hi, I’m tom duane

nice to meet you

# Thomas S. Duane

Portland, OR U.S.A.

Mobile: (415) 310-2091 • tduane62@gmail.com • http://www.thomasduane.com/professional-portfolio.html


**SR. USER EXPERIENCE DESIGNRT/ CREATIVE DIRECTOR**
**User Experience / UI Design / Ecommerce / Marketing Communications / Design / Brand Strategy**

**At Cisco Systems Collaboration Team, a $1.5 Billion division**, I partner with product managers and engineers to brainstorm on features and enhancements that I translate into intuitive workflows, wire frames and UI design mock-ups. My areas of expertise include: Security (on-prem, cloud and hybrid), Cloud Services Admin Tools, Partner Sales Portal, Reporting and Analytics, User Provisioning and Directory Synchronization.

**Generated over $4 Million in incremental revenue** for Shutterfly through the redesign of ecommerce store, product development, advertising, and direct mail.

**For ecommerce travel site; Hotwire.com,** stimulated an increase in online partner advertising click-to-purchase rates generating incremental revenue increase of over $300,000 a month.

**As a principal in an Internet professional services agency** I helped start-ups raise over $21 million from VC's and launched over 240 web sites. In one example, my UE work on behalf of the NHL increased their ecommerce and online sponsorship revenue from $3 Million to $11 Million annually.

**Propelled NYC brand identity start-up** to a $3 Million global agency serving Fortune 500 clients and averaging 40 live projects a week. Work on behalf of clients generates over $2 Billion a year in licensed product sales.

## PROFESSIONAL EXPERIENCE

**Intel Corporation** 2/17- Present
Hillsboro, OR
Sr. User Experience Designer

As lead user experience designer I am working with a team to develop an analytics portal and product debugging tool. My responsibilities include product development, feature definition, user story development, usability testing, interaction design, UI design. I collaborate with internal teams, and partner with software developers, to ensure that implementation meets the defined specifications and business objectives.

**Cisco Systems, Inc.** 9/09 – 12/16
San Jose, CA
Sr. User Experience Designer

Lead UE designer for all cloud-based product administration tools including:

- Hybrid Data Security- an on-premises/cloud encryption key management service
- WebEx SiteAdmin (Admin tool for Meeting Center, Event Center, Training Center, Sales Center…)
- Common Analytics Platform (data streaming analytic engine for all Cisco products)
- Common Identity Platform (secure login and single-sign-on functionality)
- Cloud Connected Services Portal (for Cloud streaming of video, audio and data)
- Partnered with global engineering teams (primarily in China and Bulgaria) in definition, and design of UE.
- Created wire-frames and interactive UI mock ups, and participate in usability testing sessions.
- Design and produce illustrations and icons for all interactions.
- Designed IoT identity system to enhance interoperability of connected things, spaces, and people- patent pending

**SmartZip.com** 9/07 – 8/09
Pleasanton, CA

Sr. Director User Experience (Including; Product Development, UE Design and Creative Director responsibilities)

- Based on business objectives communicated by senior management, developed product concepts, prototypes, screen-flow diagrams, wireframes, interactions, UI design concepts, content, and functional specs to achieve goals.
- Conducted usability testing and developed new product concepts from ideation sessions that were designed to meet user demand and to generate new revenue streams.
- Helped executive create investor presentations that succeeded in helping company close two rounds of funding.
- Created, and maintained, web site style guide detailing interactions.
- Lead usability QA review and maintained QA reporting system to monitor bug fixes and product enhancements.
- Developed and maintain brand style-guide including color palette, icon sets, button sets, sound effects, interaction animations, illustrations and copywriting.
- Supervised design team in the ongoing development of new landing pages and CSS templates

**Logitech, Inc.** 1/07 – 8/07
WW Creative Director

As the first creative director for Logitech, a computer peripherals company who designs, manufactures and distributes mice, keyboards, speakers and webcam products, my accomplishments include:

- Directed package design, print, ecommerce, experiential and email marketing campaigns.
- Created 14 award winning Flash (RichMedia) videos to promote new Logitech products stimulating increased click-to-purchase rates and viral marketing exposure
- Established bi-annual photo shoots to produce imagery for packaging, advertising, promotional materials and product press releases. Hired models, and booked multiple locations to meet a variety of business objectives.
- My creative services and photography activities generated over $500,000 in company savings

**Shutterfly, Inc.** 7/05 – 4/06
Creative Director

As Shutterfly's first creative director, I was responsible for all forms of advertising (activation and retention), package design, interaction design, and online marketing with the following results:

- Designed companies most successful print ad campaign increasing response rate from 1.3% to 36%.
- Redesigned new customer Welcome Kit and online Welcome Center, which stimulated an increase in customer conversion rates from 9% to 20%. This translates into a projected increase of 20,000 new customers with a projected financial impact of $1 Million annually.
- Designed companies first direct mail catalog (2005 Holiday) including photo shoot, design, copywriting and prepress. Catalog generated $1.2 Million in incremental revenue at a 139% ROI.
- Redesign of Pre-Paid-Print-Plan website landing-pages stimulated a 32% lift in sales resulting in over 12,775 PPP purchases in five months. Producing a $1 Million lift in incremental revenue, projected to reach $2 Million in one year.
- Led the ideation for strategic business partnerships with Fortune 500 companies including; Best Buy, Hallmark, Ritz Camera, evite.com, Amazon.com and Home Shopping Network.
- Redesigned store home page and key landing pages, stimulating a15% increase in store revenue.
- Designed new styles for; photobooks which stimulated 28% growth, and photo-cards with an 80% increase in sales.
- Directed the design development of the UI and icons for Shuttertfly's new desktop photo-organizer App

**InterActiveCorp, Inc. (Hotwire.com)** 11/04 – 6/05
Creative Director

As Hotwire.com's first creative director, I was responsible for reorganizing the creative department to improve quality, and quantity, of creative. My accomplishments include:

- Increased Creative Dept. output by 50% without increasing headcount.
- Implemented a comprehensive creative development and project tracking methodology that eliminated missed deadlines and improved overall creative.
- Improved performance of all marketing communications by as much as 58% increasing Hotwire monthly contribution by over $300,000 a month in the first three months.
- Developed strategies for obtaining qualified email registrants through viral marketing and affiliate marketing partnerships and increased online registration metrics by 200%.
- Improved effectiveness of paid search results advertising text links on major search engines including Google.com and AskJeeves.com.
- Improved click-through-rate, and click-to-purchase rate and overall contribution margin through redesign of affiliate branding communications on sites that included; MSN.com, Expedia.com, Orbitz.com, Hotels.com, CheapTickets.com, among others.
- Conceived of a Hotel Conference invitation strategy that resulted in obtaining the highest RSVP rate in Hotwire conference history, this included an award winning RSVP package (we private labeled wine and designed unique shippers and conference print collateral which generated immediate results stimulating relationship-building phone calls and industry buzz).
- Developed an experiential event strategy for annual Hotel Partner Conference to strengthen business relationships, position Hotwire as discount travel thought-leaders, educate partners about impending IAC split, generate industry buzz through innovative conference special events including a rock-paper-scissors hotel executives tournament overseen by the US Rock-Paper-Scissors Association, cocktail parties, golf and winery tours.
- Participated in development of new Hotwire positioning and updated brand guidelines.
- Participated in selection of offline advertising agency ad campaign strategy and creative direction.

## EDUCATION

BFA- Pratt Institute
Brooklyn, NY
Major: Communication Arts

**INTERNATIONAL WORK EXPERIENCE**

- Toronto & Montreal, Canada
- Hefi & Shanghai, China
- Seoul, Korea
- Monaco, Monte Carlo
- Zurich & Bern, Switzerland

**SKILLS**

- User experience design
- Graphic design including logo development
- Fashion design including brand licensing
- Brand and corporate identity
- Brand positioning development & Naming
- Ecommerce merchandising and design
- Advertising (all forms)
- Experiential / Event Marketing
- Trained in iPad, PDA and Tablet UE/UI requirements
- Agile
- ADA Compliance training including JAWS
- Familiar with: HTML, DHTML, HTML 5, AJAX, DOJO, Ruby on RAILS, Pearl, Python, Flash, Maya animation
- Expert in Adobe Creative Suite software (Illustrator, Photoshop…)
- Icon development
- UE & UI design
- Usability Testing & focus group moderation
- Illustration
- Cloud Security

**INTERNATIONAL WORK EXPERIENCE**

- Toronto & Montreal, Canada
- Hefi & Shanghai, China
- Seoul, Korea
- Monaco, Monte Carlo
- Zurich & Bern, Switzerland

# Creative Work Samples

Thomas S. Duane | Senior User Experience Designer

Project: Cisco Spark On-Boarding Email Campaign
Target audience: Enterprise employees and Admins

Adrian Delamico
To: Adrian Delamico
April 26, 2016 8:20 AM
Hide Details
Subject: **Start a Cisco Spark Meeting with one click**

cisco Spark

Preparing for the life-saving surgery has taken the team hundreds of hours to prepare for. Now it's time to scrub in.

## In one-click, Susan starts a meeting with 18 surgeons

How did Susan meet with her globally distributed collegues without asking them to travel thousands of miles to one surgical theater? The science is simple:

**Messaging + Meeting + Video & Voice Calling = Cisco Spark**

Modern teams use modern tools to create the world of tomorrow. Unify your team with Cisco Spark.

Learn how to start a Meeting

The Cisco Spark Team
Less email. More agility. Better teamwork.

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EM # US11184 Unsubscribe

Adrian Delamico
To: Adrian Delamico
April 26, 2016 8:20 AM
Hide Details
Subject: **Unify your team with a Cisco Spark room**

cisco Spark

Over the past year, Jason and his team have built amazing technology together.

## Today they met in person for the first time.

How are they able to gain traction and keep cadence while being globally distributed? The formula is simple:

**Messaging + Meeting + Video & Voice Calling = Cisco Spark**

Modern teams use modern tools to build the world of tomorrow. Get started today by unifying your team with a Cisco Spark room.

Sign In

Find help and tutorials on Help Central.

The Cisco Spark Team
Less email. More agility. Better teamwork.

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EM # US11184 Unsubscribe

Project: Cisco Spark On-Boarding Email Campaign
Target audience: Enterprise employees and Admins

Recipient Name
To: Recipient Name
2. January 2016 2:20 AM
Hide Details
Subject: Introduce the world to the world with Cisco Spark

cisco Spark

When you add everyone to Cisco Spark its like

# You introduced the world to the world

Great ideas start with smart people. Add your population to Cisco Spark by using the Cisco Cloud Collaboration Management admin portal. Creating the world of tomorrow just got easier.

Messaging + Meeting + Video & Voice Calling = Cisco Spark

Get Started

Explore other management tool tutorials on Help Central.

The Cisco Spark Team
Less email. More agility. Better teamwork.

© 2016 Cisco and/or affiliates. All rights reserved.
EM # UniqueCode

Recipient Name
To: Recipient Name
2. January 2016 2:20 AM
Hide Details
Subject: Cisco Spark has a powerful admin portal designed to make your life easier

cisco Spark

Enabling your organization with Cisco Spark

# Is how you will build a city of ideas

Using the Cisco Cloud Collaboration Management admin portal, you'll be able to manage collaboration services on a scale you never imagined possible.

The management tool is your command-central where you can manage your Cisco Spark: users, collaborative services, and devices. It also gives you access to analytics so you can report on the growth of innovation.

Explore the management tool

Find management tool tutorials on Help Central.

The Cisco Spark Team
Less email. More agility. Better teamwork.

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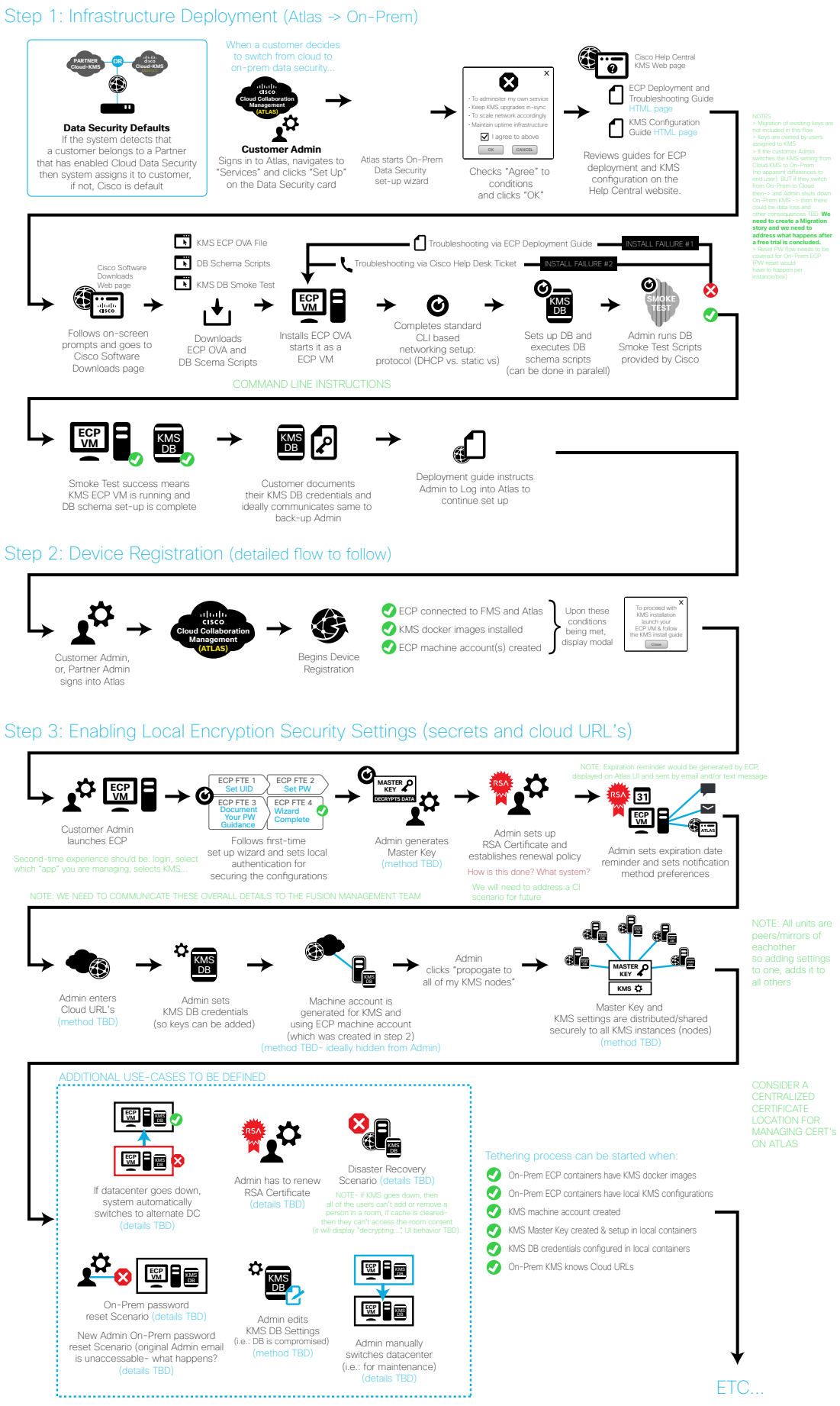
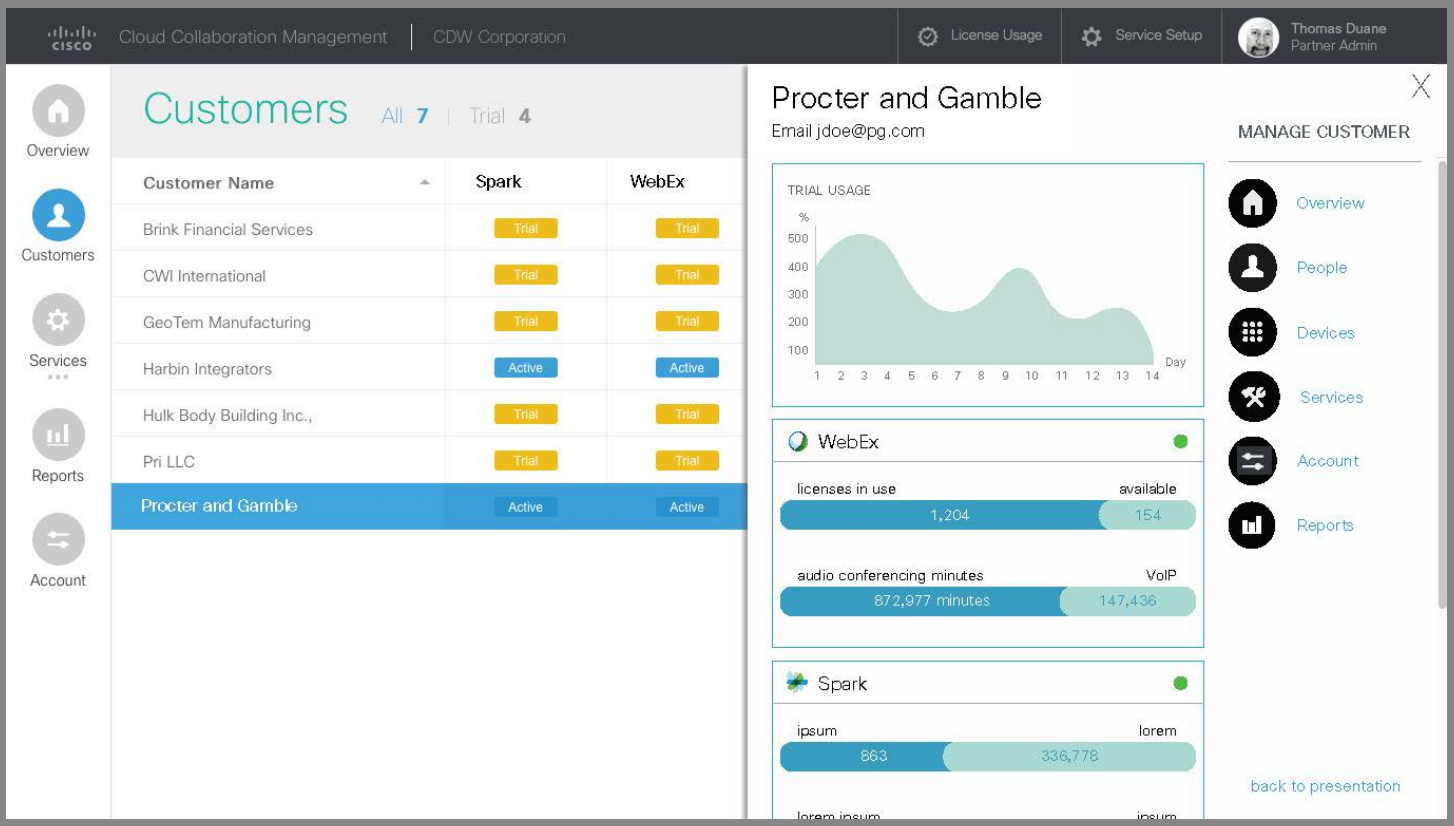
EM # UniqueCode

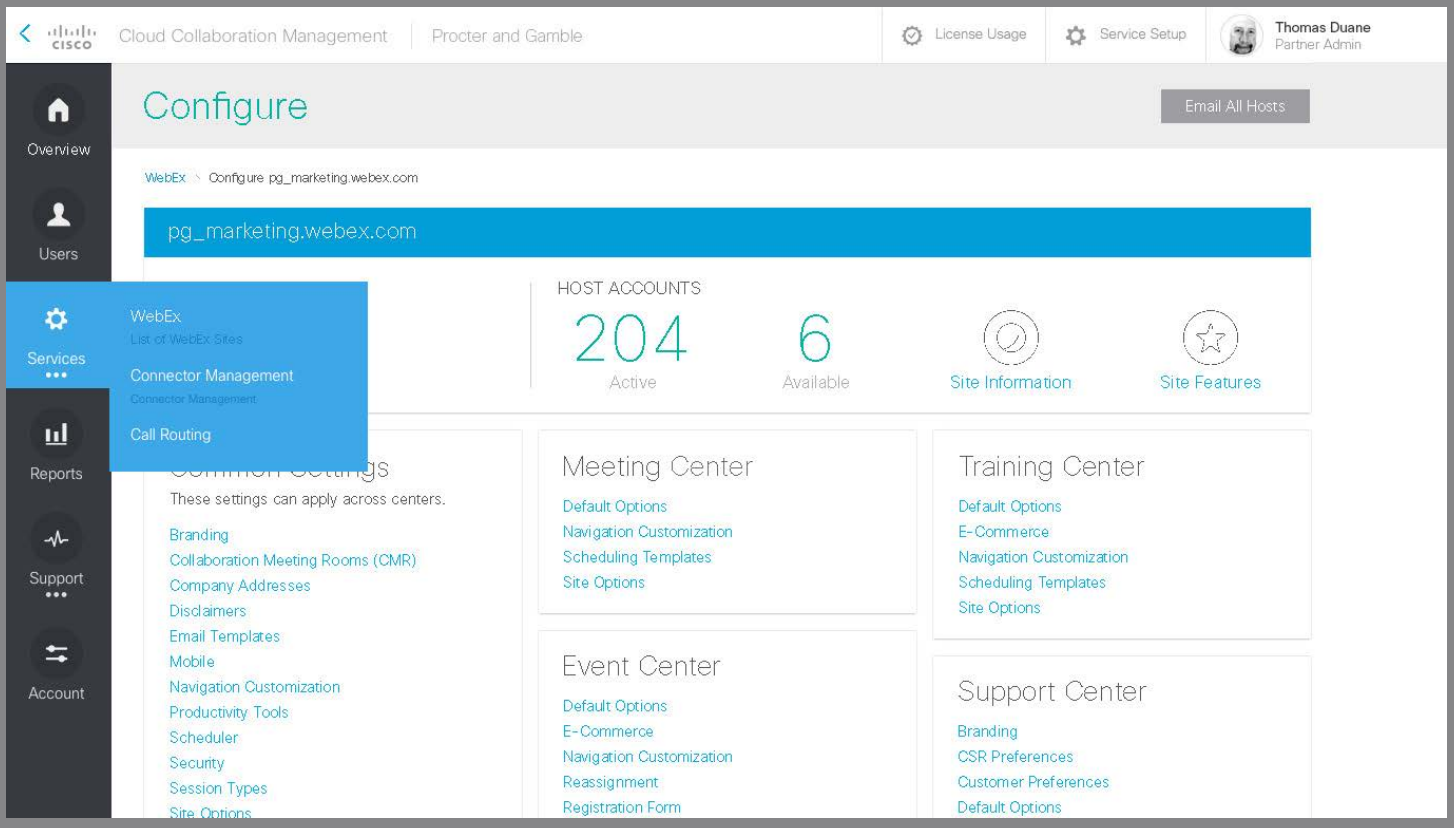
Project: **Hybrid Data Security Service**
Target audience: **Cisco cloud collaboration services**

# Example of workflow diagram



Project: Cisco Cloud Collaboration Management Tool
Target audience: Enterprise Sales Team and Sales Partners
Scope of work: 180 unique screens



