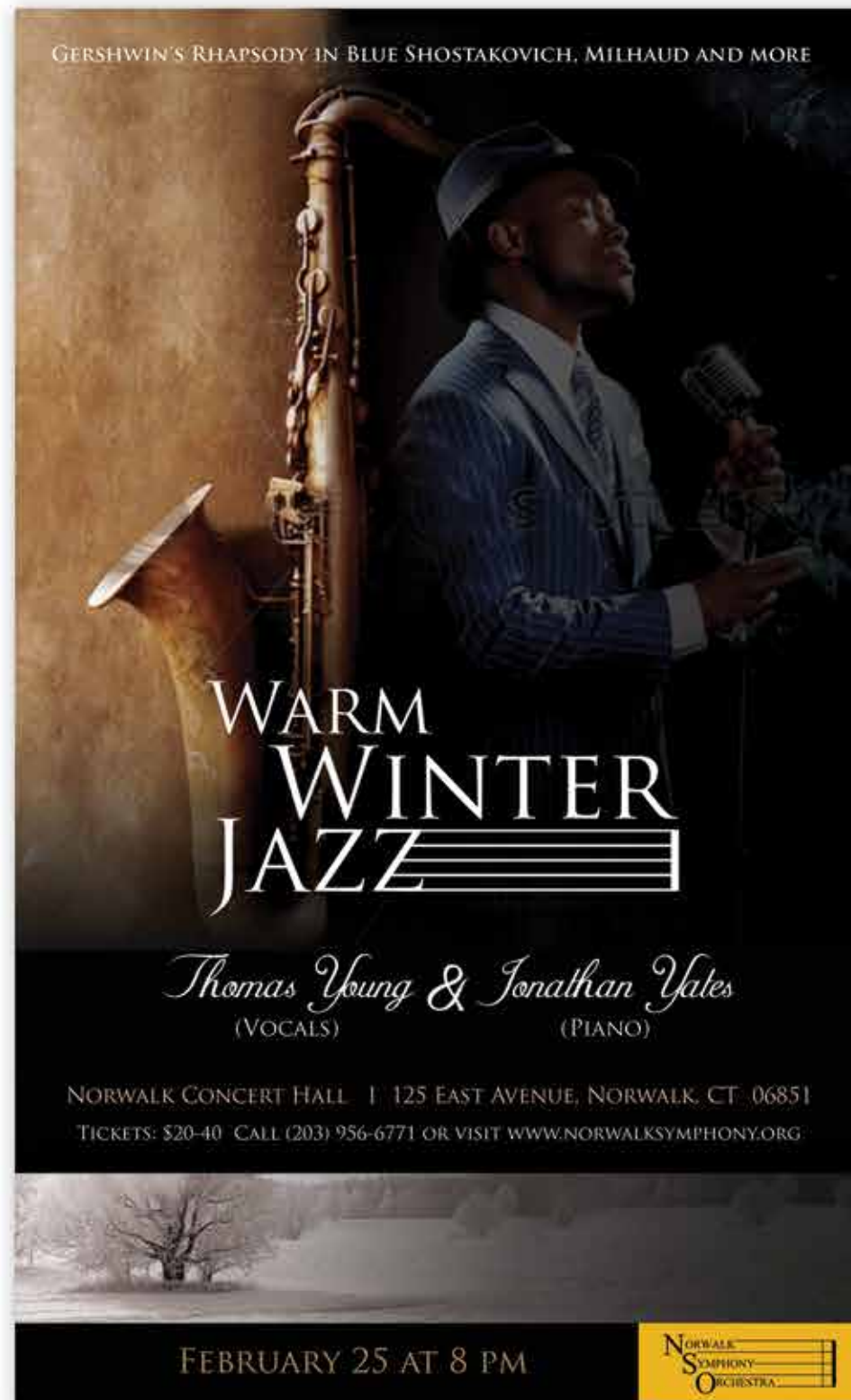
We are your children, mother
 And we love you for your courage
 And your sacrifice

During the crossroads of our lives
 You are the strength
 That helps us carry on
 The one that takes you by the hand
 And welcomes you to dream