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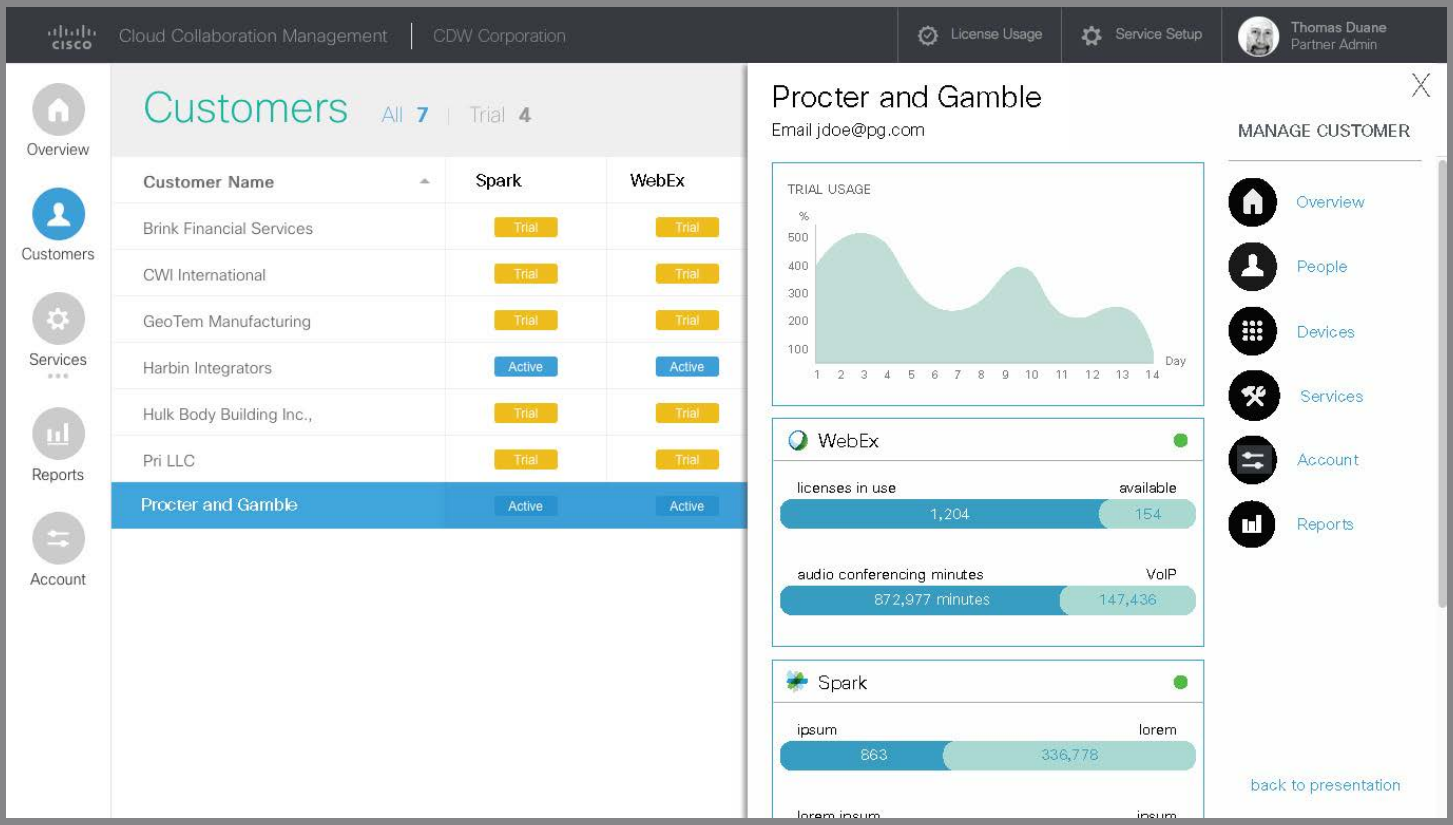


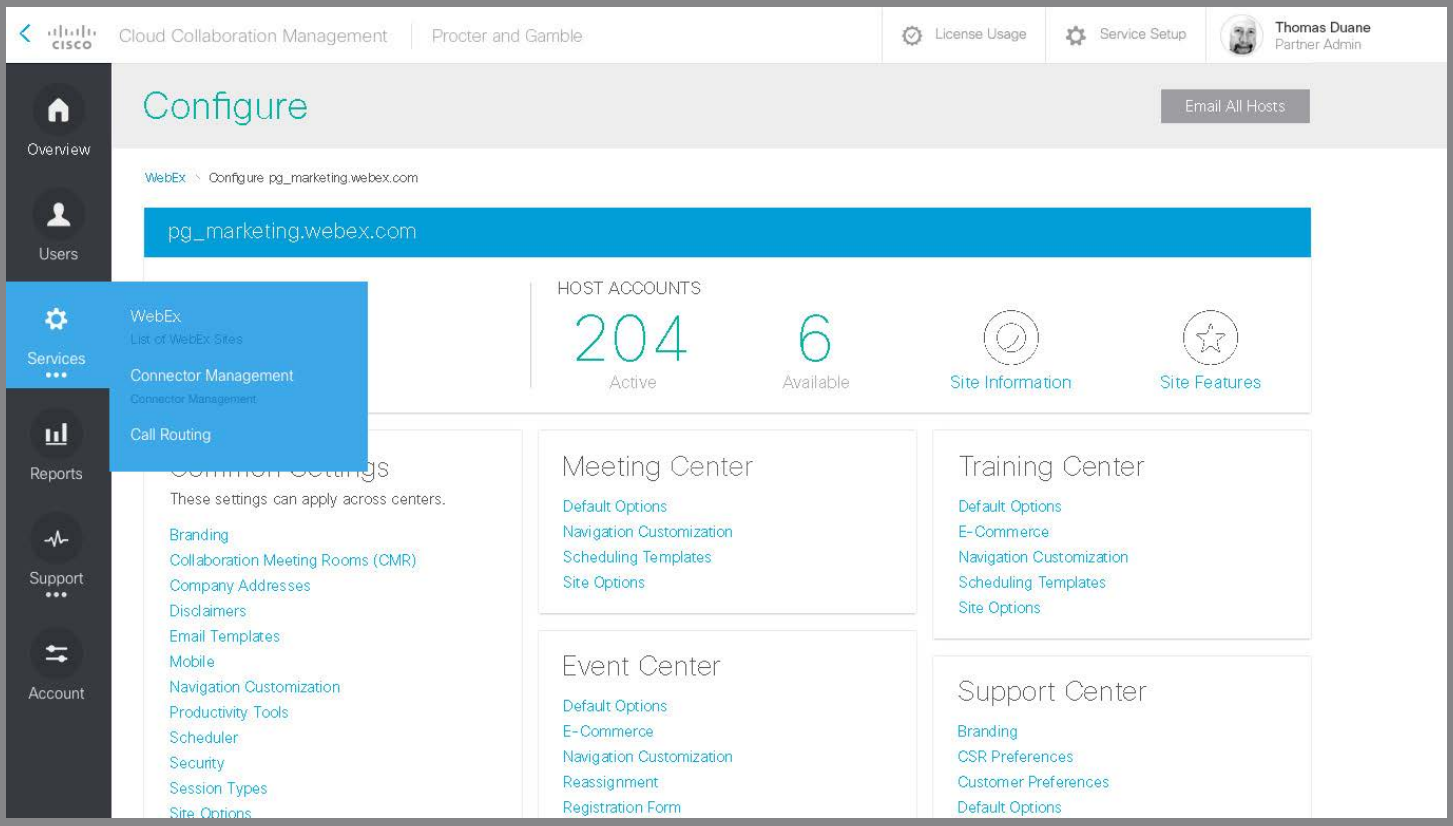

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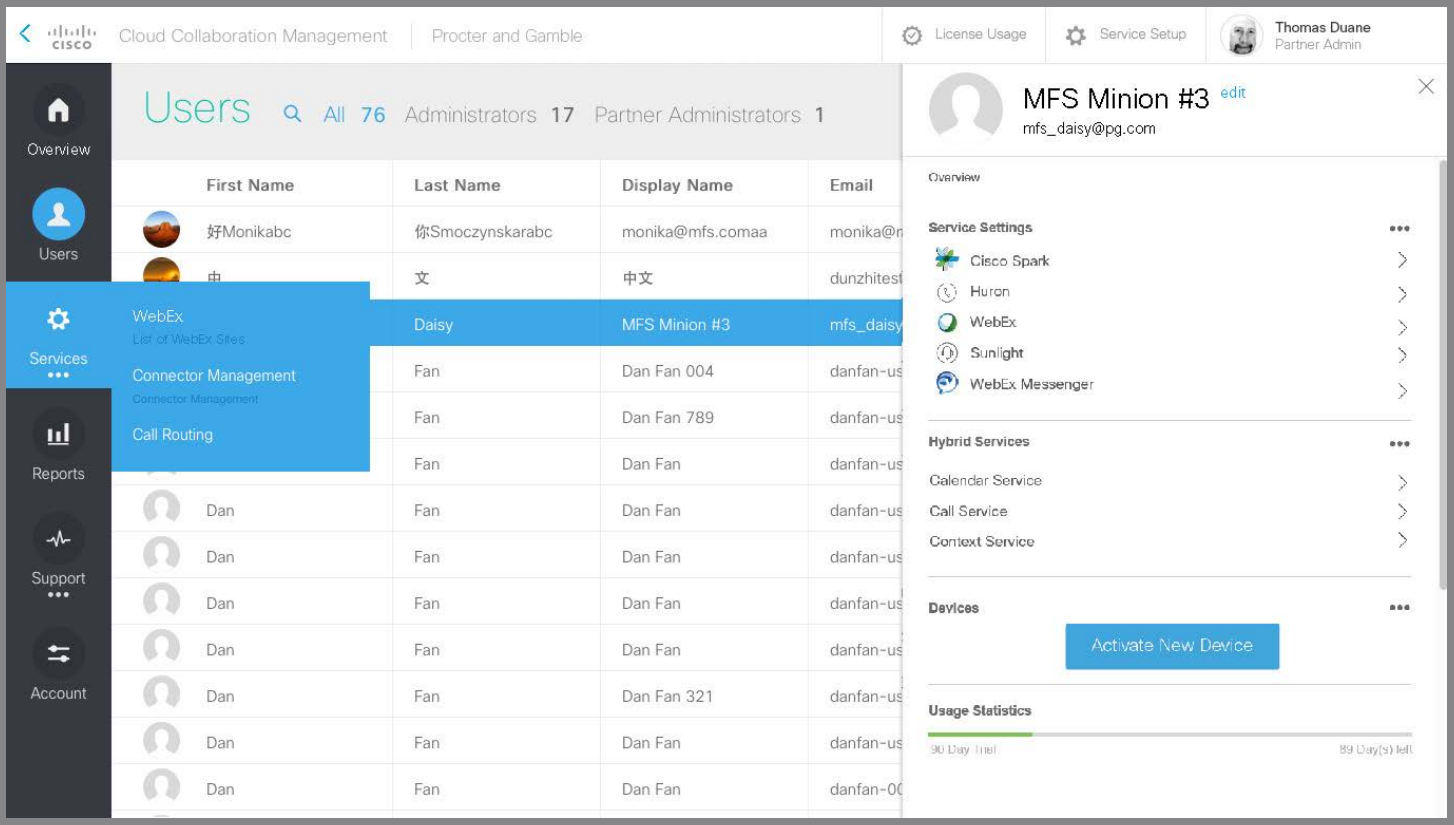
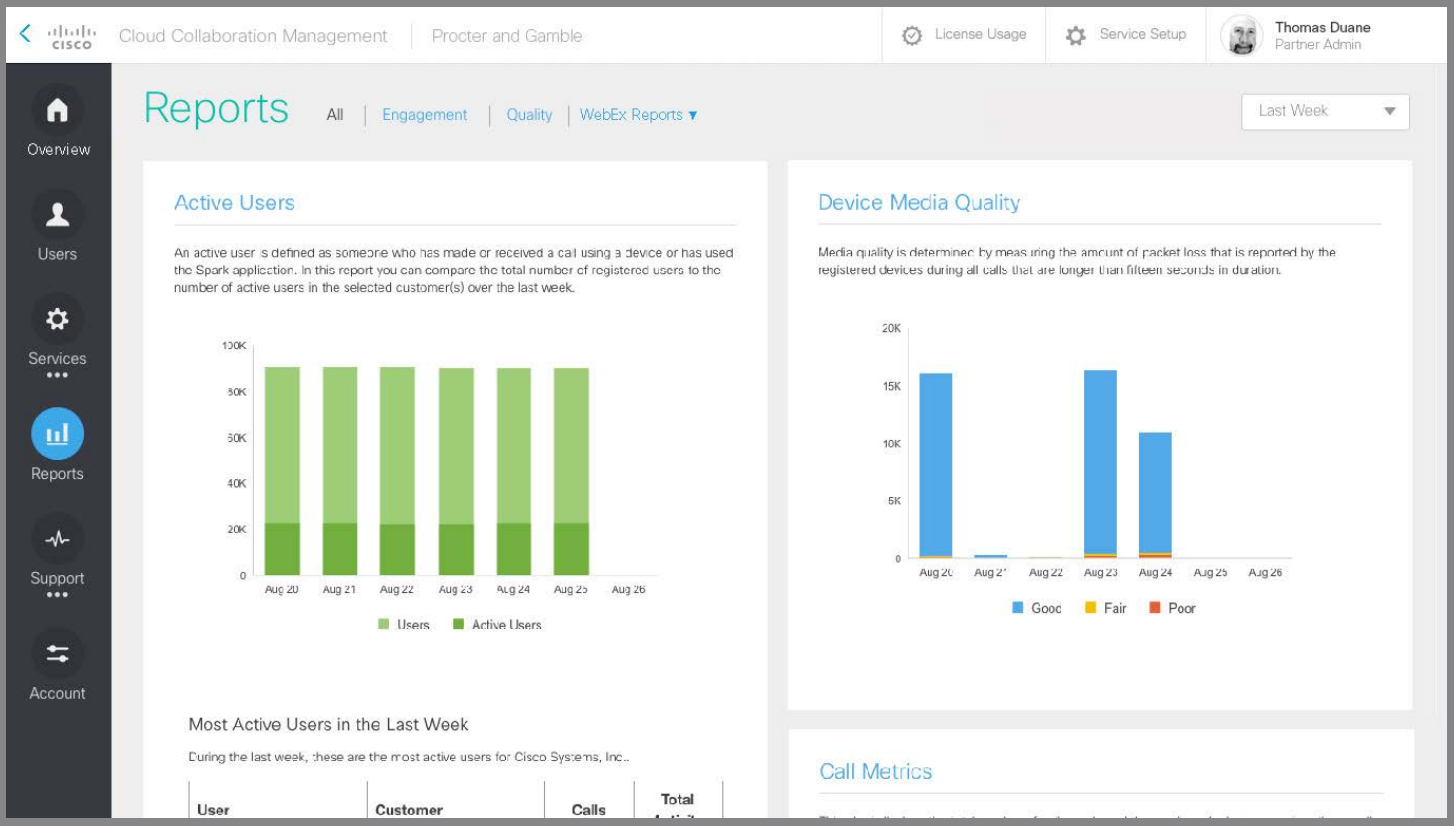
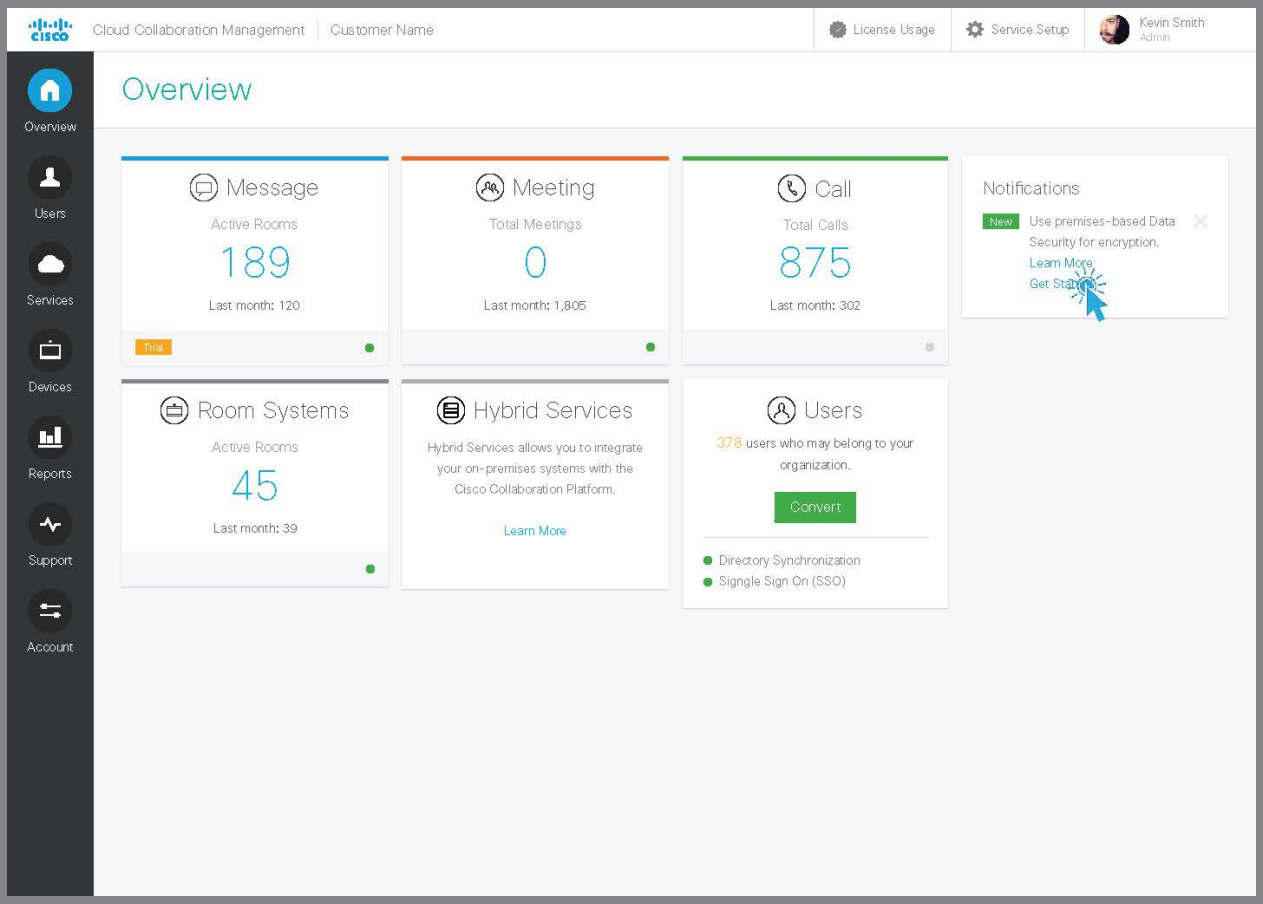
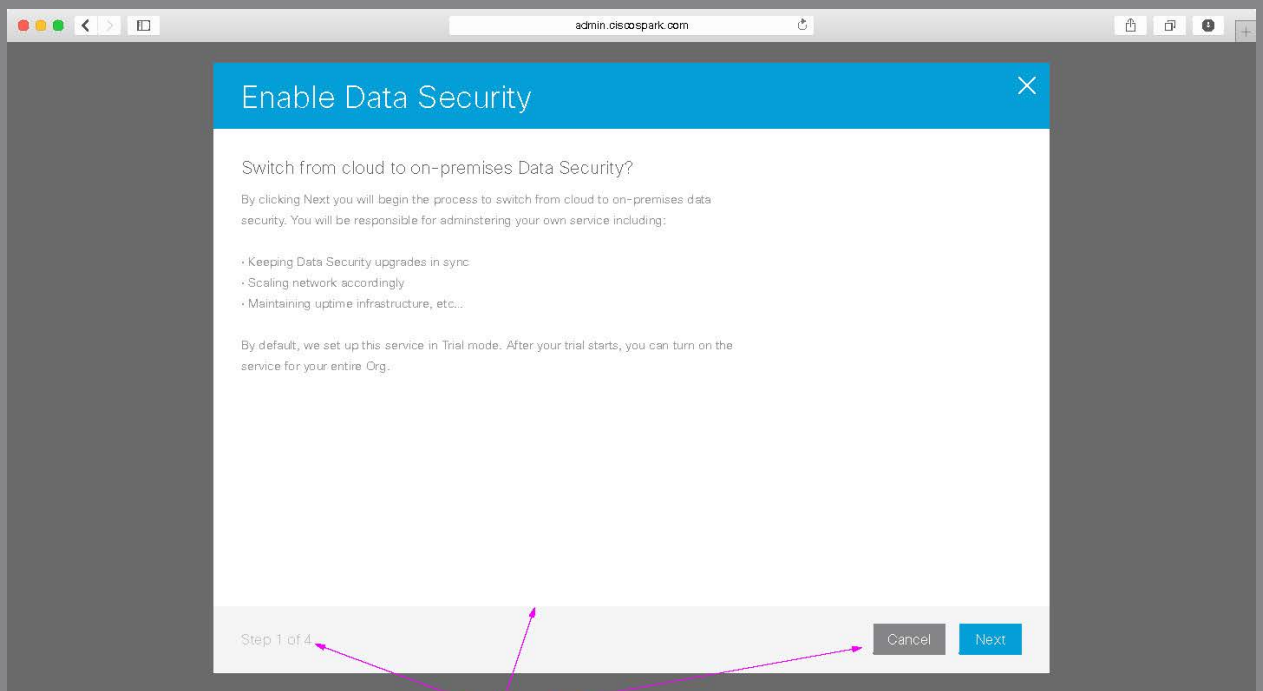


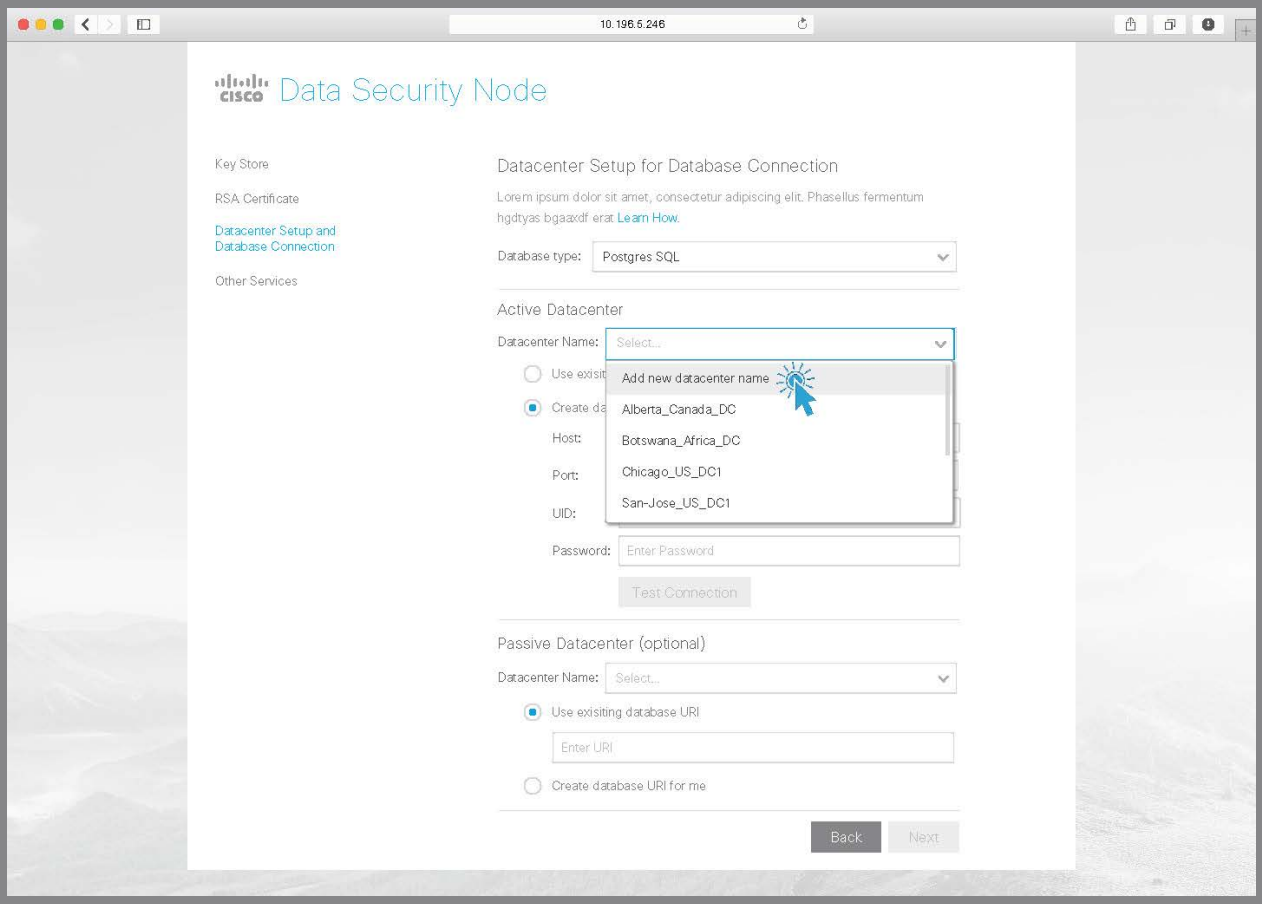
Project: Cisco Cloud Hybrid Data Security Service
Target audience: All Cisaco Cloud Services
Scope of work: 135 unique screens including install wizards

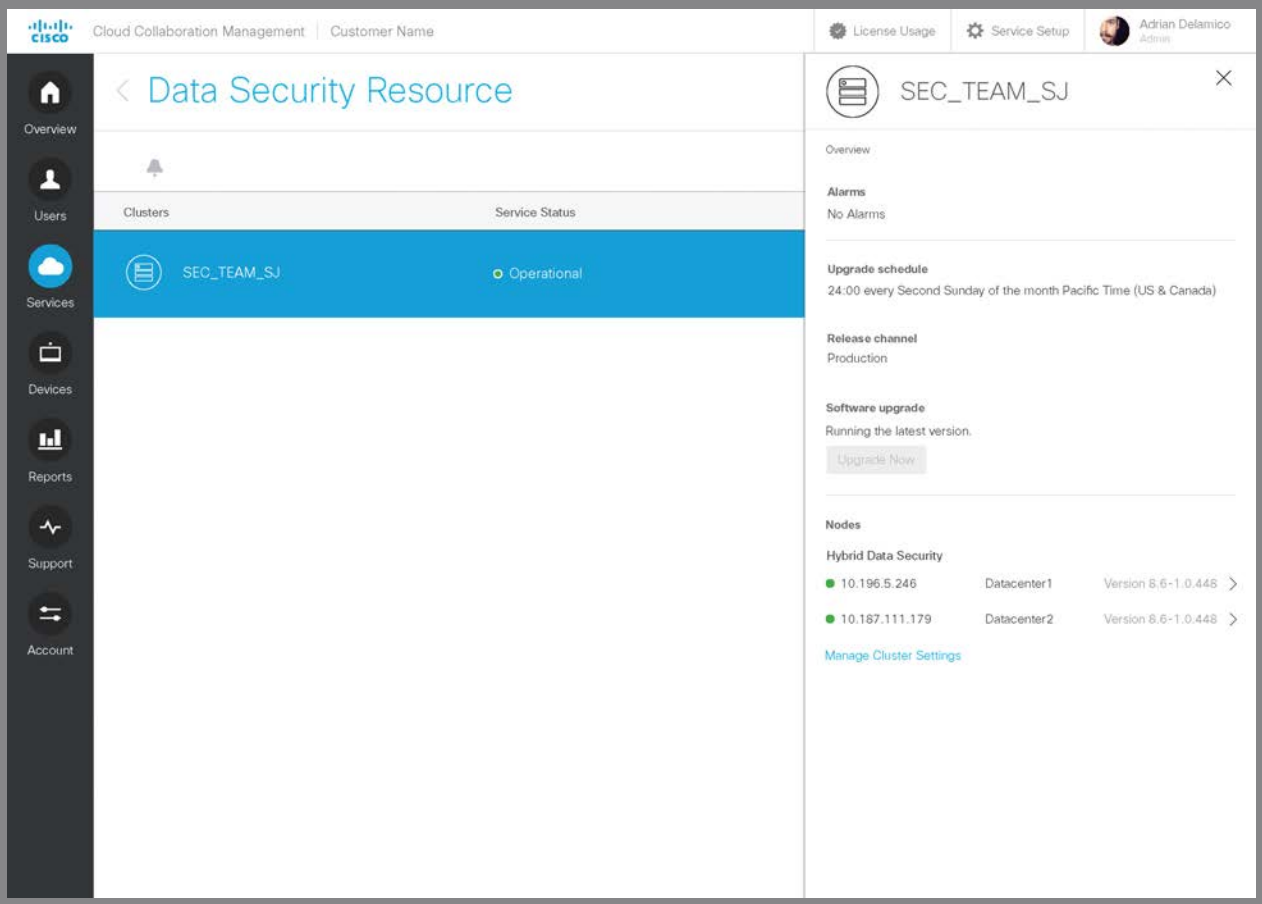


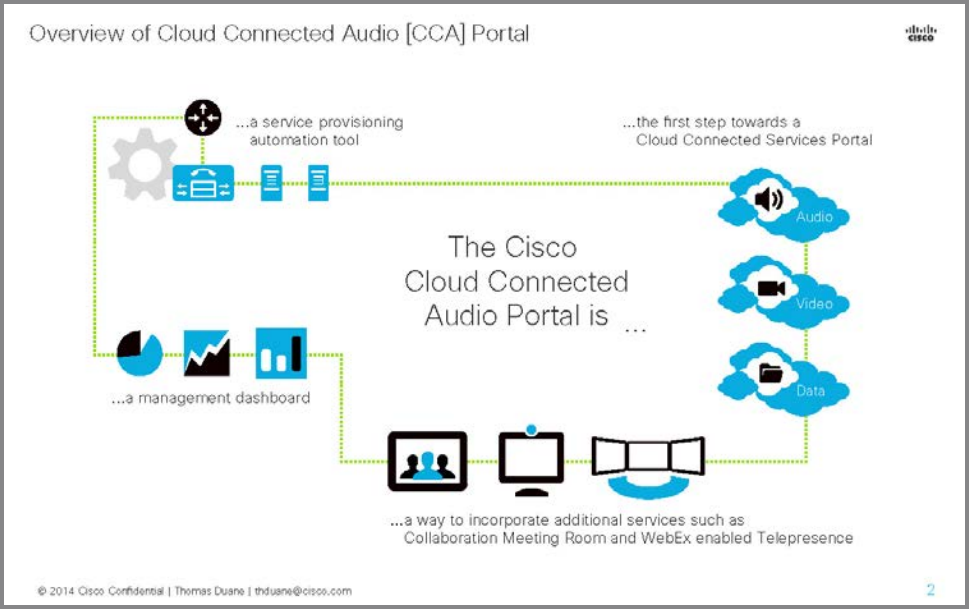

Bottom of modal is to detect bottom edge of browser and should resize it's vertical height so that the primary buttons are "above the fold". Frameset the modal "body" so that the bottom button group (including "Step # of #" object) is fixed at bottom of the browser edge with the modal contents scrolling behind it (as necessary). This example demonstrates the most common screen vertical height of 768px (the most common width is 1366px)

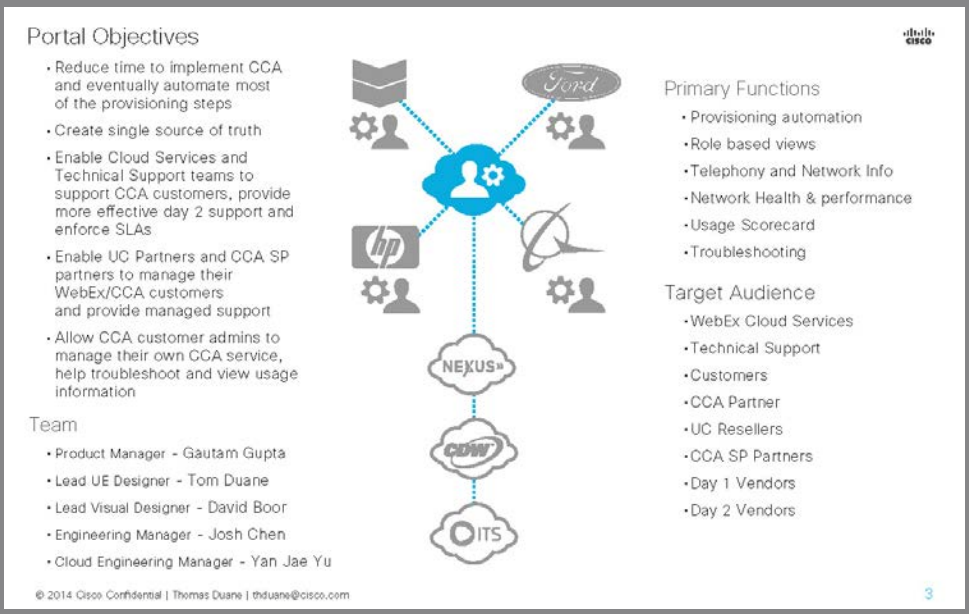
Project: Cisco Cloud Hybrid Data Security Service
Target audience: All Cisaco Cloud Services
Scope of work: 135 unique screens including install wizards

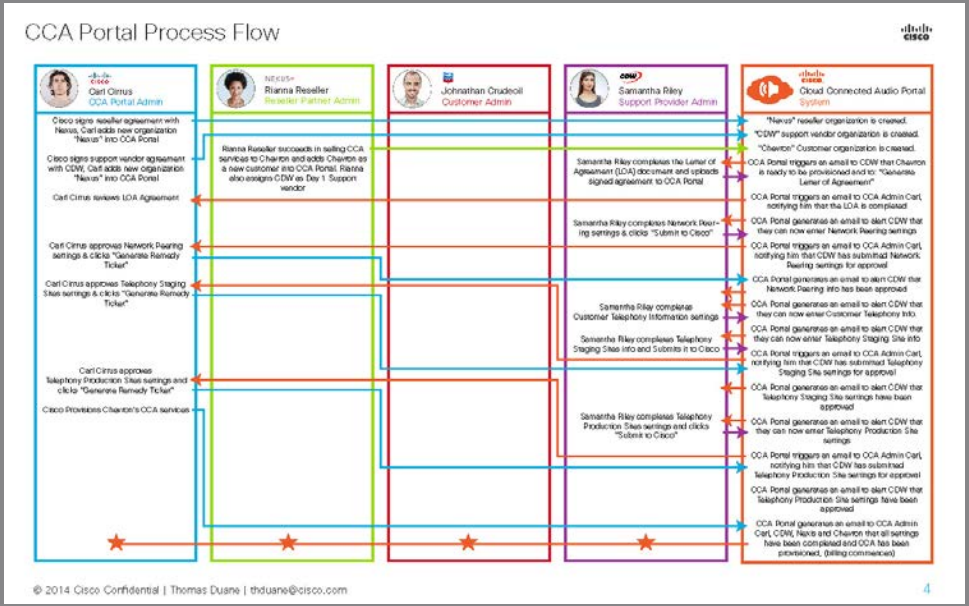


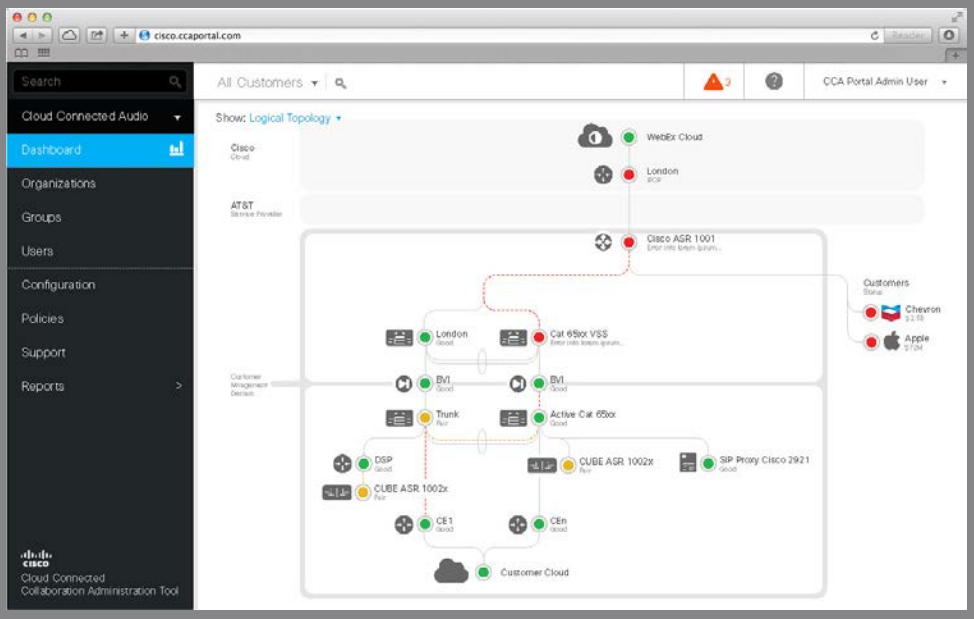
Project: Cisco Cloud Connected Audio Platform
Target audience: Enterprise Admins and Cisco Support Admins
Scope of work: 375 unique screens

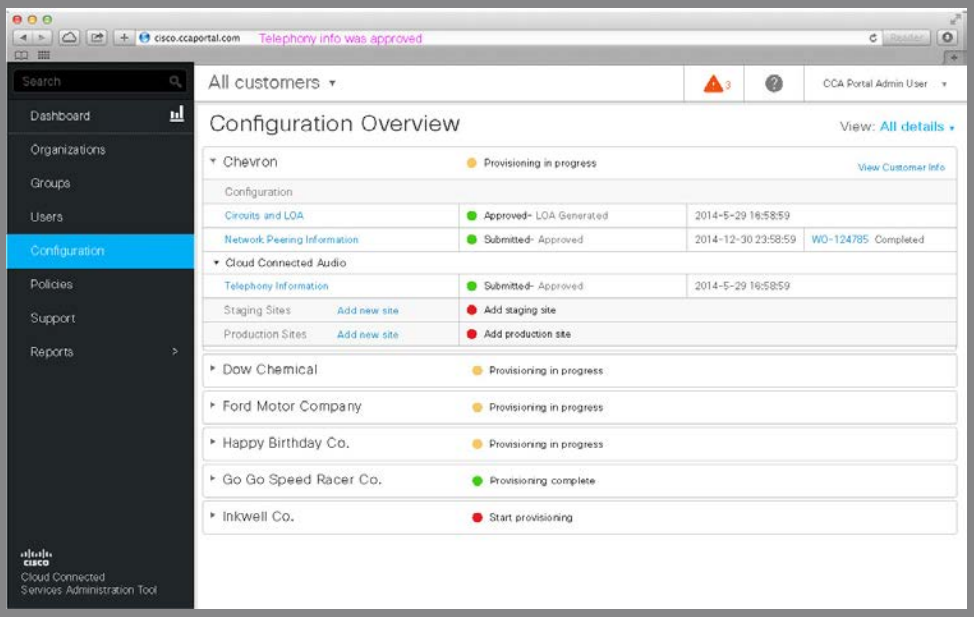


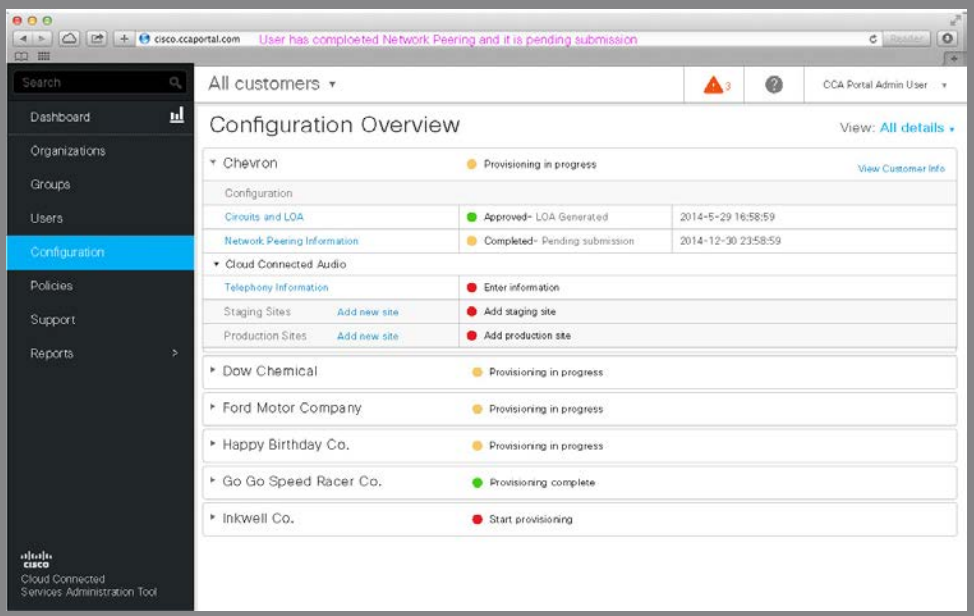



Project: Cisco Cloud Connected Audio Platform
Target audience: Enterprise Admins and Cisco Support Admins
Scope of work: 375 unique screens



Project: Cisco Cloud Connected Audio Platform
Target audience: Enterprise Admins and Cisco Support Admins
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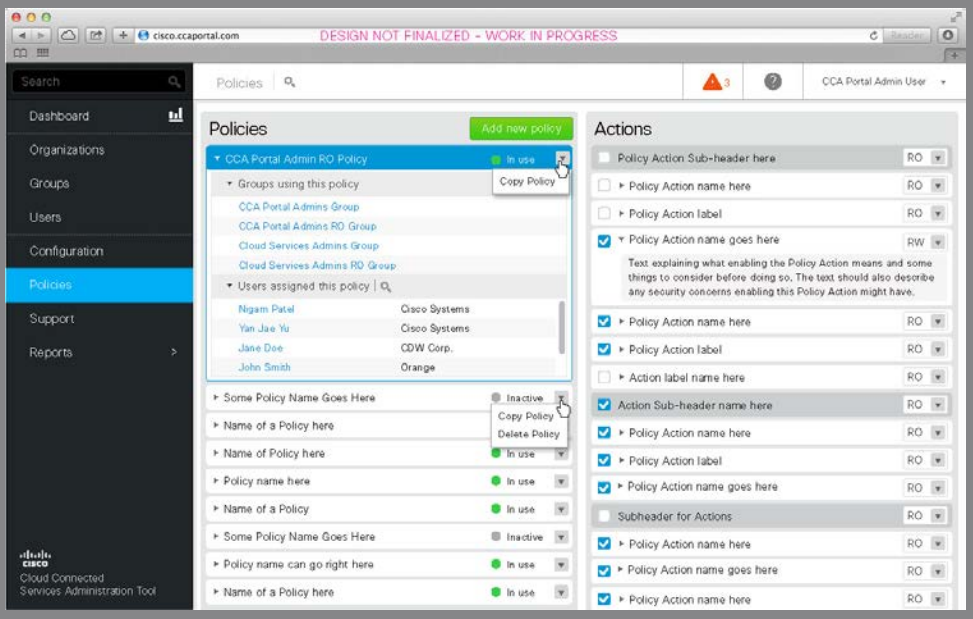
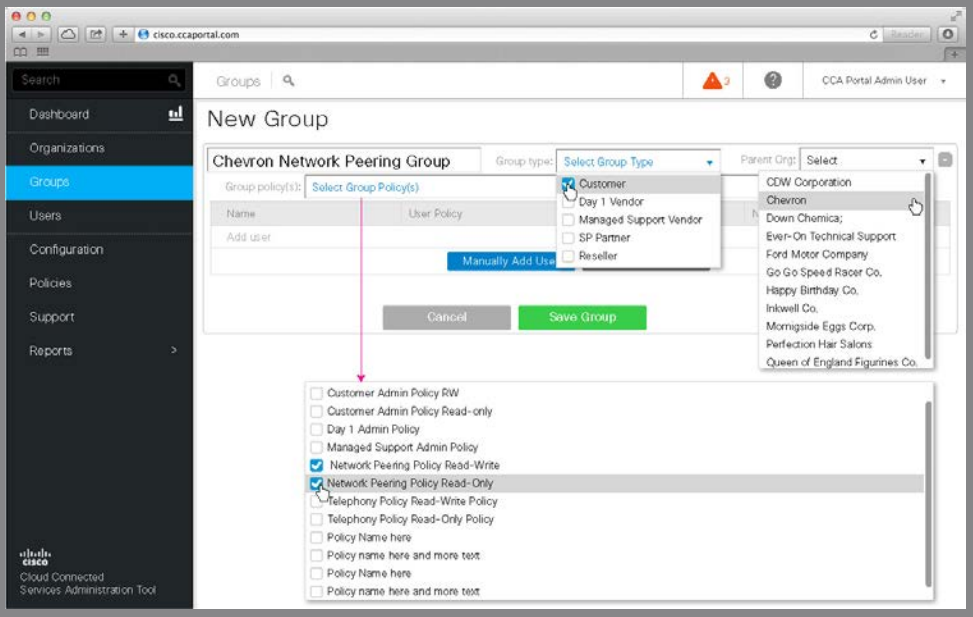
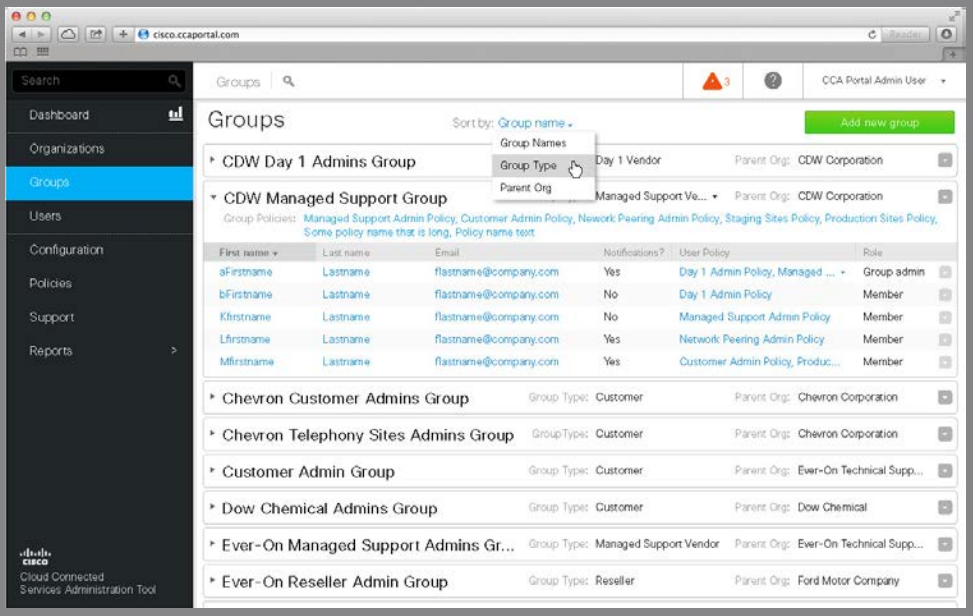
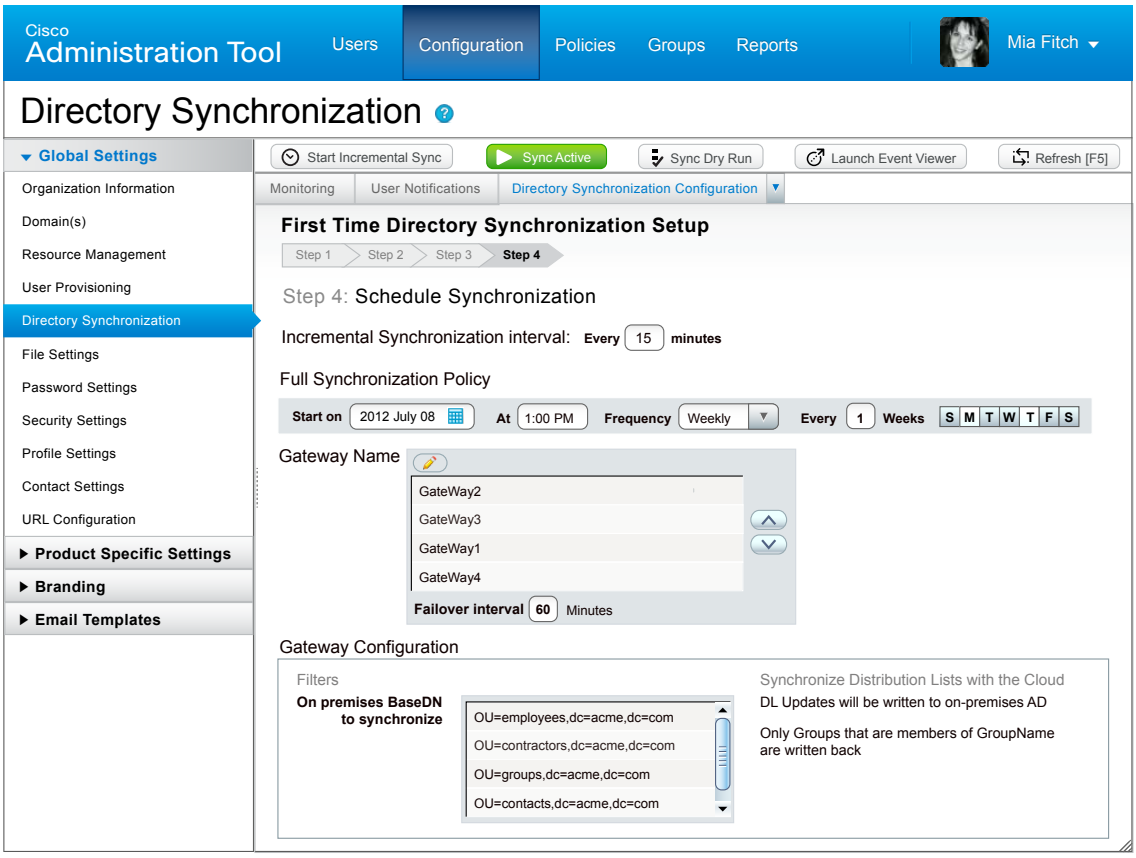
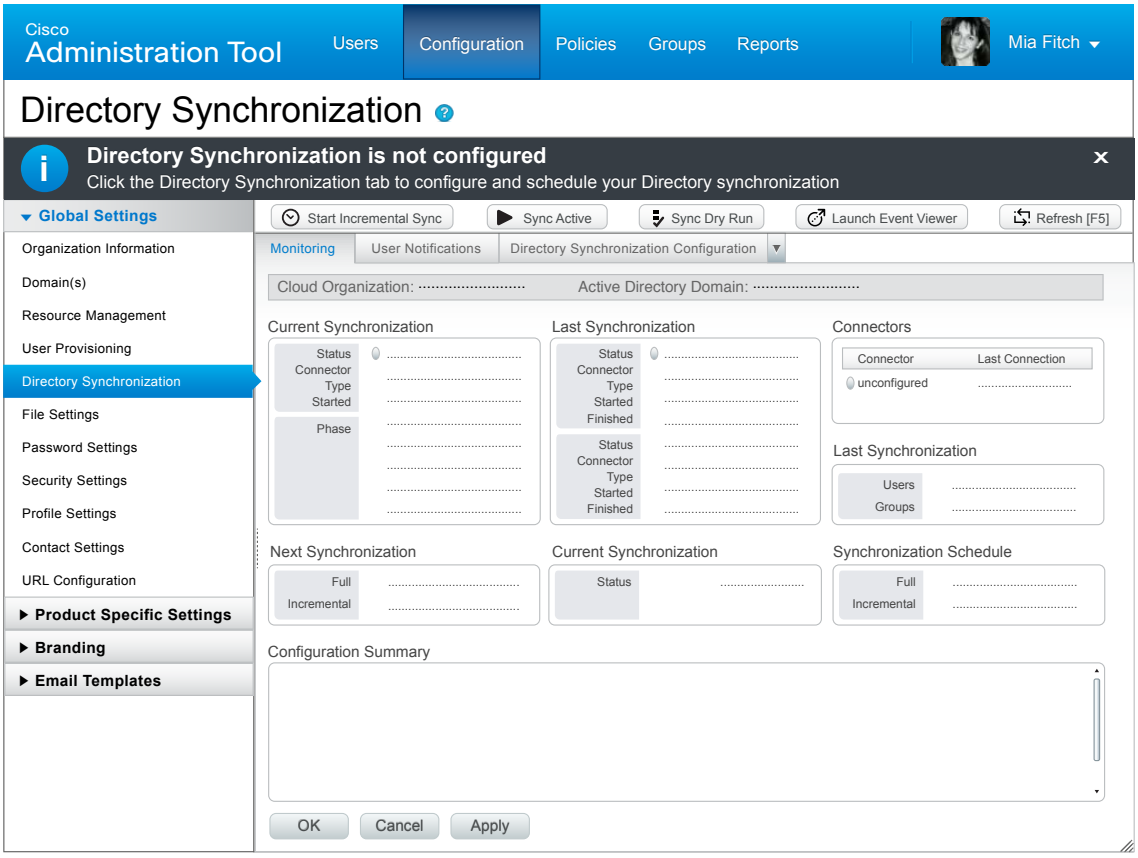