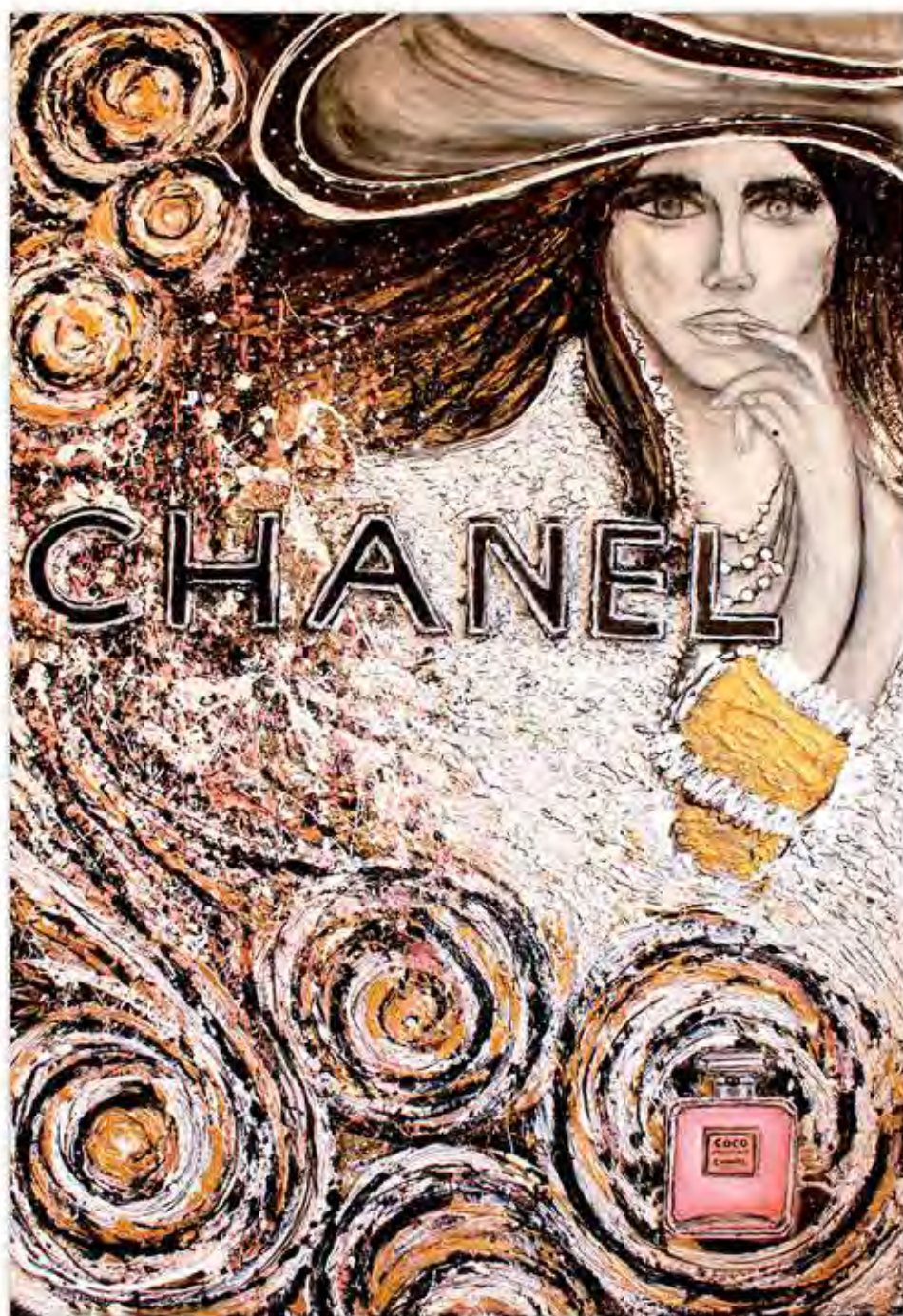
That, is my mother...
 Dioses to the Virgin Mary