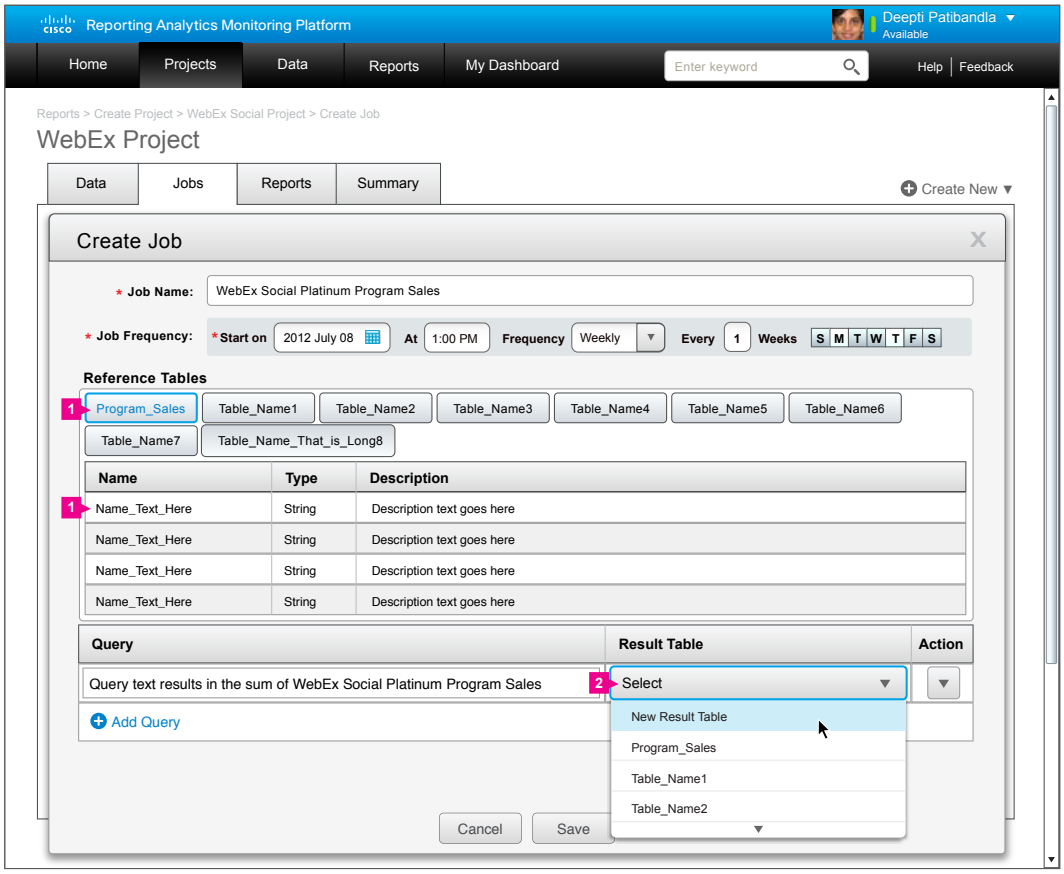



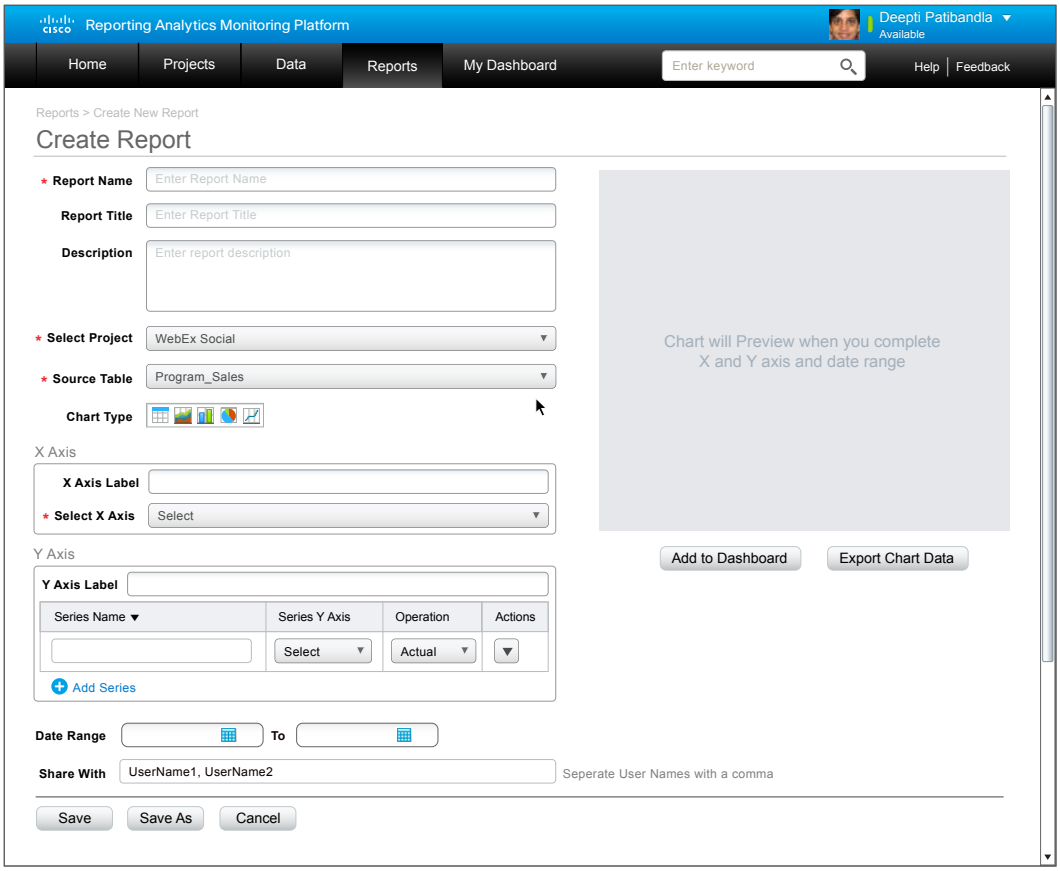
Project: Cisco Directory Sync UE
Target audience: Enterprise Admins and Cisco Support Admins
Scope of work: 90 unique screens



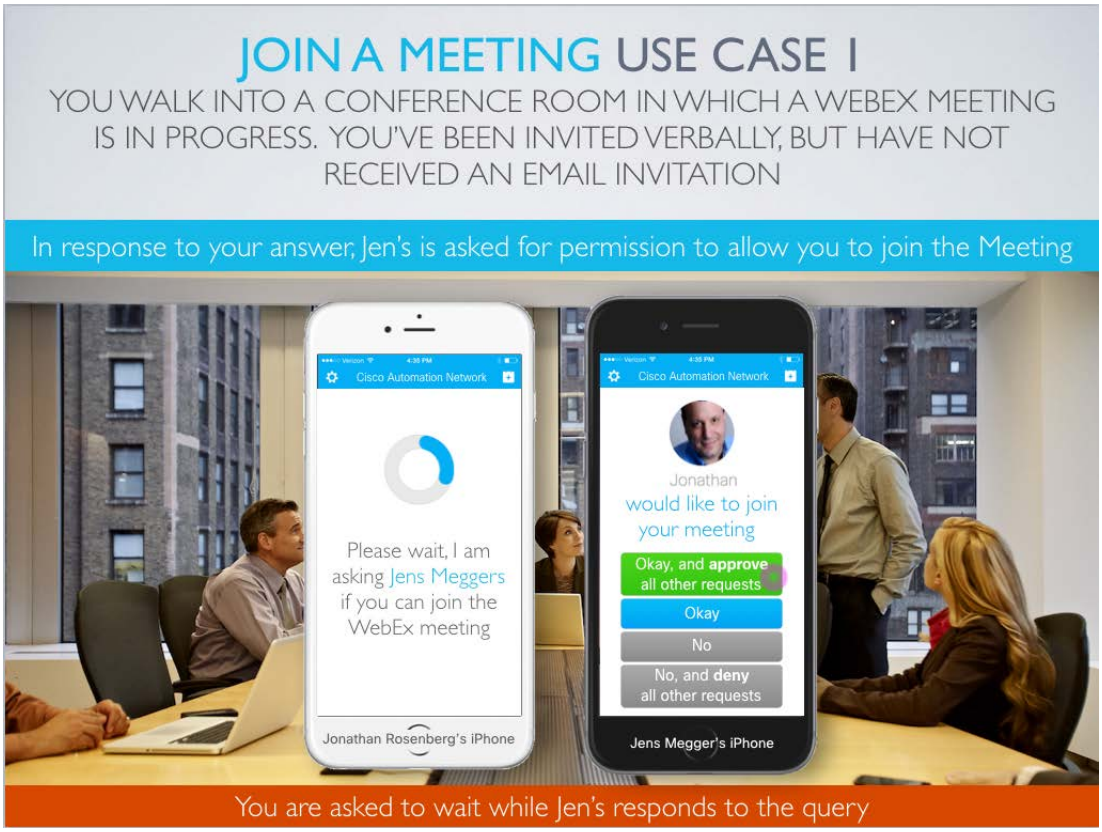



Project: Cisco Reporting, Analytics and Monitoring Platform
Target audience: Enterprise Admins and Cisco Support Admins
Scope of work: 450 unique screens



Project: Cisco Patent Pending- Proximity Detection Automated Assistant
Target audience: Everyone



smartzip

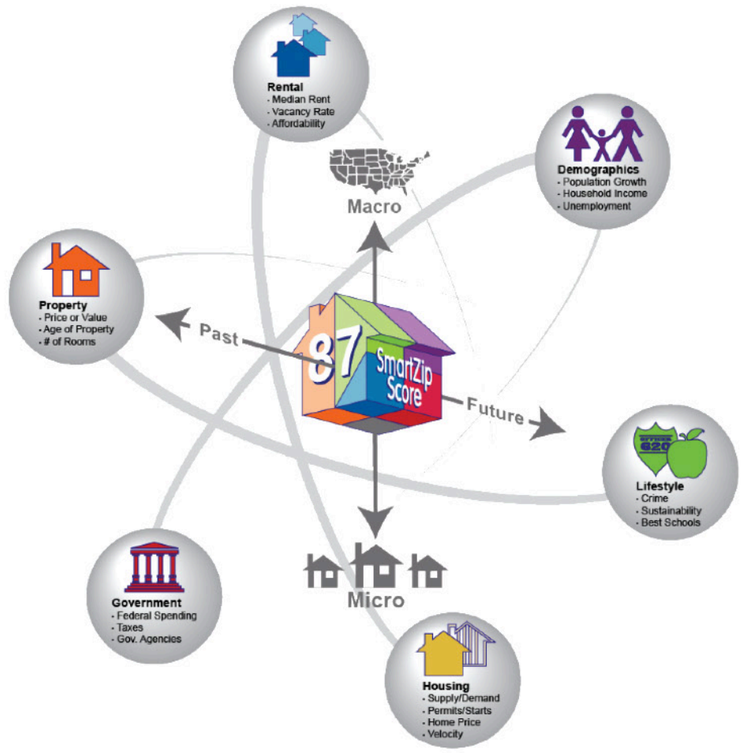
Know if a property is worth buying

# creative work samples

Thomas S. Duane | Creative Director

# SmartZip.com

- brand positioning development
- naming
- brand/corporate identity
- investor / sales presentations
- product ideation and feature definition
- ue development
- ui design / illustration / icon design
- copy writing




SmartZip is like  a CarFax for a home. It not only gives you the history of the property, it also predicts how it will perform as a cash-flow, or, appreciation investment. My job was to help the company to define this vision, to name it, give it a logo and to create a user experience that would have home buyers and mortgage brokers buying property SmartZip score reports for every transaction.

**Product Development**

- Based on business objectives communicated by senior management, developed product concepts, prototypes, screen-flow diagrams, wireframes, interactions, UI design concepts, content, and functional specs to achieve goals.
- Based on usability testing and focus groups, developed new product concepts to meet user demand and to generate new revenue streams.
- Maintained competitive analysis information and generated recommendations for product enhancements

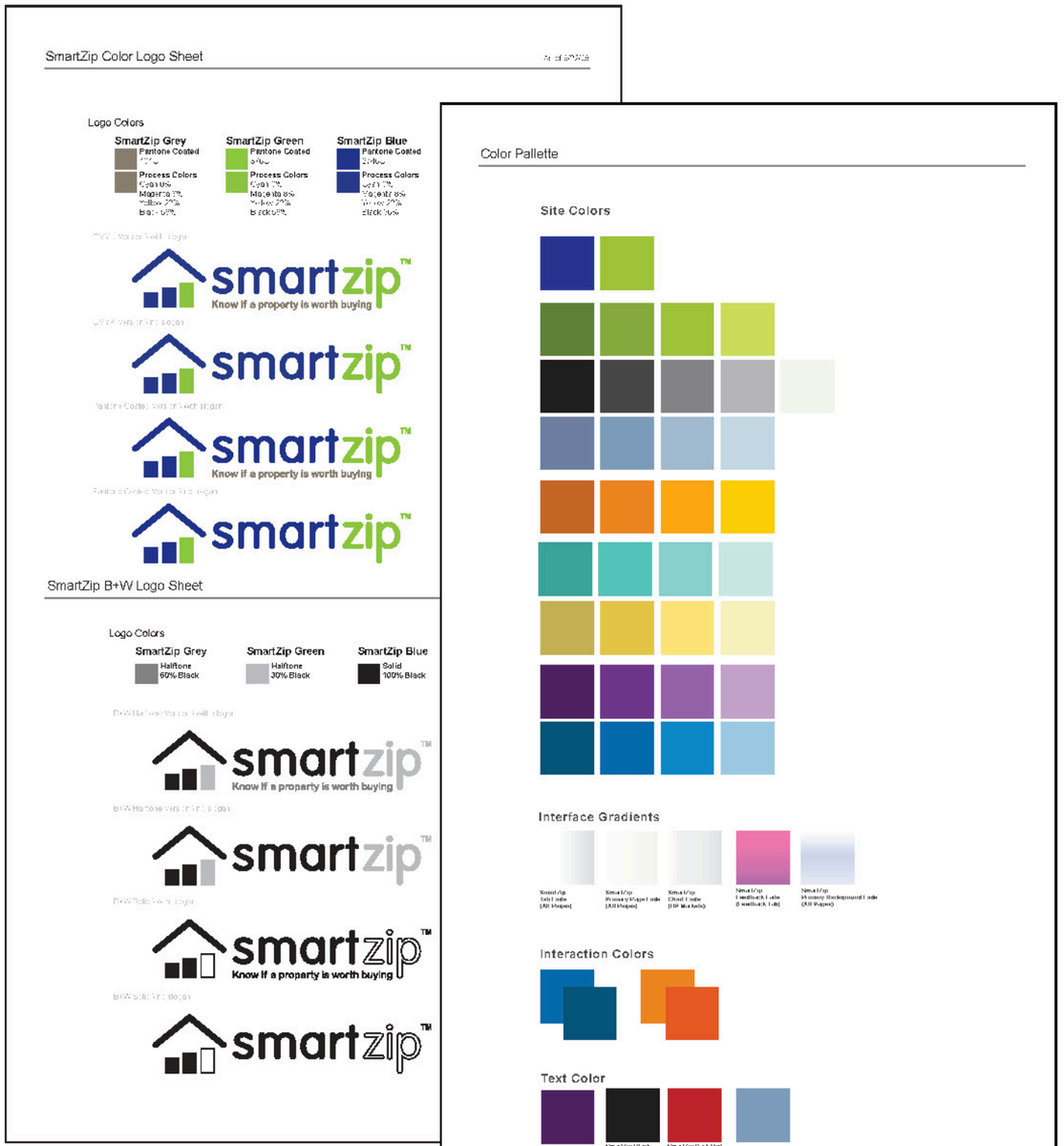
**User Experience Design**

- Created and maintained web site usability style guide detailing interactions.
- Lead user research and usability testing.
- Developed, and maintained design requirements for new products and product enhancements.
- Collaborated with engineering and product team members to ensure execution of design requirements.
- Lead usability QA review and maintained QA reporting system to monitor bug fixes and product enhancements.

**Creative Direction**

- Led development of brand positioning and brand identity
- Developed and maintained brand style-guide including; color palette, icon sets, button sets, sound effects, interaction animations, illustrations and copywriting.
- Supervised design team in the ongoing development of new landing pages and CSS templates

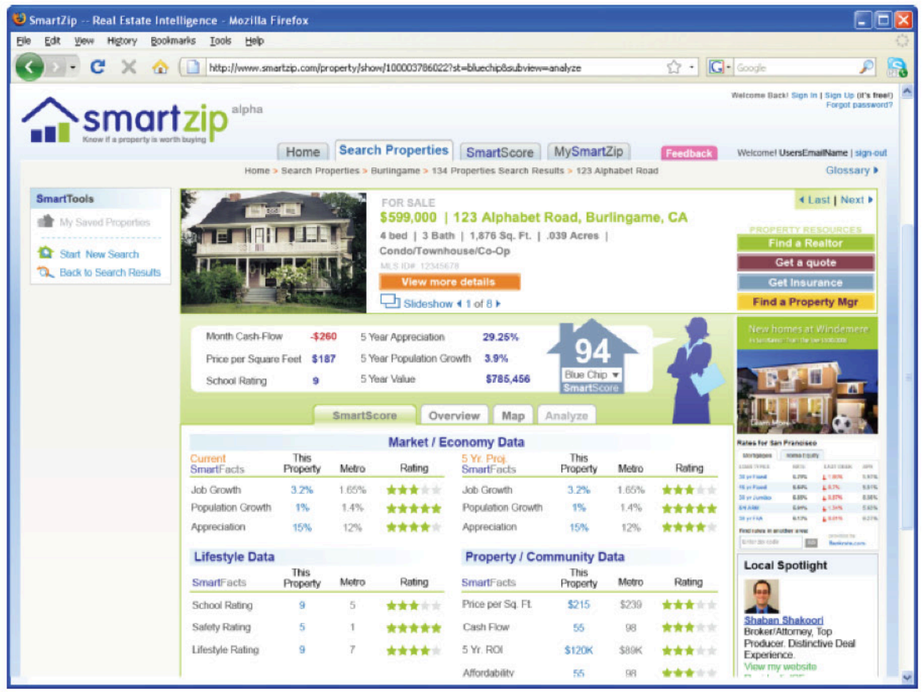
## brand identity design

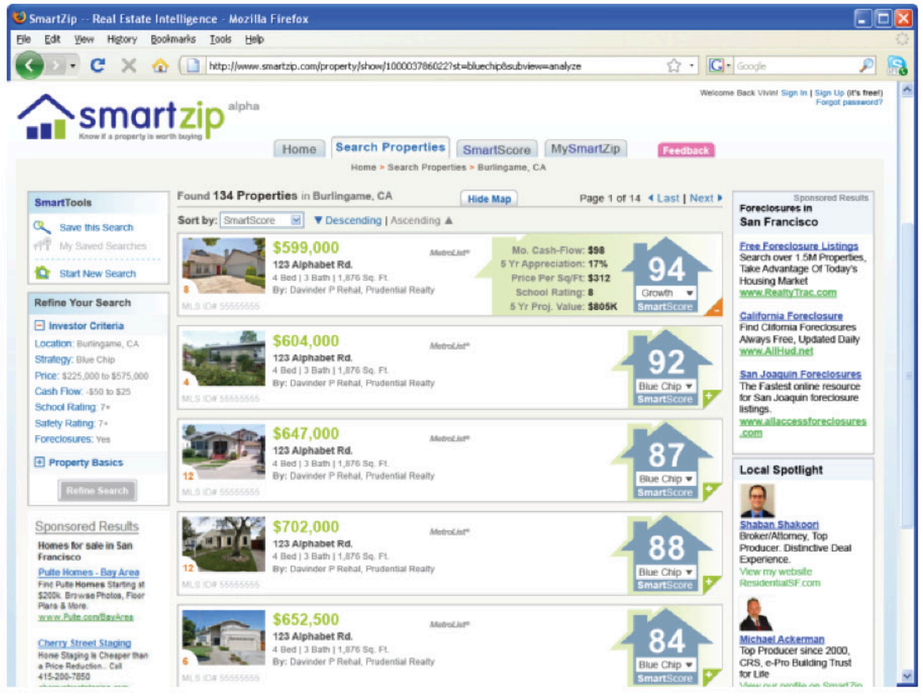



## “how to use SmartScore” to find the right investment” tutorial

home page and search landing page design

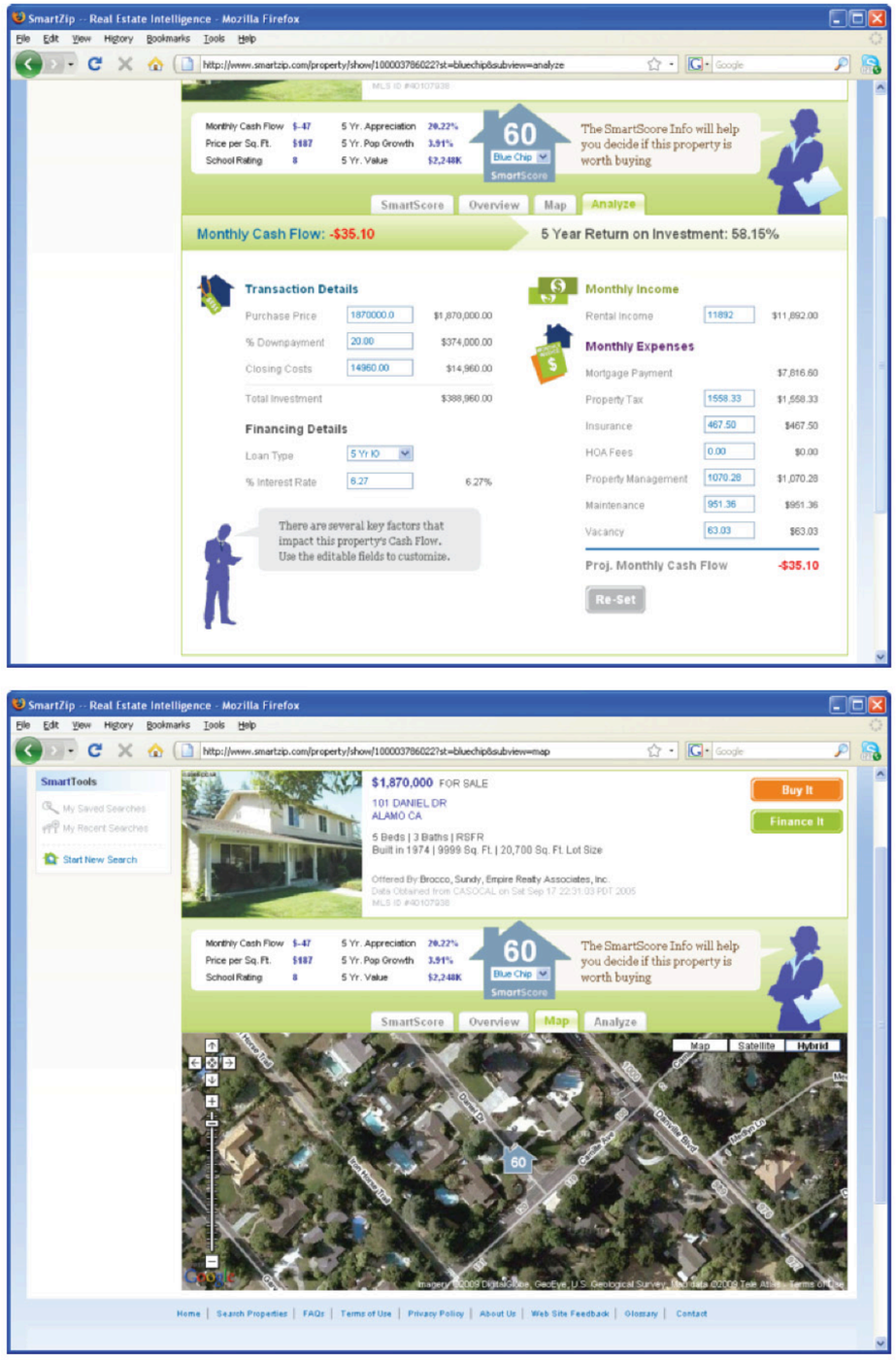
story development, storyboards and maya animation creative direction

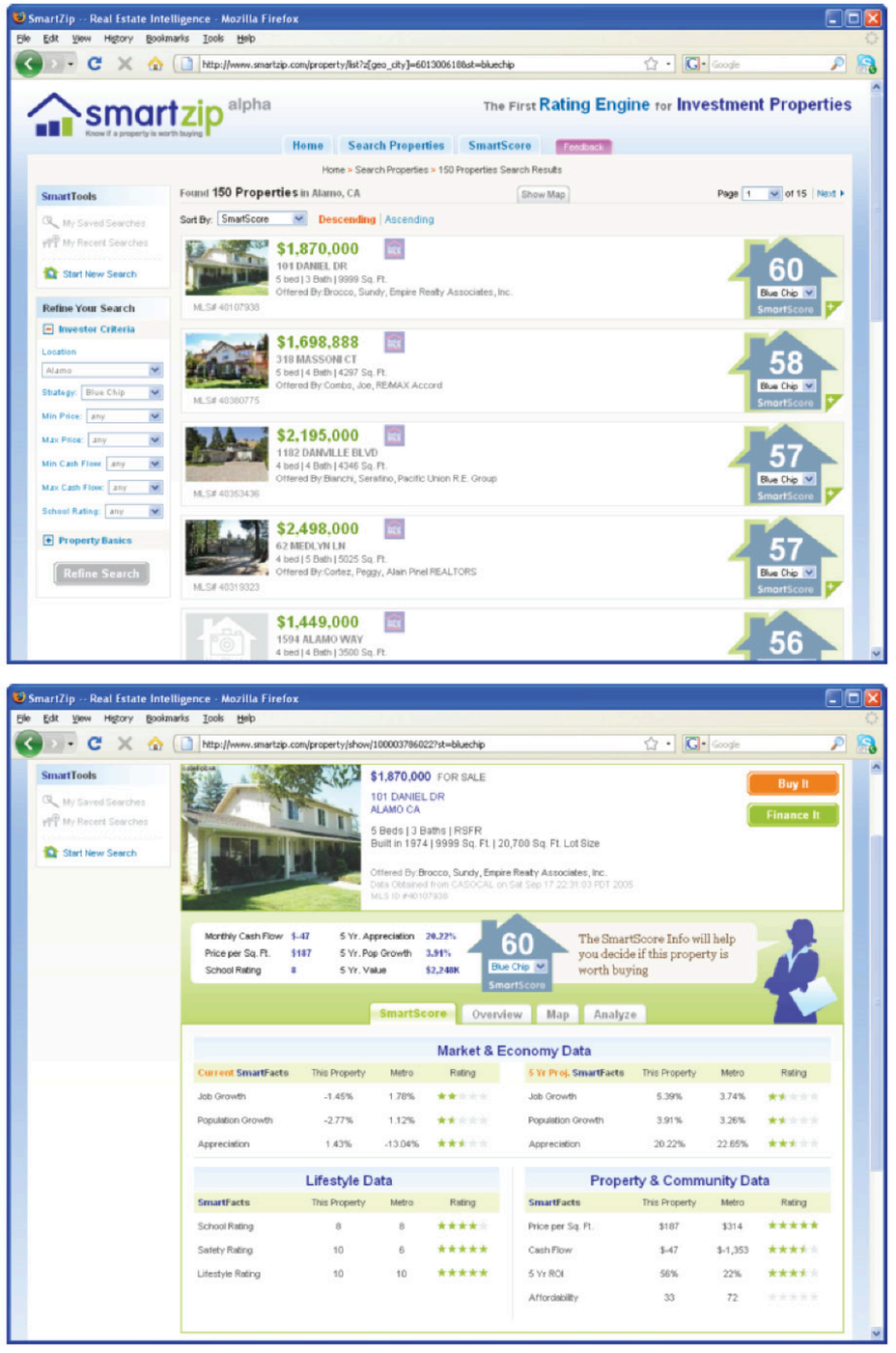


12 product feature highlight animations and interactive micro-sites

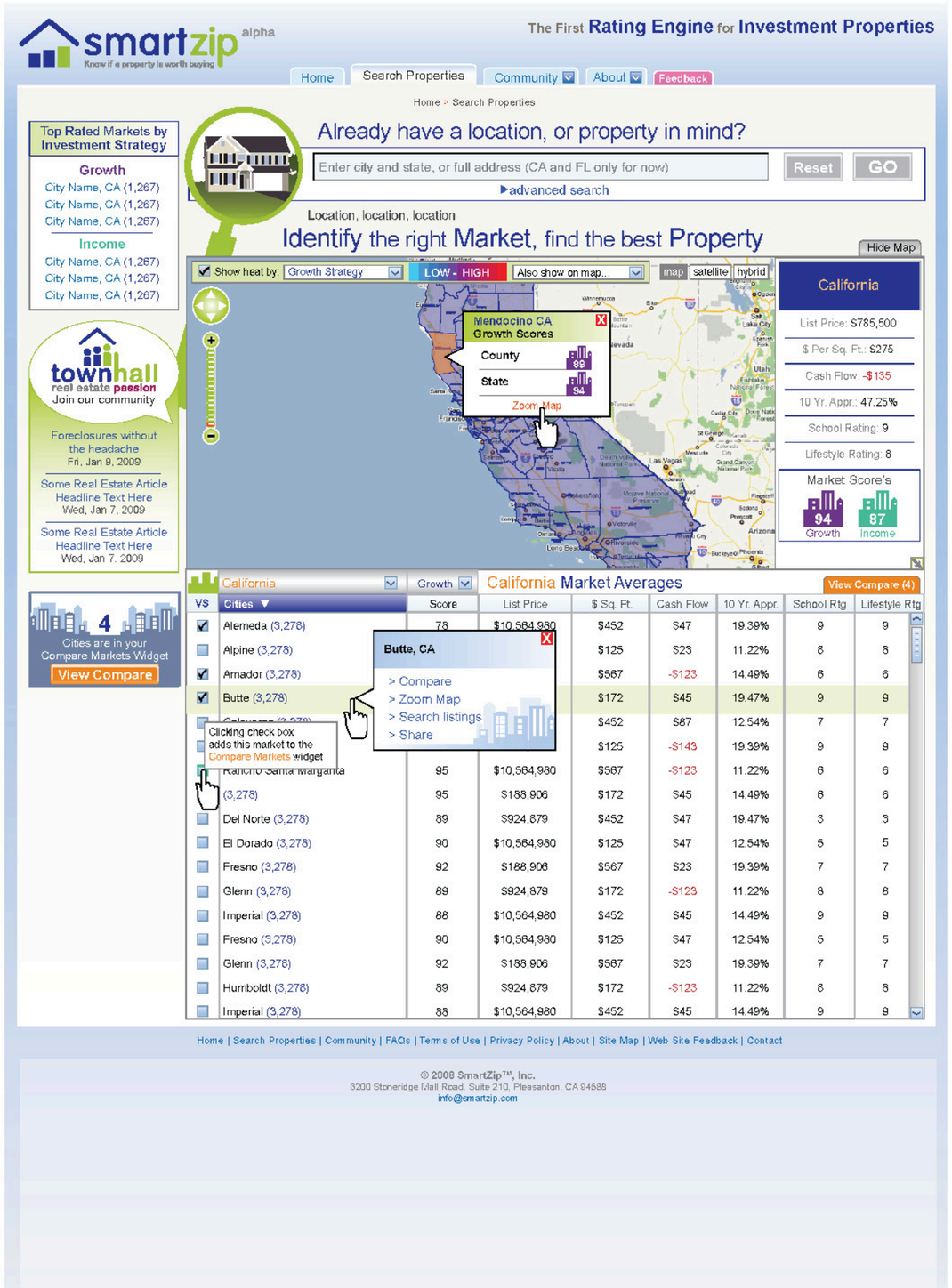
story development, storyboards and maya animation creative direction



## tutorial interactions

## search properties landing page and interactions



# SmartZip 100 property feature module

## Landing State

## Hover States

Hover reveals the See details link

Goes to red orange and if clicked advances widget to next highest number. If it gets to 100, the next highest value is #1- and is a continuous loop

If user clicks within slide show area, widget moves selected peroperty into Highlight region. The interaction is the same if they click the right or left arrows on either side. Note the chang state in the objects colors and fonts

## Click Actions

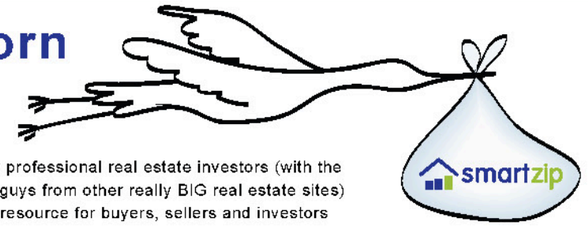
Note label change to address Foreclosure listings. Note- if this is a listing we "sourced" from public sites the range, or individual price is displayed in the same manner, and "Fair Value Range" is still the descriptor- just remove the "FORECLOSURE" label and logo

# about us page

## The Beginning

About Us | Team | SmartScore | FAQs | Employment | Buzz

### We are born




SmartZip™ was built by professional real estate investors (with the help of some very smart tech guys from other really BIG real estate sites) to provide the ultimate online resource for buyers, sellers and investors of residential real estate.

For years, we've worked in real life with thousands of investors, completing billions of dollars in real estate transactions (including several hundred of our own). Over that time we developed and perfected a unique, proprietary methodology to choose exactly the properties that will out-perform the market. By leveraging current and historical data, and combining it with what we call our "real estate je ne sais quoi" we have built a predictive model to identify, weigh and analyze the characteristics of the markets, neighborhoods and individual properties that will thrive through market cycles.

### We know how to pick a winner.

Like you, we've kept a close eye on the events of the past eighteen months. While it's too soon to predict when the market as a whole will take a turn for the better, it's clear that people need stronger, more relevant tools and information to help make wise home-buying decisions.

Unfortunately, historical and current home values, while important, provide only a subset of the information necessary to shrewdly buy real estate – whether the purchase is an investment, or a place to home.

While it's easy to look at basic market information to understand population and job growth to gauge its buoyancy and stability, how do you measure that je ne sais quoi that makes one neighborhood perform better than another when they are only blocks apart?

"People need a web site where they can dig in and play and learn about real estate as much (or little) as they want ... to research, search and buy real estate and manage investment property – all in one place. And, instead of burying people under mounds of hard-to-understand data, we will crunch the numbers behind the scenes and provide an easy-to-understand rating.

And SmartZip was born ...

One year, tens of thousands of man-hours later and backed by an incredible group of Angels you see the first iteration of that dream – and it includes the first ever rating engine for residential real estate.

### Now you can pick a winner yourself.

So why is this important? Because at SmartZip, we understand that building your personal wealth with smart investments in real estate can mean the difference between retiring in an obscurely located double-wide or sipping margaritas pool-side at your Palm Beach villa.

"People need a web site where they can dig in and play and learn about real estate as much (or little) as they want ... to research, search and buy real estate and manage investment property – all in one place. And, instead of burying people under mounds of hard-to-understand data, we will crunch the numbers behind the scenes and provide an easy-to-understand rating.
Think: Morningstar® for Real Estate."

Logitech

creative work samples

Thomas S. Duane | Creative Director

# Logitech

- customer brand experience analysis
- package design
- print advertising
- product micro-sites
- logitech.com web site UE redesign
- maya animation development
- online advertising
- copy writing
- photography

As the first global creative director of this international
computer peripherals company, I was responsible for all
consumer communications including Logitech.com, advertising, experiential; marketing and package design.

I directed external agencies as well as in-house designers to address internal client needs.

I'm most proud of my work on the Wave keyboard launch.
I was the hands-on designer and led the ideation for how the product would be positioned in the market.

I also developed a program for the creation of a Logitech owned stock photography resource. I directed photoshoots with international models and locations. My efforts have established an company savings of over $500,000 a year.

## Transaction

I need it now, so I buy it...

- in an electronics super-store

## Motivation

I need...

- a replacement
- a gift for someone

I want...

- to enhance my PC and/

I recieve...

- a Logitech peripheral gi

## Consideration

I research...

- the category and read t

I discover...

- the features I want

I decide...

- on the brand I trust to d desired features

## Awareness

I see...

- Out-Of-Home Advertising
- Television
  - commercial
  - news story/product review
- An online ad
- An online article/product review
- Online viral marketing content
- Retail merchandising:
  - Poster, shelf talker, etc...
  - End-cap display
  - Product packaging on-shelf

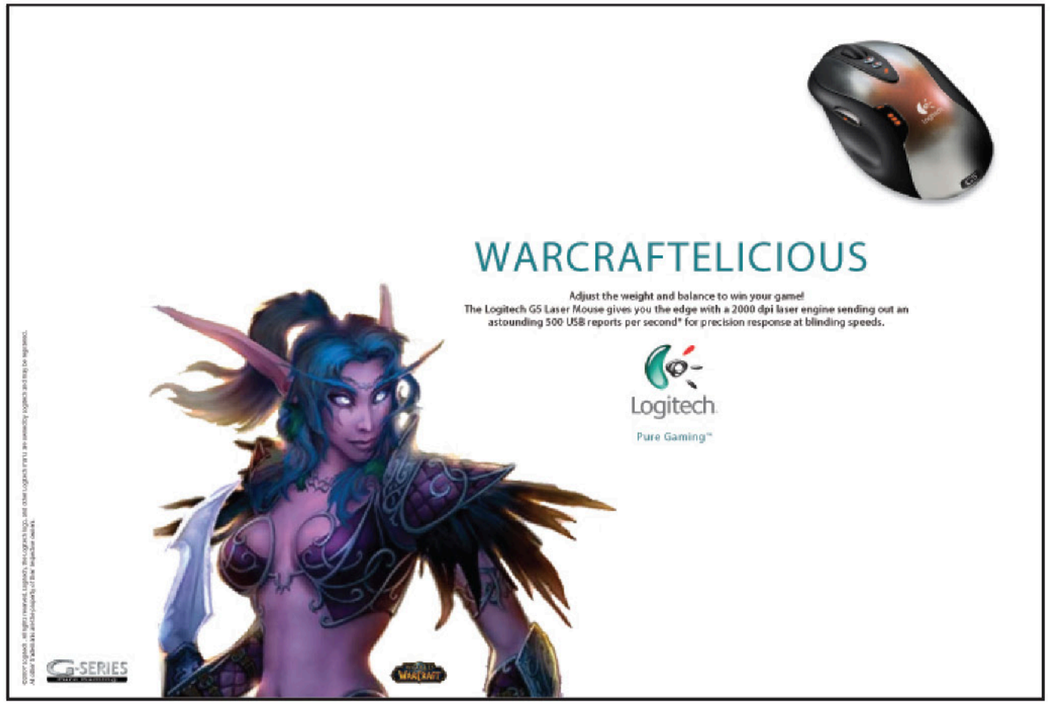
I hear...

- Word-of-mouth
- Radio ad/or news story

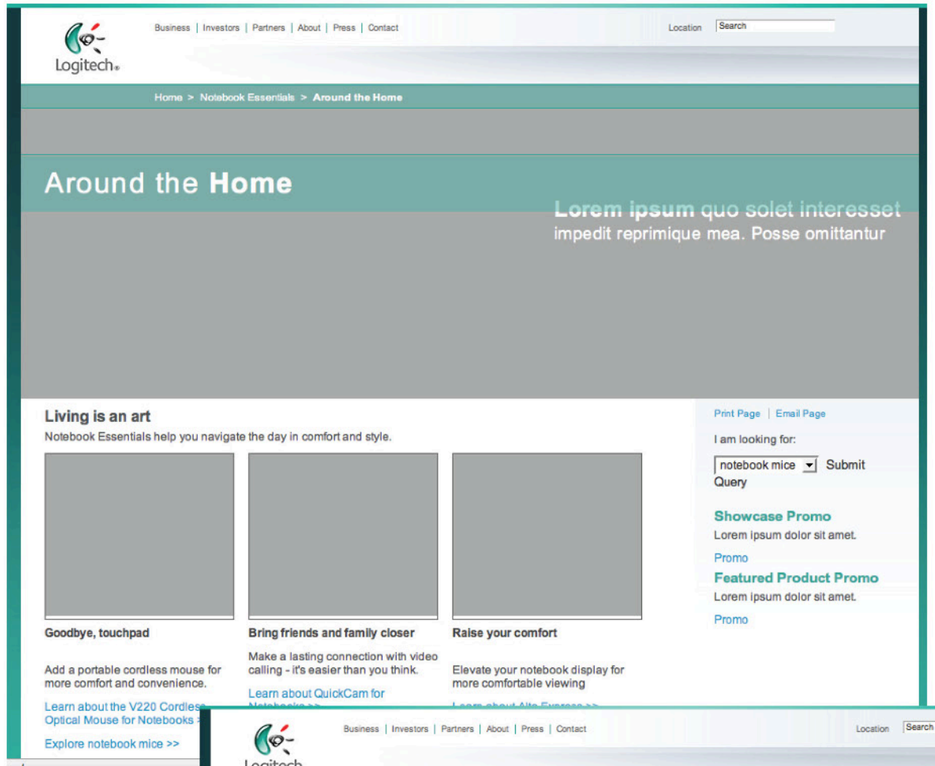
I try...

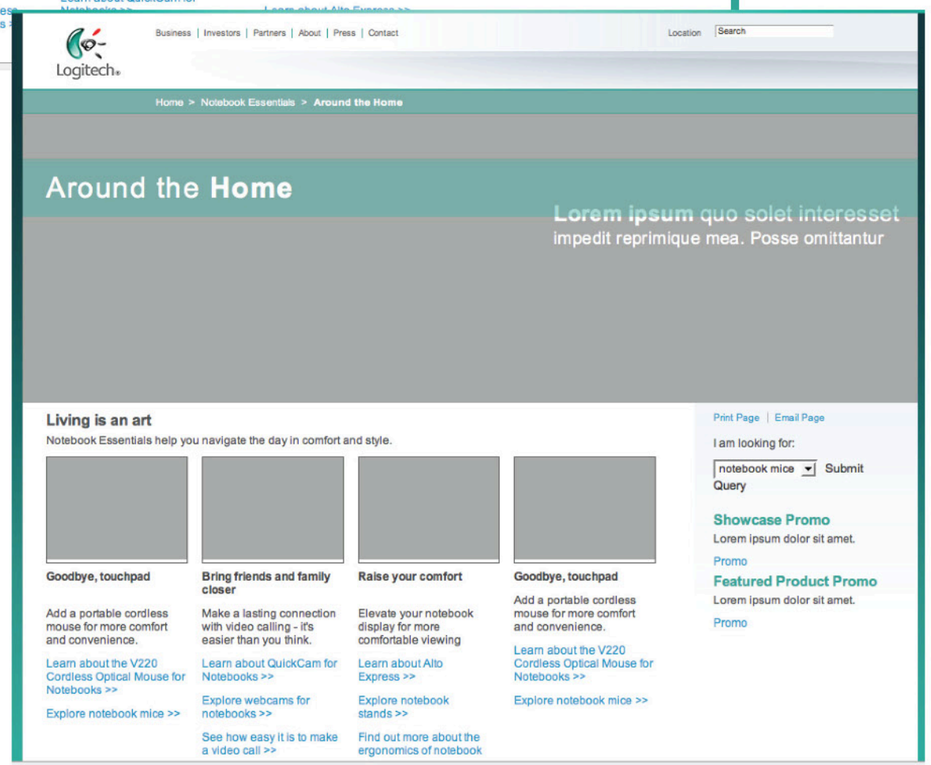
- a demo unit at
  - retail
  - special event/trade show
- a friend/co-workers device

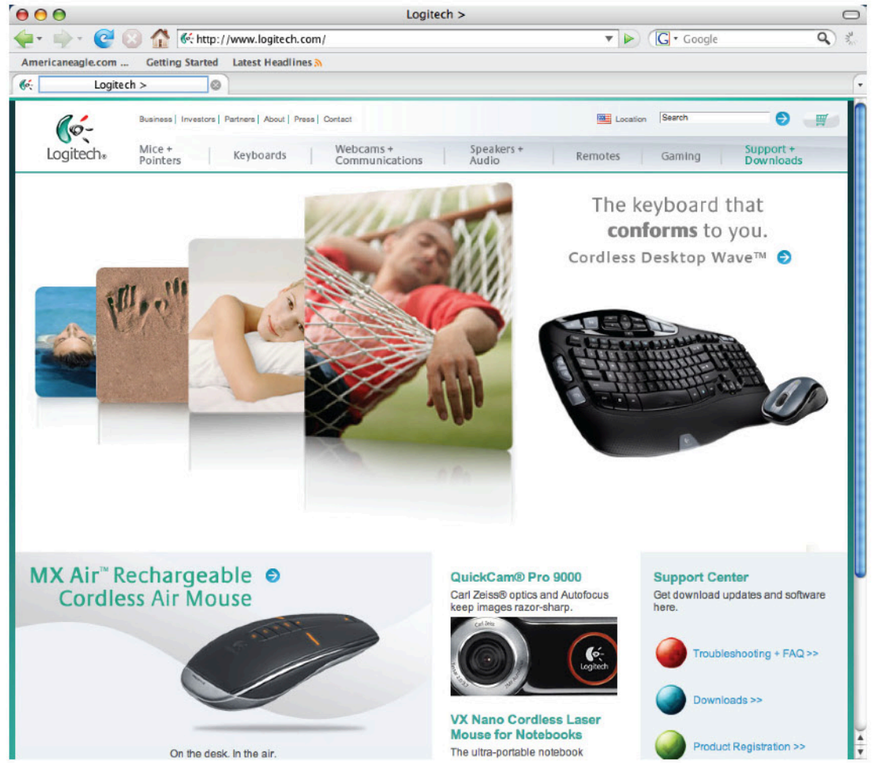
## G-Series Poster Campaign (for use at annual World of Warcraft competition)