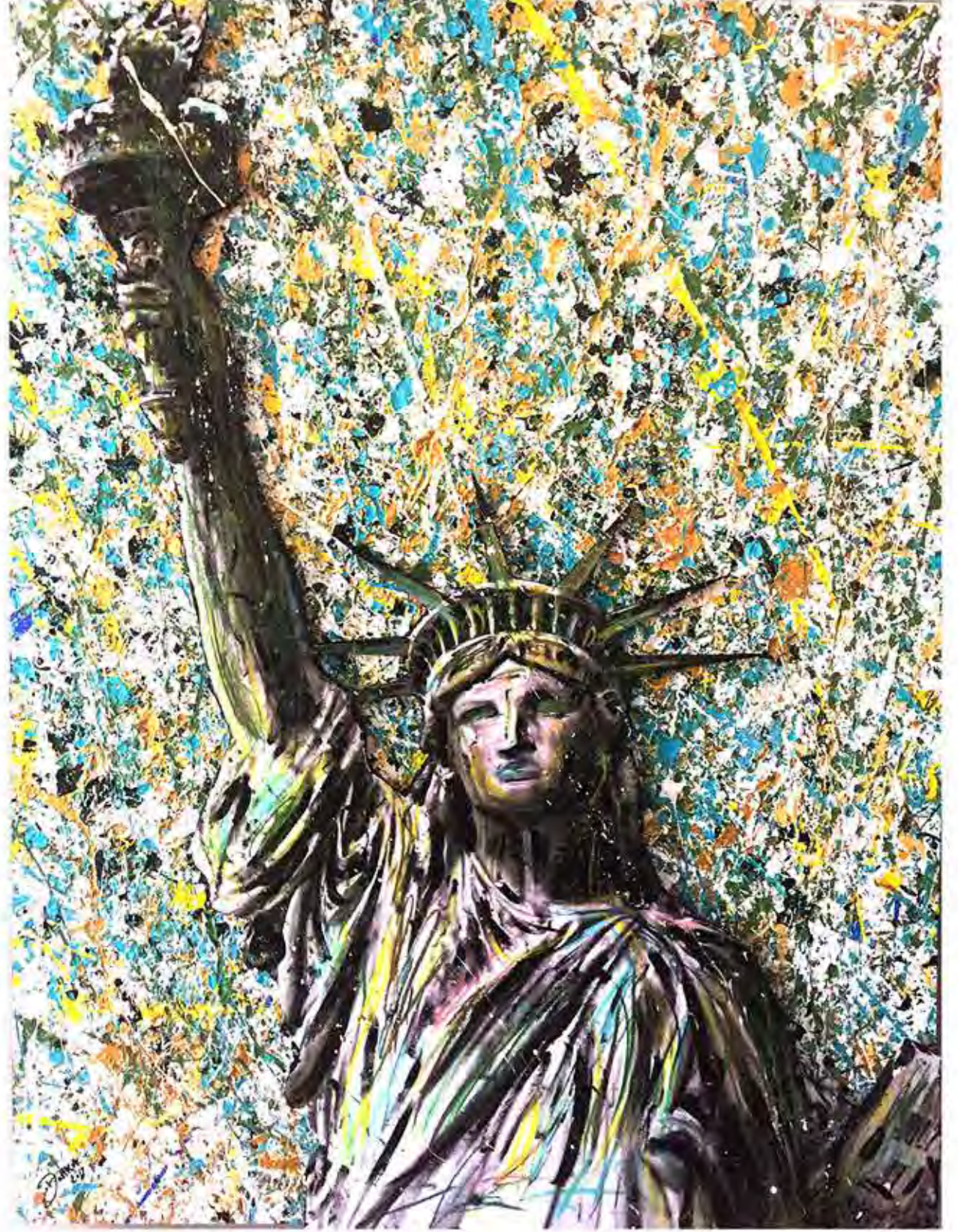
SOBRE LA AUTORA:
 Cecilia Soto Gracia, es una mujer que a vivido una vida de amor, dificultades y sobrevivencia. Nació en Jayuya, Puerto Rico en un 23 de Diciembre 1947. Hija de Juan Soto y Gregoria Gonzalez. Es la cuarta hermana de trece hermanos y hermanas. Cecilia nos cuenta parte de su historia a medio de sus poemas, los cuales fueron escritos mayormente via el proceso de meditación y reflejo después de haber perdido su único hijo, Gabriel G. Gracia, a la edad de 26 años en un 26 de Julio 2007. A medio de sus poemas Cecilia nos da a entender que dentro de todos hay una fuerza mas grande que nosotros mismos que a veces ni conocemos. Por eso, cuando la vida nos presenta momentos difíciles, Cecilia nos enseña que hay que mirar profundamente en si mismo y buscar esa fuerza que nos alumbró la solución y el camino de nuestro destino. Y por mi método podemos encontrar la paz y las respuestas que nos ayuda a sanar.

ABOUT THE AUTHOR:
 Cecilia Soto Gracia is a woman who has lived a life of love, difficulty and resilience. She was born in Jayuya, Puerto Rico on December 23, 1947. She is the daughter of Juan Soto and Gregoria Gonzalez. She is the fourth of thirteen siblings. Cecilia tells us part of her life story via her poems, which were written predominantly as part of her process of meditation and reflection after the death of her only son, Gabriel G. Gracia, on July 26, 2007 at the age of 26. Via her poems, Cecilia tries to highlight that in all of us we have a strength, bigger than ourselves, that sometimes we aren't even aware of. When life presents us with difficult times, Cecilia teaches us that this is when you have to look deep within yourself and find that strength that shines a light on the solution and the path that is our destiny. Through this process we can find the peace and the answers that will lead us to healing.



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







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



THANK YOU!