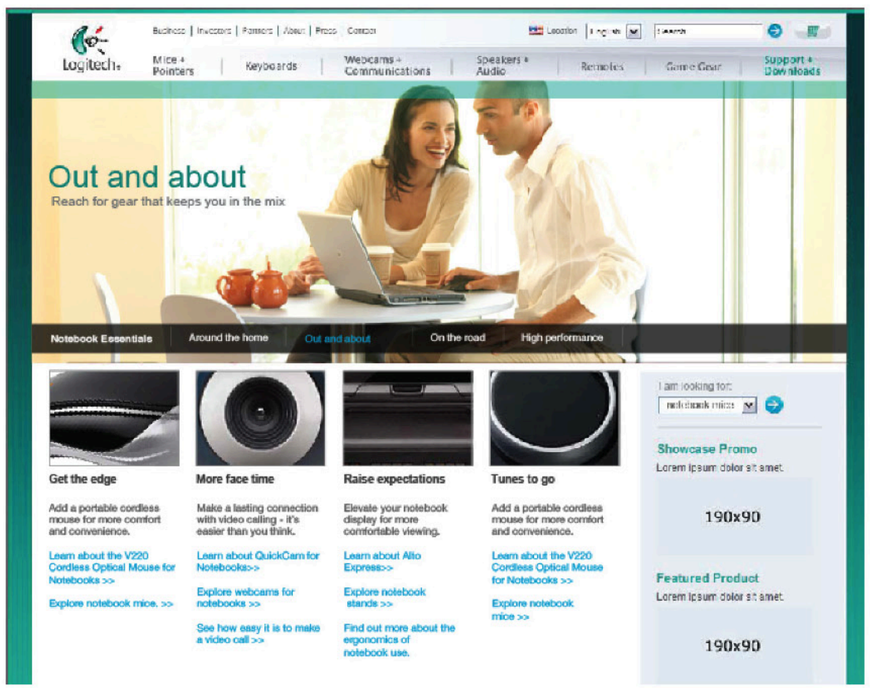


# home page and product category landing page redesign

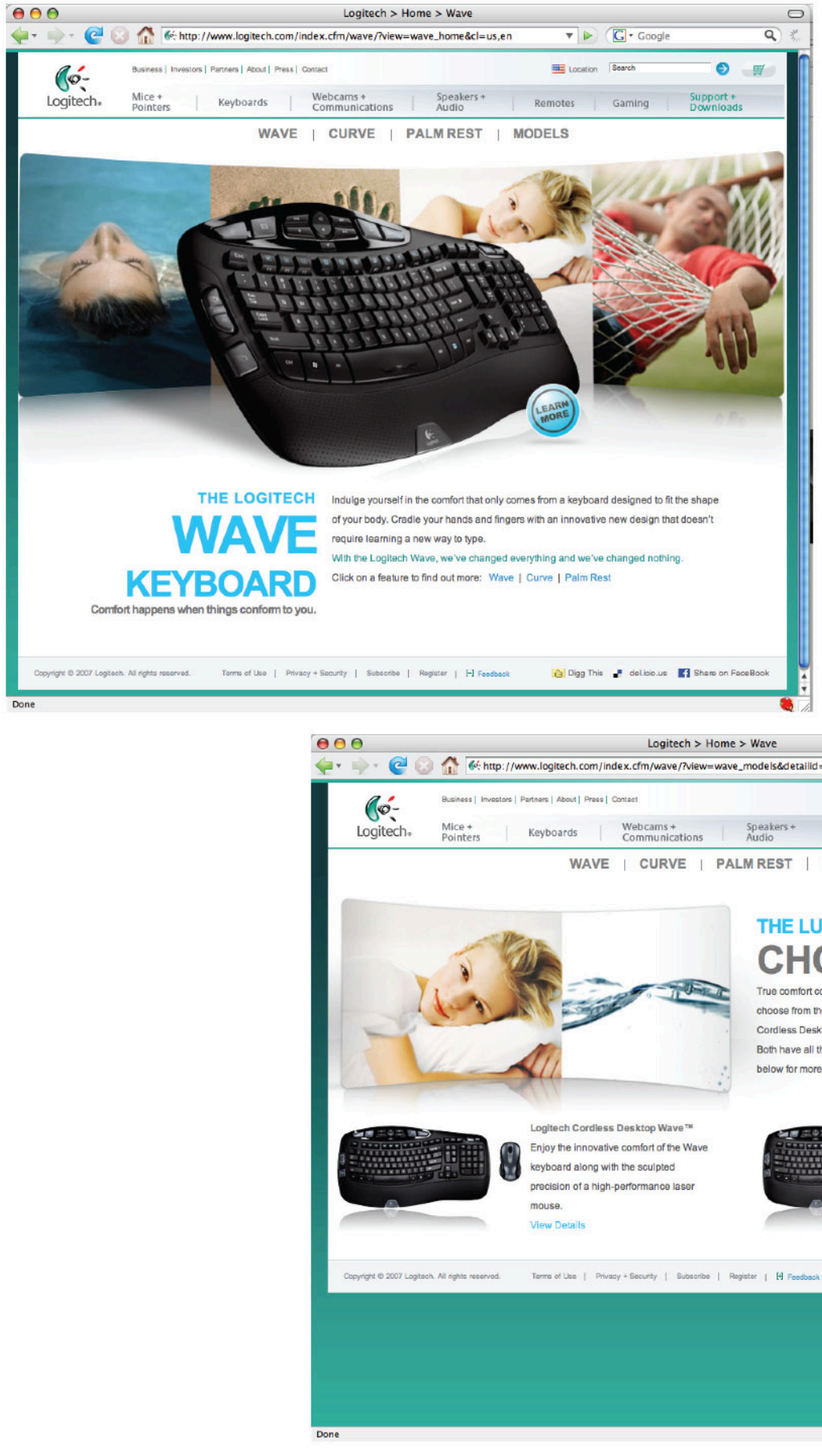


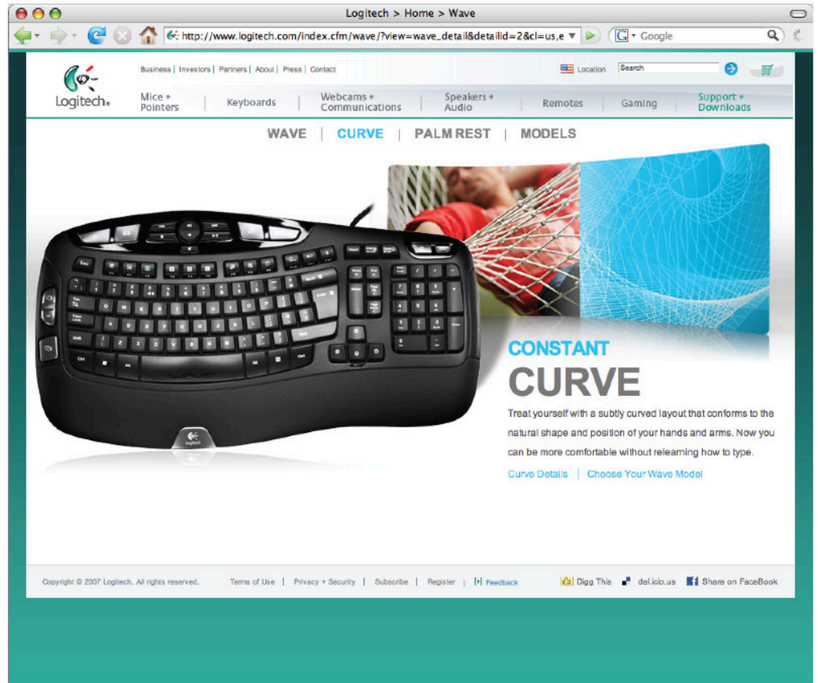



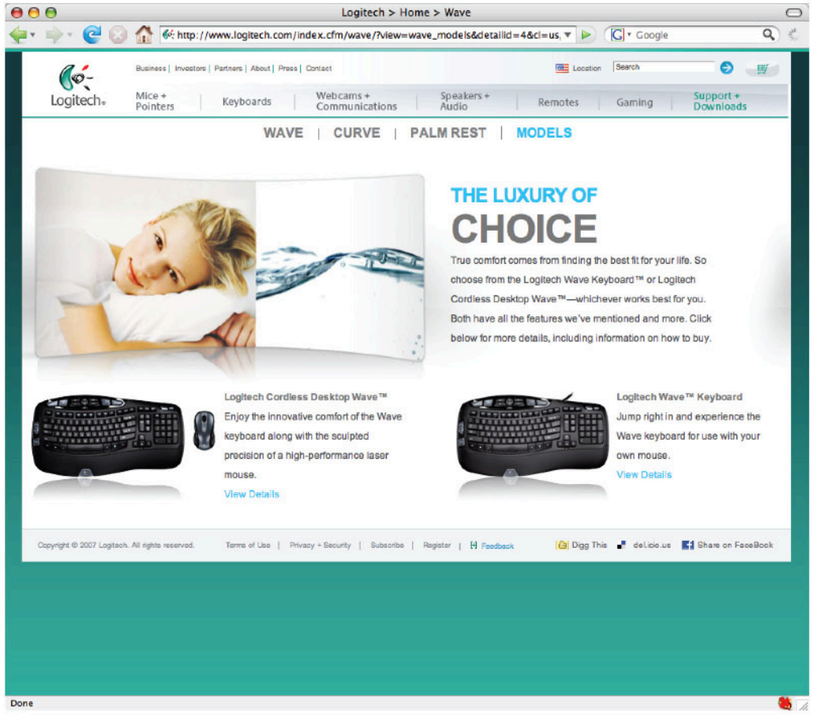



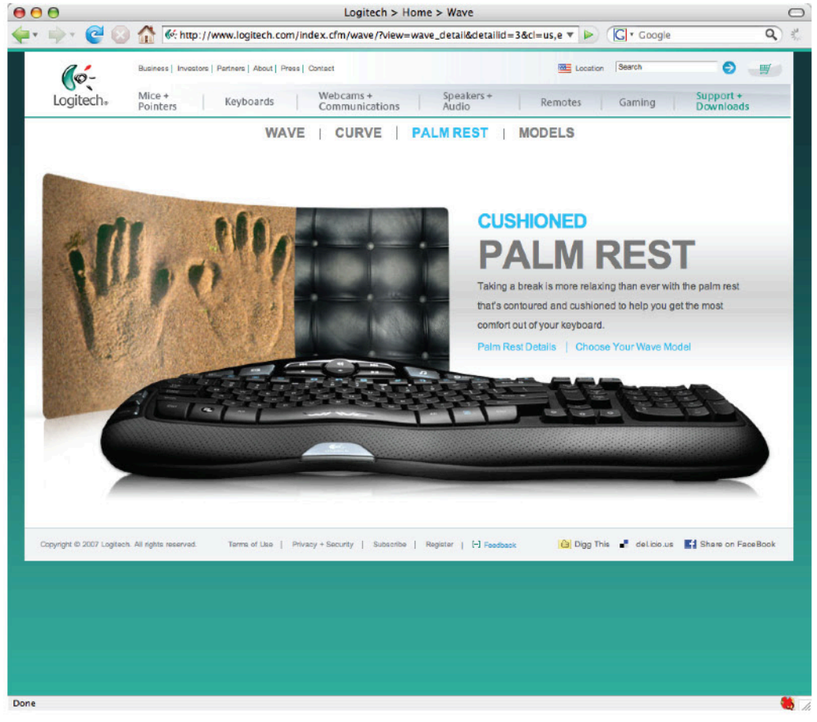



# flash product micro-site



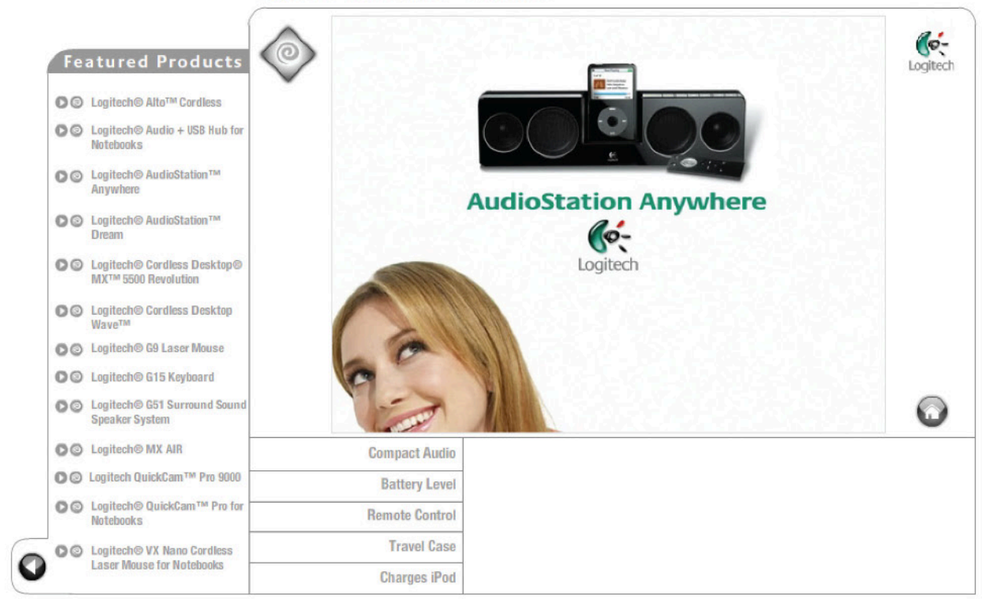



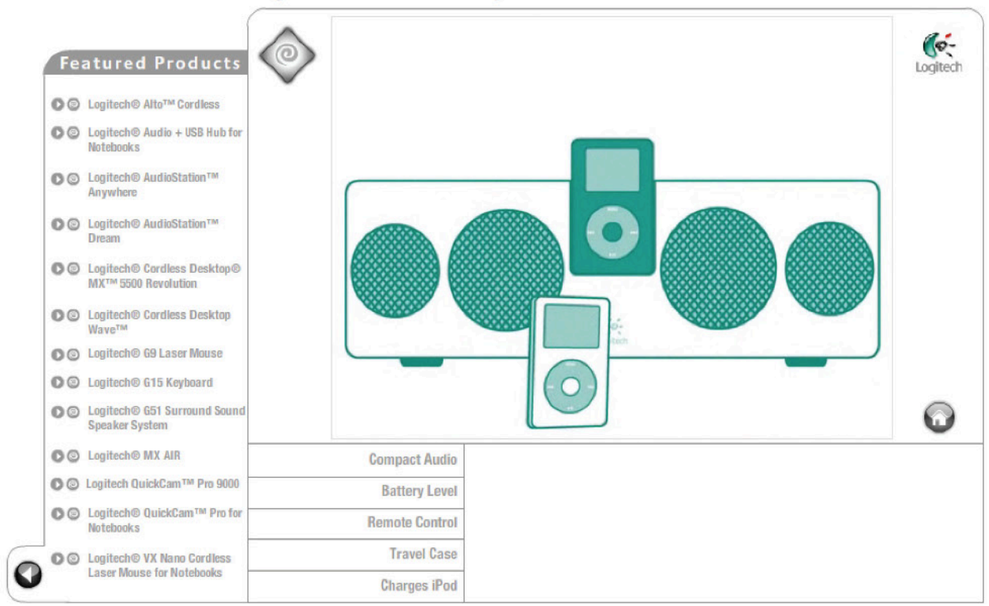
## 14 product feature highlight animations and interactive micro-sites

(story development, storyboards and maya animation)

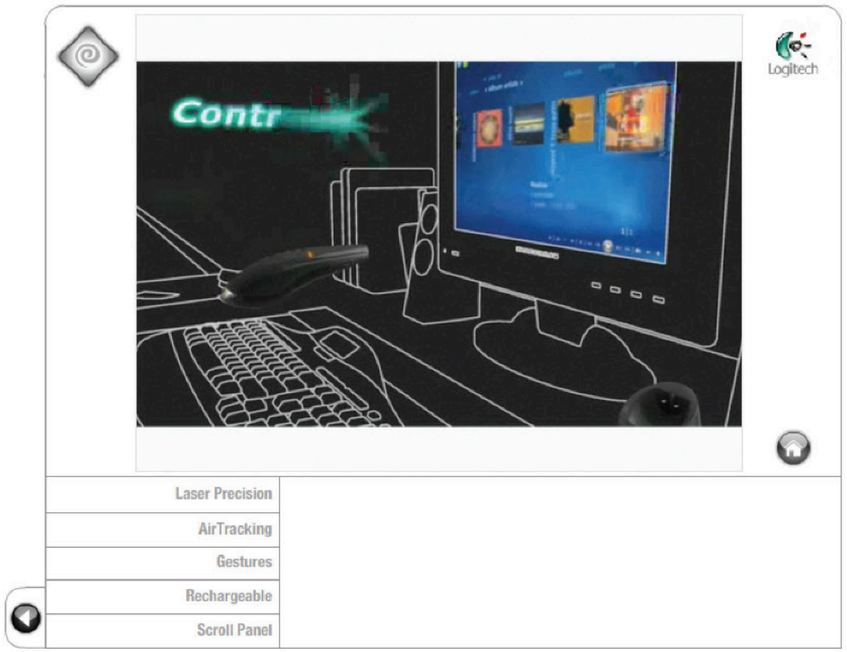
Logitech® AudioStation™ Anywhere



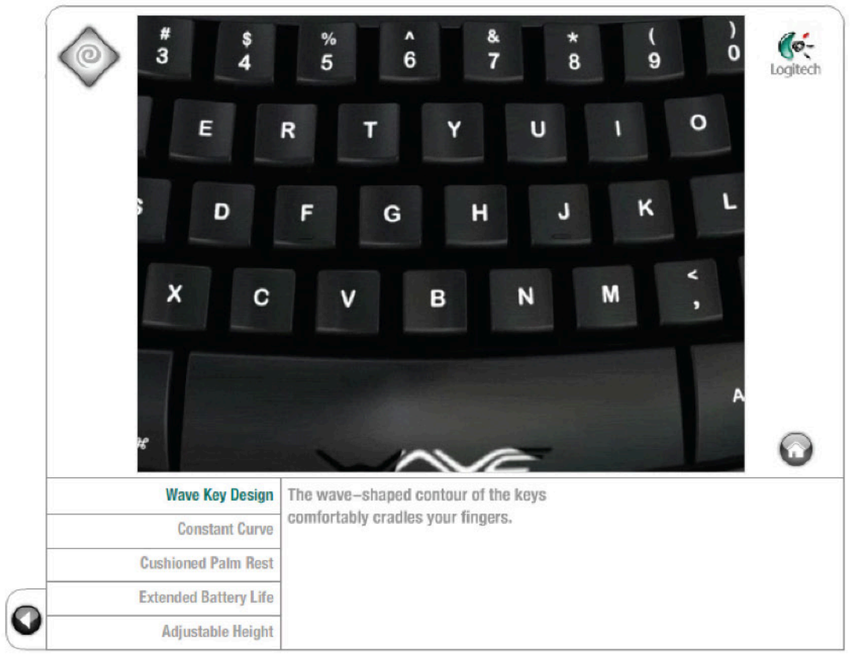

Logitech® AudioStation™ Anywhere




Logitech® MX AIR

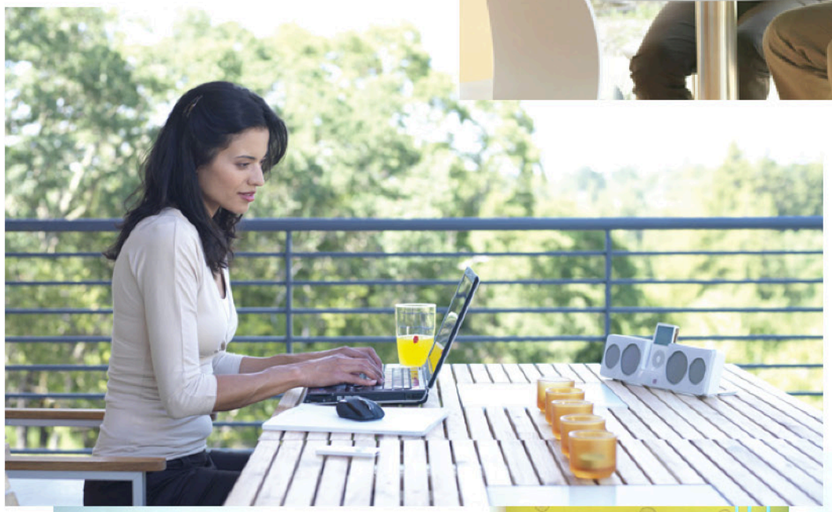



Logitech® Cordless Desktop Wave™



## photography

my strategy to photograph our own stock images for use in global point-of-sale materials, events and packaging, resulted in over $500,000 in annual savings



shutterfly®

# creative work samples

Thomas S. Duane | Creative Director

# Shutterfly.com

- usability testing
- product development
- ue engineering
- ui design
- online marketing & advertising
- database marketing
- advertising
- promotions
- retail merchandising
- online advertising
- copywriting
- photography

I was hired as Shutterfly.com's first global creative director to centralize all creative under one department including; online & traditional advertising, promotions, database marketing (email), product development, print communications, experiential marketing and ecommerce merchandising.

My direct reports included eight full time designers, two copywriters and two UE engineers, augmented by contractors and external agencies.

During the interview process I had been told that the creative team had been producing lackluster results and that project lifecycles were taking longer then usual. I was told that I could make the necessary changes to improve overall creative performance.

I discovered that the team had been de-moralized by internal clients who lacked an understanding of the creative process and had reduced the designers to pixel-jockeys resulting in poor morale, and bad creative.

By changing the workflow to be more collaborative, I reduced the time to completion, increased internal client satisfaction, generated significant lift in all communications ROI and improved the creative teams morale. The creative department's output increased 800% in the first six months enabling Shutterfly to rapidly deploy A-B testing of the home page and key landing pages to optimize performance.

Specific examples and metrics are as follows.

## Ecommerce/Product Marketing

Redesigned store home page and key landing pages, stimulating a15% increase in store revenue.

## Acquisition Marketing

Designed companies most successful integrated ad campaign which increased Shutterfly's response rate from 1.3% to 36%

integrated advertising campaign- print ad promotion landing page

Shutterfly BUZZ redesign 4.0
Comp: 03

Add pictures | Order prints | Shutterfly Store | My Shutterfly

shutterfly BUZZ

OCTOBER

## Feature TWO

**Lorem ipsum** dolor sit amet, consectetuer adipiscing elit. Ut sodales. More...

## Brand New Buzz

**Welcome** to our new look BUZZ, consectetuer adipiscing elit. Ut sodales. More...

GRAND OPENING SALE
SEPTEMBER 22-27

A beautiful offer from

1-800-flowers.com
Your florist of choice.

Read more...

## Feature 1

**Fusce sed lorem** eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est. Praesent neque. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus.

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BACK TO TOP

## Feature 2

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Praesent neque. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam.

## Community Focus

**Fusce sed lorem** eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non. More...

## Tell us about your...

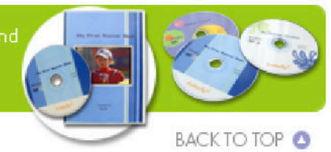
Shutterfly Photo-show DVD and you could win $25 in Shuttrfly store credit!
Find out more...

## Kath's Corner

**Fusce sed lorem** eget wisi consequat

## Tell us about your...

**Shutterfly Photoshow DVD** and you could win $25 in Shuttrfly store credit! Enter now>>>!



BACK TO TOP

## KATH'S CORNER Hello Shutterfliers!

Your Monthly Shutterfly Update

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

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Praesent neque. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus. Pellentesque vel erat. Proin tristique tristique diam.

BACK TO TOP

ASK MIKE

Q&A

## Shooting at night

**Q: Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.**

**A:** Praesent neque. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante.

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Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est. Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

BACK TO TOP

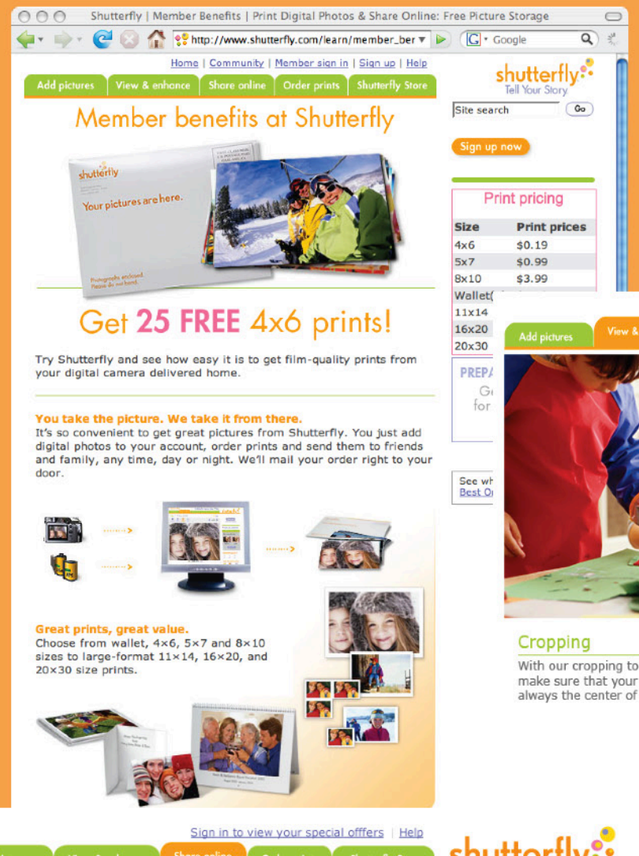
NEXT MONTH...

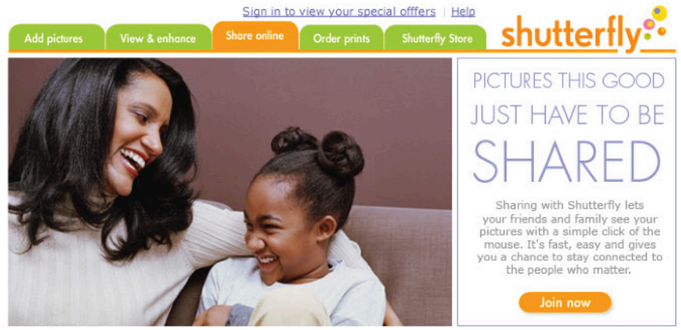
Holiday Cards!

ORDER NOW AND SAVE 30%
CALENDAR SALE

## Activation Marketing

Redesigned Welcome Kit and online Welcome Center, which stimulated an increase in customer conversion rates from 9% to 20%. This translated into an increase of 20,000 new customers with a projected financial impact of $1 Million annually.





**Retention Marketing**

Designed companies first direct mail catalog (2005 Holiday) including photo shoot, design, copywriting and prepress. Catalog generated $1.2 Million in incremental revenue at a 139% ROI.

Save 15% during the
Fall Print Sale
DATE
Save on every print size we offer, from small to super large. See the details.
See the details
Get started

SAVE 10%
ON PHOTO CARDS
Coupon code:
AF10-CARD
Expires 10/31/05
shutterfly
Do more with your digital pictures.
GO!

SAVE 10%
ON PHOTO CARDS
Coupon code:
AF10-CARD
Expires 10/31/05
shutterfly
Do more with your digital pictures.
GO!

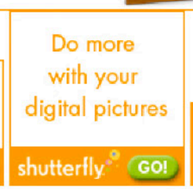
20% OFF
PHOTO GIFTS
THROUGH NOVEMBER 20th
Learn more

shutterfly
FREE SHIPPING
ON ORDERS $15+
Expires 10/19/05
Do more with your digital pictures.
GO!

FREE SHIPPING
ON ORDERS $15+
Expires 10/19/05
shutterfly
Do more with your digital pictures.
GO!

Do more with your digital pictures.
shutterfly
GO!

Do more with your digital pictures.
shutterfly
GO!


Do more with your digital pictures
shutterfly
GO!

shutterfly
GO!
Do more with your digital pictures.

shutterfly

SAVE 10% ON PHOTO CARDS
Coupon code: AF10-CARD
Expires 10/31/05
shutterfly
Do more with your digital pictures.
GO!

SAVE 10% ON PHOTO CARDS
Coupon: AF10-CARD Exp 10/31
shutterfly
GO!

SAVE 10% ON PHOTO CARDS
shutterfly
GO!

## consumer product co-marketing promotions

banner_main.jpg

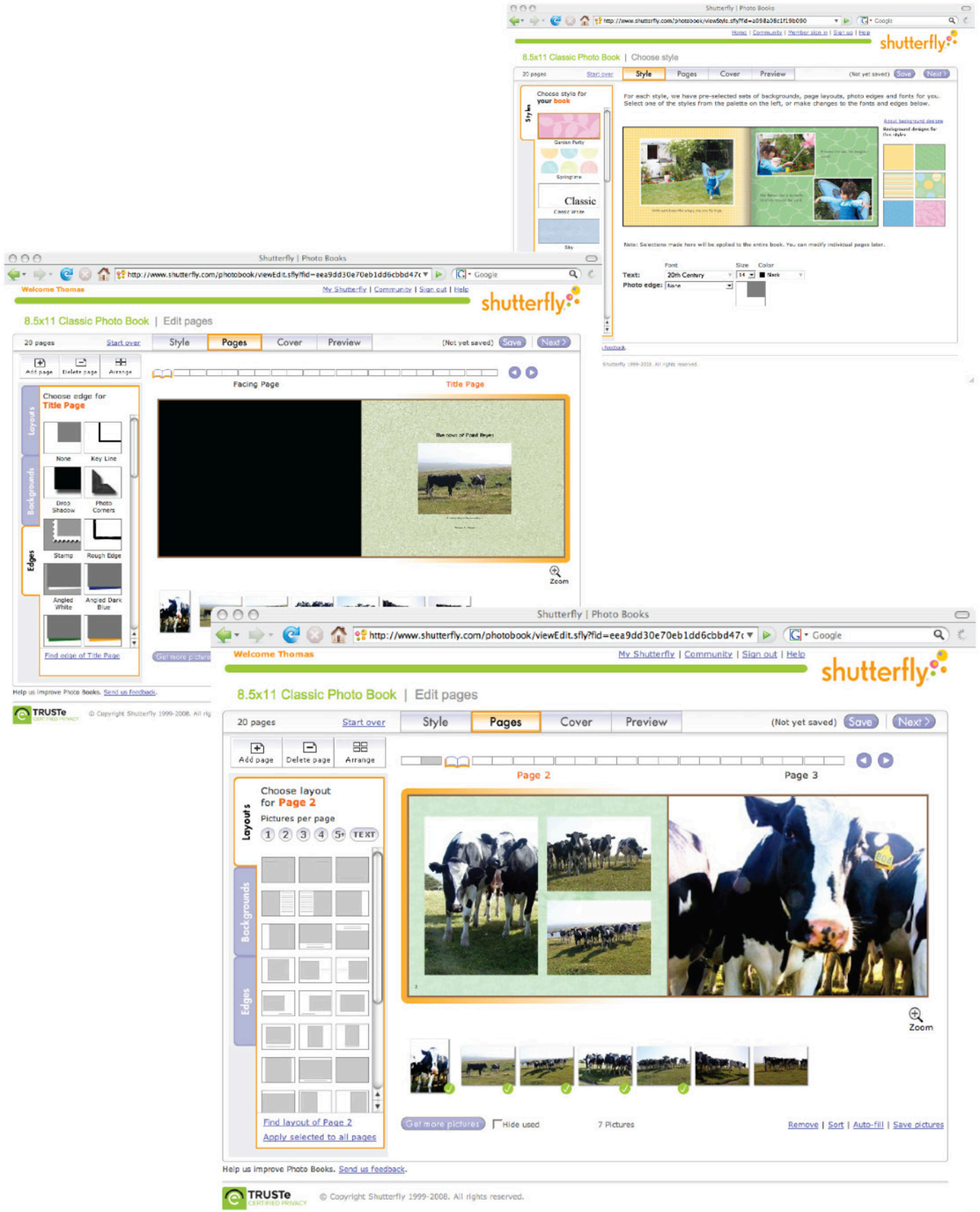
banner_475x205

promo_01.jpg

contest_small.jpg

banner_contest_700x95.jpg

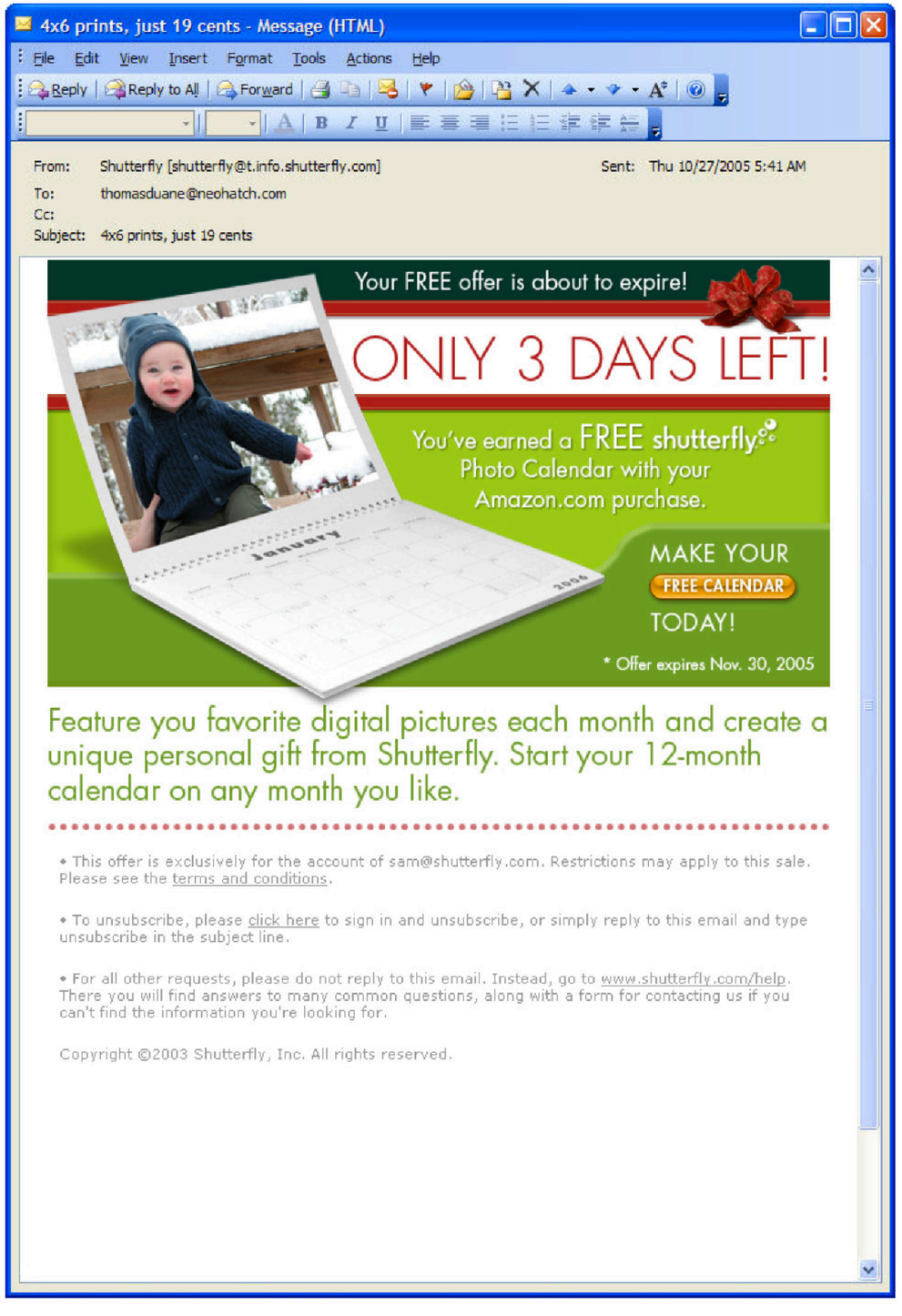
## ue engineering and product development for photo book creation path



FREE SHIPPING NOV 21-30
shutterfly
HOLIDAY GIFTS
Kim on the slopes.
Sam on the ice.

shutterfly
CELEBRATE
THE HOLIDAYS
DECEMBER
2005
Give the gift of memories.
Customize holiday gifts with your favorite pictures.
Your friends and family will love them.
Photo gifts in a few simple clicks.
www.shutterfly.com/holiday




4x6 prints, just 19 cents - Message (HTML)
File Edit View Insert Format Tools Actions Help
Reply Reply to All Forward
From: Shutterfly [shutterfly@t.info.shutterfly.com]
Sent: Thu 10/27/2005 5:41 AM
To: thomasduane@neohatch.com
Cc:
Subject: 4x6 prints, just 19 cents
Your FREE offer is about to expire!
ONLY 3 DAYS LEFT!
You've earned a FREE shutterfly Photo Calendar with your Amazon.com purchase.
MAKE YOUR FREE CALENDAR TODAY!
* Offer expires Nov. 30, 2005
Feature you favorite digital pictures each month and create a unique personal gift from Shutterfly. Start your 12-month calendar on any month you like.
• This offer is exclusively for the account of sam@shutterfly.com. Restrictions may apply to this sale. Please see the terms and conditions.
• To unsubscribe, please click here to sign in and unsubscribe, or simply reply to this email and type unsubscribe in the subject line.
• For all other requests, please do not reply to this email. Instead, go to www.shutterfly.com/help. There you will find answers to many common questions, along with a form for contacting us if you can't find the information you're looking for.
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redesign of print order path

Welcome Sam

My Shutterfly | Sign out | Help | Cart

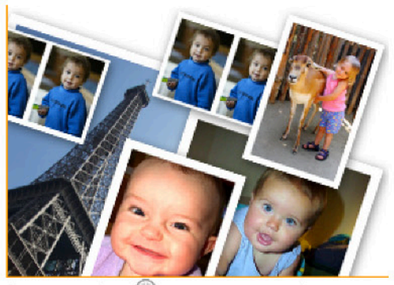
shutterfly

Add pictures | View & enhance | Share online | Order prints | Shutterfly Store

Shop by: Products | Occasions | Top sellers | Saved projects

## Prints

# SHUTTERFLY PRINTS ARE SIMPLY THE BEST



See more options  Learn more

**Highest quality:** printed on archival paper with vivid color & sharp detail

**Award-winning:** the #1 choice of professional photographers* and PC Magazine Editors

**Customizable:** back-of-print messaging & over 100 border designs

**Delivered fast:** in your mailbox in just 1-3 days

**Guaranteed:** backed by our 100% satisfaction guarantee

Get started

Choose pictures

New! 4x6 prints just 19¢

| Size | Print prices |
|---|---|
| 4x6 | $0.19 |
| 5x7 | $0.99 |
| 8x10 | $3.99 |
| Wallet(4) | $1.79 |
| 11x14 | $7.99 |
| 16x20 | $17.99 |
| 20x30 | $22.99 |

**PREPAID PRINT PLANS**
Get 4x6 prints for as low as 15¢ Go
See quantity discounts on other sizes

PRINTS PROMOTION AREA
(BORDERS, SEASONS, HOLIDAYS, SALES, ETC.)

**MORE PROMO AREA DESCRIPTION TEXT CAN GO HERE** - Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc et justo. Nunc ultrices. Donec placerat augue ut dui. Proin mollis. Vivamus in dolor.

**Related products:**

Prepaid Print Plans

Large Format Prints
From $7.99

Canvas Prints
From $89.99

Havana Box
$28.00

reviewed by TRUSTe site privacy statement



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pricing and shipping landing page redesign

Welcome Sam

My Shutterfly | Sign out | Help | Cart

shutterfly

Add pictures | View & enhance | Share online | Order prints | Shutterfly Store

## Pricing & Shipping Information

Get started:
- Order prints
- Order Cards
- Create Photo Books
- Create Snapbooks
- Create Calendars
- Order Photo gifts
- Order Prepaids & more

## Suggested order dates for delivery before December 25

| SHIPPING METHOD | ORDER BY |
|---|---|
| International | December 1 |
| USPS 1st-Class Shipping | December 13 |
| USPS Priority Mail Shipping | December 15 |
| UPS 2-Day Shipping | December 18 |
| UPS 1-Day Shipping | December 19 |

**Christmas is Sunday, December 25!** Make sure your gift arrives on time by using these shipping guidelines. For guaranteed delivery, we recommend using our Next-Day or 2-Day options.

**After December 19,** you can order a Shutterfly electronic Gift Certificate for guaranteed delivery before December 25

**Additional Information:**

- Print orders for wallet, 4×6, 5×7, and 8×10 sizes are usually shipped 1 business day after the order is placed.
- Other products, such as Photo Books, Mugs, Mouse pads, T-shirts, Coasters, Magnets, and Canvas prints may take 2 business days to process.
- Ordering boxed Greeting Cards or 4×8 Photo Cards? Think about how much time you'll need to address, stamp, and mail your cards, so that they'll arrive when you want.

reviewed by TRUSTe site privacy statement



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viral marketing email campaign

free greeting card promotion landing page

shutterfly

Order now

See the details

# SAVE UP TO 40% WITH A PREPAID PRINT PLAN

Get 2 FREE 8x10s with your purchase

**Get a mix of sizes and save 40%**
Our Prepaid Print Plan and Portrait Packages offer 4x6 and other sizes at great savings.

Choose a Prepaid Print Plan and get 4x6 prints for as low as **19¢**; each every time you print. Our Portrait Packages offer 4x6, 5x7, 8x10, and wallet sizes at up to **40% savings**. You get the sizes you want at savings you'll love.

**Choose your Prepaid Print Plan and start saving today:**

**4x6 Print Plans**

| 19¢ PLAN | 22¢ PLAN | 24¢ PLAN |
|---|---|---|
| 500 4x6 PRINTS | 200 4x6 PRINTS | 100 4x6 PRINTS |
| SAVE 34% | SAVE 24% | SAVE 17% |
| 0 Quantity | 0 Quantity | 0 Quantity |

**Portrait Plans**

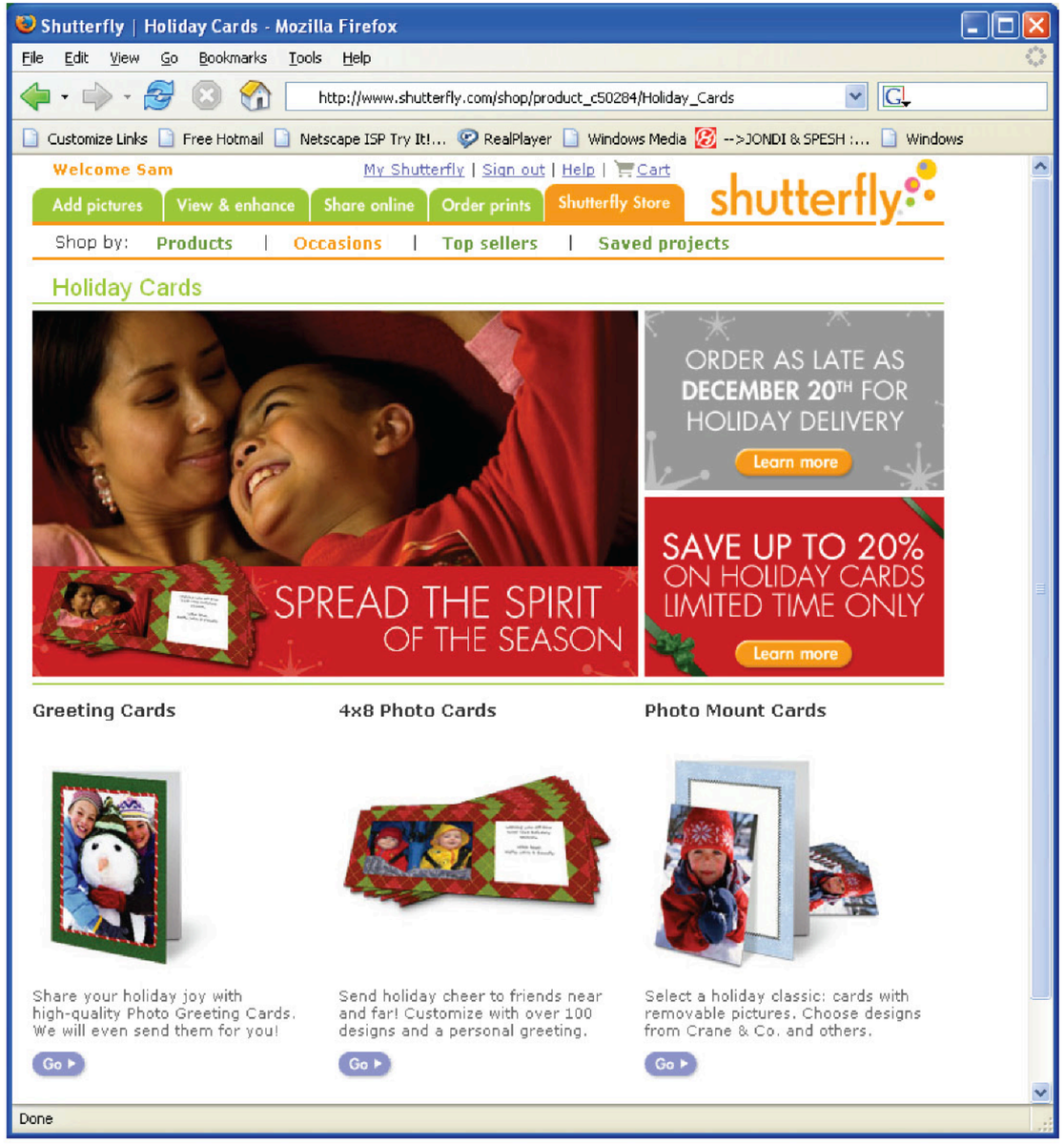
| $29 PLAN | $44 PLAN | $79 PLAN |
|---|---|---|
| 5 8x10s | 5 8x10s | 10 8x10s |
| 20 5x7s | 10 5x7s | 20 5x7s |
| 5 wallets | 100 4x6s | 200 4x6s |
| SAVE 40% | SAVE 25% | SAVE 32% |
| 0 Quantity | 0 Quantity | 0 Quantity |

Order now

**Retention Marketing**
Pre-Paid-Print-Plan website redesign of landing pages stimulated a 32% lift in sales resulting in over 12,775 PPP purchases in five months. Producing a $1 Million lift in incremental revenue, projected to reach $2 Million in one year.

**Product Development**

Designed the UI for the company's first Microsoft Gadgets and directed the design development of the UI and icons for Shutterfly's new desktop photo-organizer software.



**Ecommerce/Product Marketing**

Designed new photo book products and photo book creation path stimulating a 28% growth in business.

**Ecommerce/Product Marketing**
Designed new card borders which generated 80% of the incremental revenue generated by greeting card sales.

**Product Development**
Designed the first company gift card.

**Business Development**
Led the ideation for strategic business partnerships with Fortune 500 companies including; Best Buy, Hallmark, Ritz Camera, evite.com, Amazon.com and Home Shopping Network.

**Business Development**
Led the development of the companies Personal Publishing product roadmap. Developed and visualized new product concepts to leverage company-wide initiatives

Hotwire.com SM

Fly. Sleep. Drive. Cheap.

# creative work samples

Thomas S. Duane | Creative Director

# Hotwire.com

- creative direction
- usability testing
- ue engineering
- ui design
- online marketing
- database marketing
- advertising
- promotions
- experiential marketing
- retail merchandising
- online advertising
- copywriting
- photography

As the first company creative director, I was tasked with centralizing all designers under my direction and for mentoring the team to improve creative results.

**Creative Services Department**

- Increased output by 50% without increasing headcount.
- Implemented a comprehensive creative development and project tracking methodology that eliminated missed deadlines and improved overall creative.
- Improved performance of marketing communications by 58% increasing monthly contribution by over $300,000 a month in the first three months.

**Database Marketing Department**

- Increased online registration metrics 200% and contribution margin for all DBM
- Developed strategies for obtaining qualified email registrants through viral marketing and affiliate marketing partnerships.

**Online Marketing Department**

- Improved contribution margin through redesign of all online marketing communications (banners, RichMedia, Search-A-Quotes, and pop-unders)

**Search Engine Marketing Department**

- Improved contribution margin through development of content strategies that resulted in superior search engine search result placement.
- Improved effectiveness of paid search results advertising text links

**Affiliate Marketing Department**

- Significantly improved click-to-purchase rate through redesign of all online ad banners, RichMedia, Search-A-Quote interactive ads and exit app pop-unders.

**Online Partnerships Department**

- Improved click-to-purchase rate and overall contribution margin through redesign of affiliate branding communications on major sites.

**Hotel Product Team**

- Conceived of a Hotel Conference invitation strategy that resulted in obtaining the highest RSVP rate in Hotwire conference history.
- Directed award winning RSVP package
- Creative directed all event collateral including conference branding, program, executive team FLASH presentations, and micro-event-website.
- Developed an experiential event strategy for annual Hotel Partner Conference generating industry buzz through innovative conference special events including a rock-paper-scissors hotel executives tournament overseen by the US Rock-Paper-Scissors Association, cocktail parties, golf and winery tours.

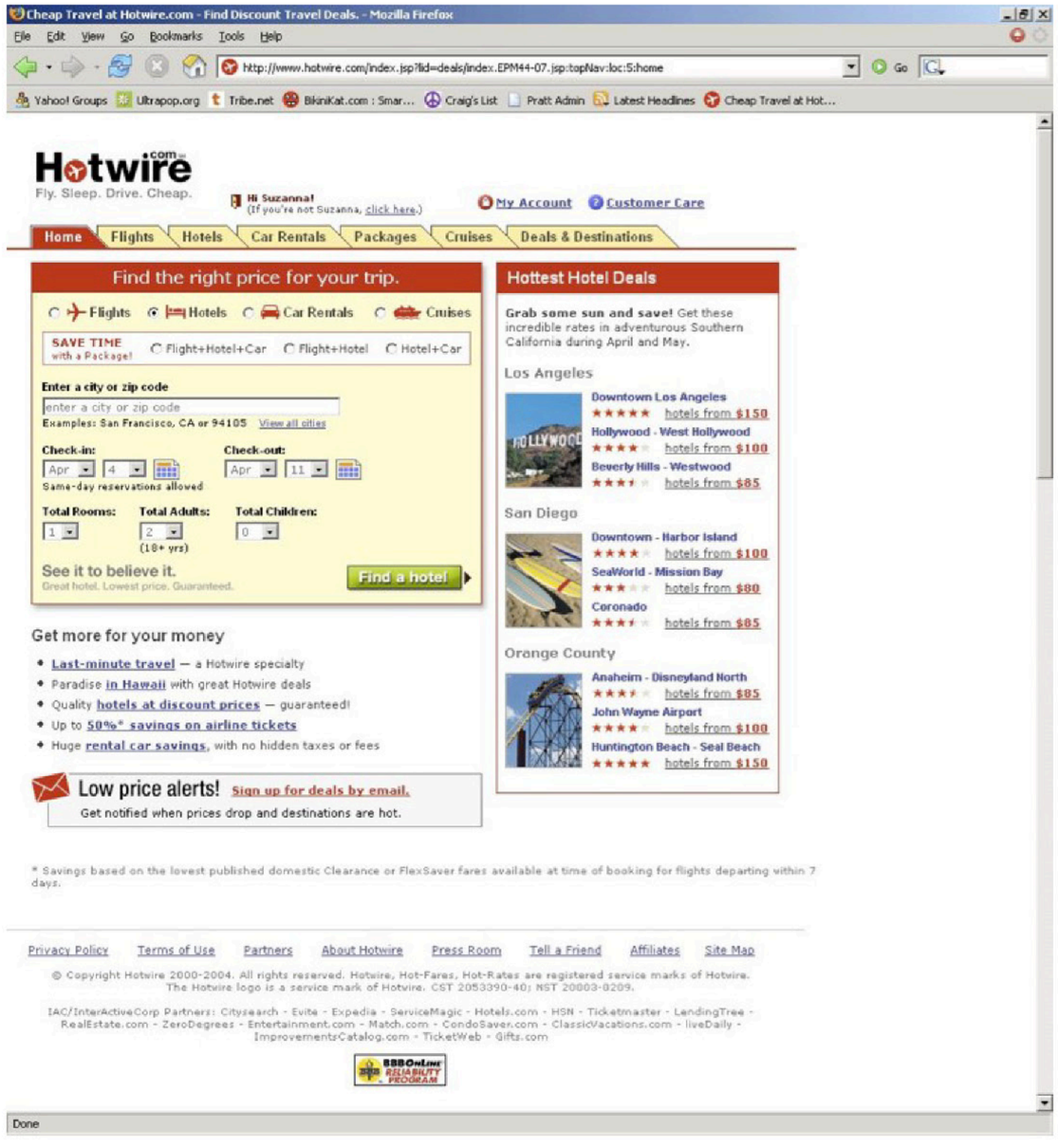
**Ecommerce Online Store**

- Creative directed all web site landing page improvements, and home page merchandising communications. Achieved primary objective of improving hotel sales as demonstrated by breaking sales records for the past two months.
- Audited competition and recommended specific strategies to improve Hotwire functionality, merchandising and user experience.

**Offline Marketing**

- Updated Hotwire Brand Identity and Style Guide.
- Participated in development of new Hotwire positioning.
- Offline advertising agency ad campaign strategy and creative direction.

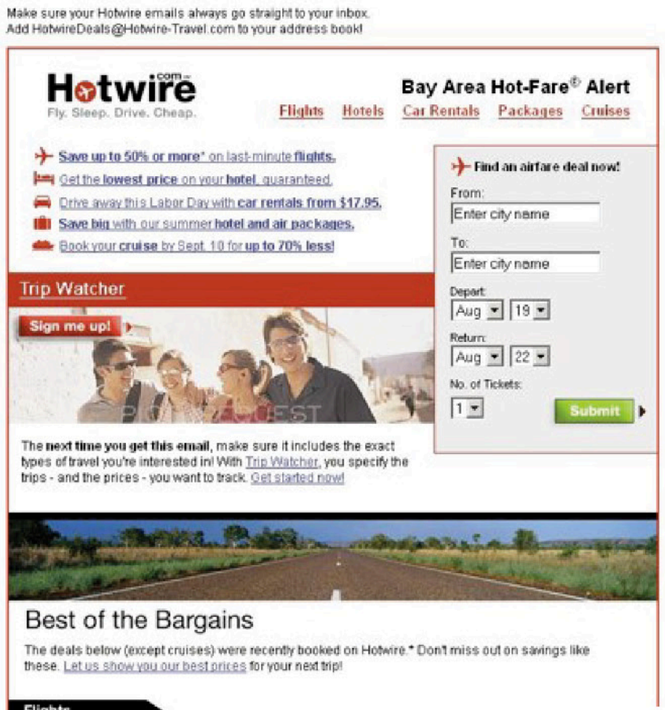
# home page redesign and deal merchandising strategy

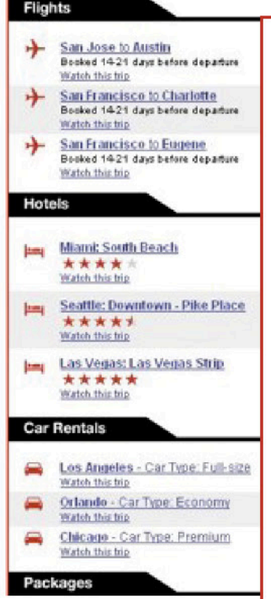


Hotwire
Search for a room:
City:
Check In: Feb 17
Check Out: Feb 20
GO
Grab great deals on hot hotels!
Chicago from $47
Las Vegas from $48
Los Angeles from $67
Miami from $88
New York from $104
Orlando from $59
San Diego from $60
San Francisco from $85
Washington, D.C from $54
Flights Hotels Car Rentals Packages Cruises

Hotwire
Get a better room.
City:
Check In: Feb 17
Check Out: Feb 20
GO
Pick a deal and save on spring hotels.
Chicago From $32
San Diego From $38
Austin From $32
San Francisco From $37
Top 10 Hotel Deals
Los Angeles, CA from $210
Dallas, TX from $110
San Diego, CA from $90
Miami, FL from $150
Philadelphia, PA from $98
New York, NY from $210
Los Angeles, CA from $210
Los Angeles, CA from $210
Los Angeles, CA from $210
Los Angeles, CA from $210
your trip one week before travel dates. You'll get a
ges Cruises

Hotwire
Summer starts here.
Find a great hotel rate.
City:
Check In: Feb 17
Check Out: Feb 20
GO
Save on your sunny vacation. We've got incredible hotel deals, whether you're craving big-city bargains or affordable weekend getaways.
Big City Bargains
New York from $89
San Francisco from $89
Chicago from $89
Miami from $89
Bargains Near You
Monterey from $89
Santa Cruz from $89
Napa from $89
Fresno from $89
Sizzling Savings: Vegas Blowout!
Grab exclusive hotel rates on the Strip. Book now for best availability.
3-stars from $60
3.5-stars from $55
4-stars from $60
WELCOME LAS VEGAS NEVADA
HOTWIRE TRAVEL TIP
It's all about timing. Summer brings beautiful weather and the start of the busy travel season. Book your stay for Sunday through Thursday to get the best hotel, airfare and car rates.
Flights Hotels Car Rentals Packages Cruises


Make sure your Hotwire emails always go straight to your inbox.
Add HotwireDeals@Hotwire-Travel.com to your address book!
Hotwire
Fly. Sleep. Drive. Cheap.
Bay Area Hot-Fare® Alert
Flights Hotels Car Rentals Packages Cruises
Save up to 50% or more* on last-minute flights.
Get the lowest price on your hotel, guaranteed.
Drive away this Labor Day with car rentals from $17.95.
Save big with our summer hotel and air packages.
Book your cruise by Sept. 10 for up to 70% less!
Find an airfare deal now!
From: Enter city name
To: Enter city name
Depart: Aug 19
Return: Aug 22
No. of Tickets: 1
Submit
Trip Watcher
Sign me up!
The next time you get this email, make sure it includes the exact types of travel you're interested in! With Trip Watcher, you specify the trips - and the prices - you want to track. Get started now!
Best of the Bargains
The deals below (except cruises) were recently booked on Hotwire.* Don't miss out on savings like these. Let us show you our best prices for your next trip!


Flights
San Jose to Austin
Booked 14-21 days before departure
Watch this trip
San Francisco to Charlotte
Booked 14-21 days before departure
Watch this trip
San Francisco to Eugene
Booked 14-21 days before departure
Watch this trip
Hotels
Miami: South Beach
Watch this trip
Seattle: Downtown - Pike Place
Watch this trip
Las Vegas: Las Vegas Strip
Watch this trip
Car Rentals
Los Angeles - Car Type: Full-size
Watch this trip
Orlando - Car Type: Economy
Watch this trip
Chicago - Car Type: Premium
Watch this trip
Packages

Hotwire
Grab a hotel deal in [City name searched]!
We've found some great bargains on top quality hotels in [City name] that we thought you'd want to see. At these rates, your trip nearly plans itself.
2-star hotel From $79 a night! [neighborhood] Search
3-star hotel From $89 a night! [neighborhood] Search
4-star hotel From $99 a night! [neighborhood] Search
4.5-star hotel From $109 a night! [neighborhood] Search
Keep in mind that hotel rates change all the time, and discounts such as those you see here can slip away fast.
So book now to get our best hotel values in [City name searched] for a fraction of the usual price!
4-star hotels. 2-star prices.
Enter City: San Diego
Check-In: Jul 1
Check-Out: Jul 4
Find a room
Flights Hotels Car Rentals Packages Cruises

affiliate acquisition database marketing campaign

Hotwire.com

# AFFILIATE NEWSLETTER

March 2005

## Wanna See the Money?

Finish strong in LinkShare's *Show Me the Money* loyalty program! You've only got until March 31st to meet or exceed your revenue goals. We've got everything you need to break through the ceiling and catch that avalanche of cash.

Our brand new banners will help you generate more orders and end the month with a bang: Find them here. And don't forget our latest creative assets, which you can find in the Dynamic Rich Media/Promotions General folder, via Create Links.

Learn more about *Snow Me the Money* at Linkshareclub.com. And meanwhile, take advantage of another chance to increase your orders: Hotwire's amazing hotel deals!

## Stay Smarter: Push Hotels

Right now, our product offering is strongest in hotels, so if you're not heavily promoting our room discounts, you're missing out. Help your customers travel smarter by paying much less for the same (or better!) beds. And you'll feel pretty smart yourself, for passing on these deals and raking in the rewards. Sit back and watch your conversion rates climb!

A great way to encourage your customers to book hotels is to make it really clear what amenities they can choose. This way your visitors can get exactly what they want! Plus, you increase the likelihood of a favorable natural ranking, due to the enriched SEO content on your site.

**Golf Nearby**
Golf course(s) are within walking distance or a short drive from the property.

**Spa Services**
A spa facility or spa services are available for guests.

**Beachfront**
Property is located on the beach.

## Say It Loud, Say It Proud: Get Your New Banners!

## Affiliate of the Month

March's Affiliate of the Month delivers great results that contribute to our mutual growth. This company's impressive work will be recognized with a reward as our thanks.

**E-O-K**
www.e-o-k.com

E-O-K is celebrating its success due to this wisdom about partnering with us:

"We've had a long and fruitful relationship with Hotwire. It is one of the best affiliate programs out there. The managers of the affiliate program are always in touch and follow up on each affiliate's needs individually. They will make sure that you are using the full potential of your Web site.

"Try to follow the special promotions closely and promote them individually. Do not forget to promote hotels and car rentals in addition to air tickets."

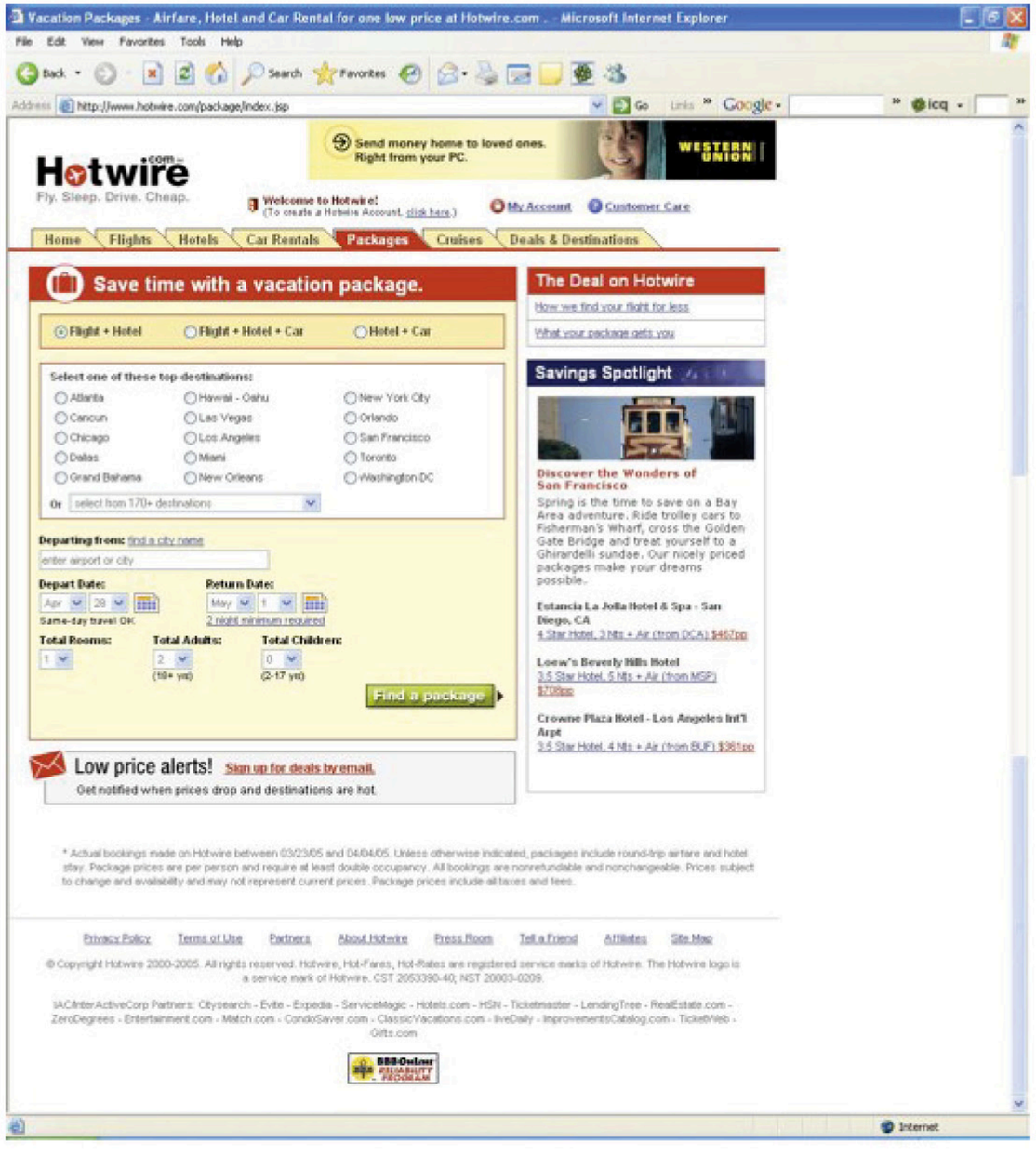
Consider E-O-K's advice and you could be April's Affiliate of the Month!

**Affiliate Soapbox**
(We're Listening)

Help us help you. We're always looking for ways to improve our affiliate program. After all, we're a team! We want to make each other stronger. So tell us what you need, what's working for you, and what's

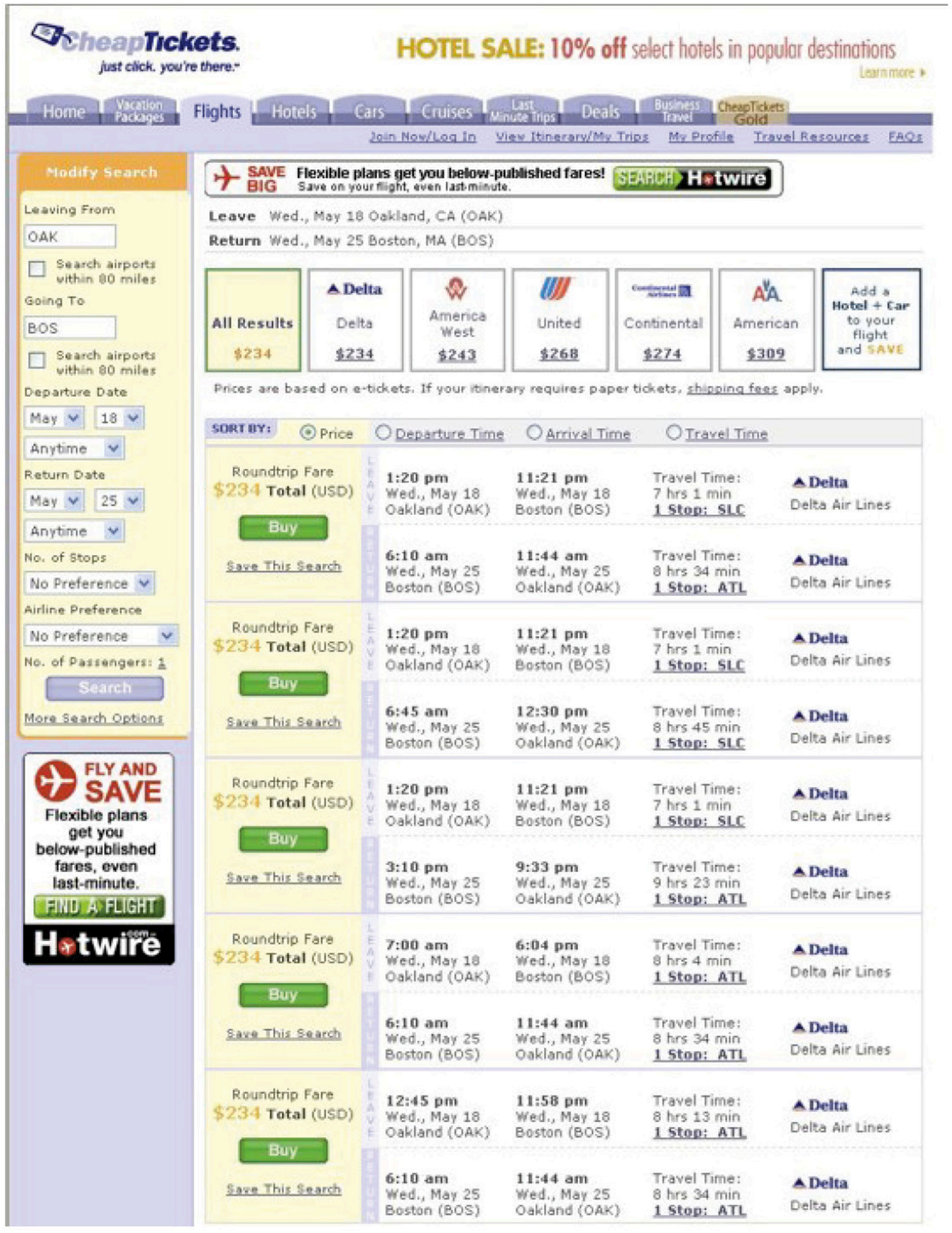
deals and destinations landing page redesign

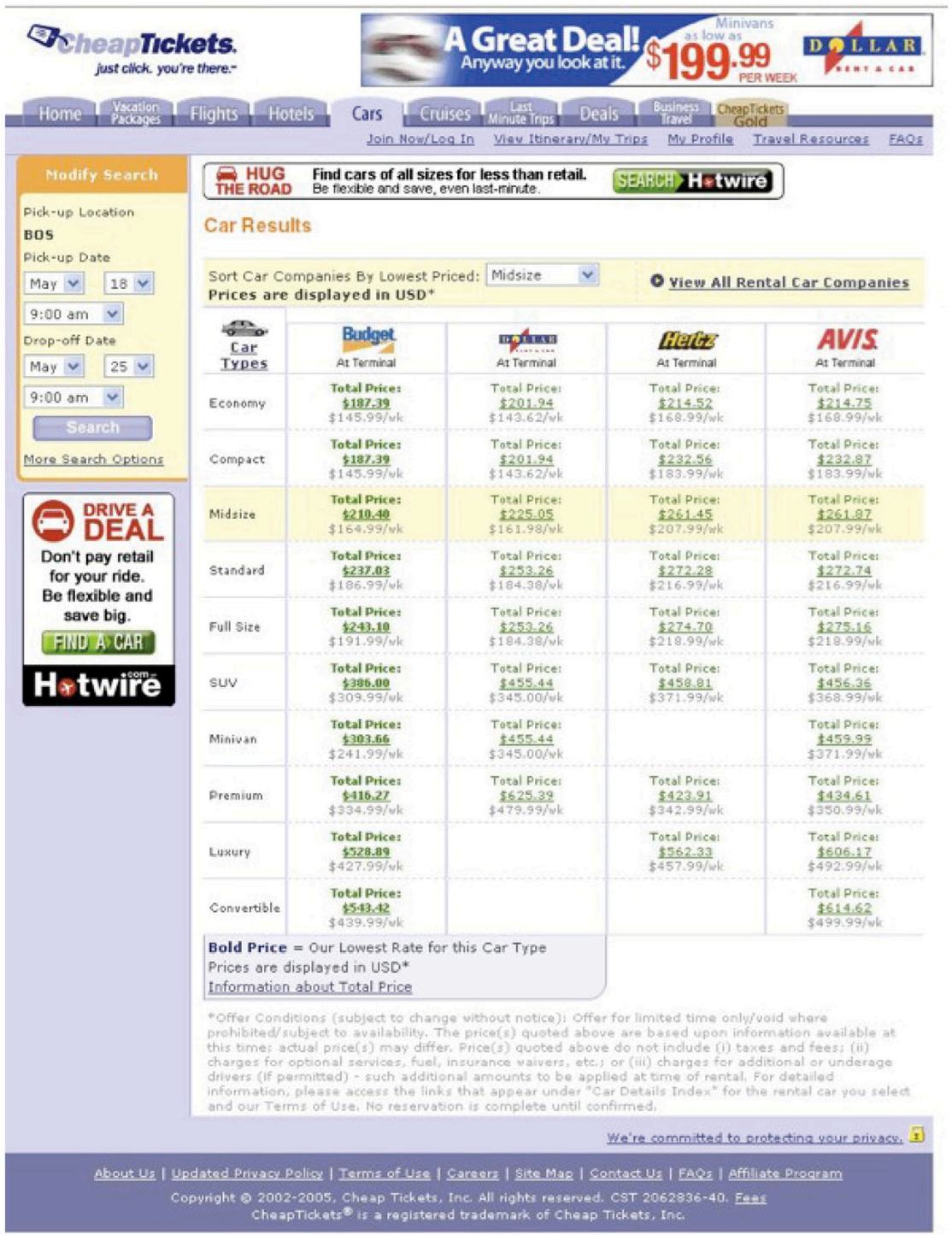
travel package search landing page redesign



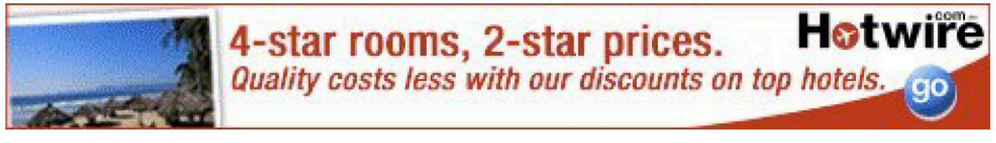

hotels landing page redesign

product specific integrated advertising

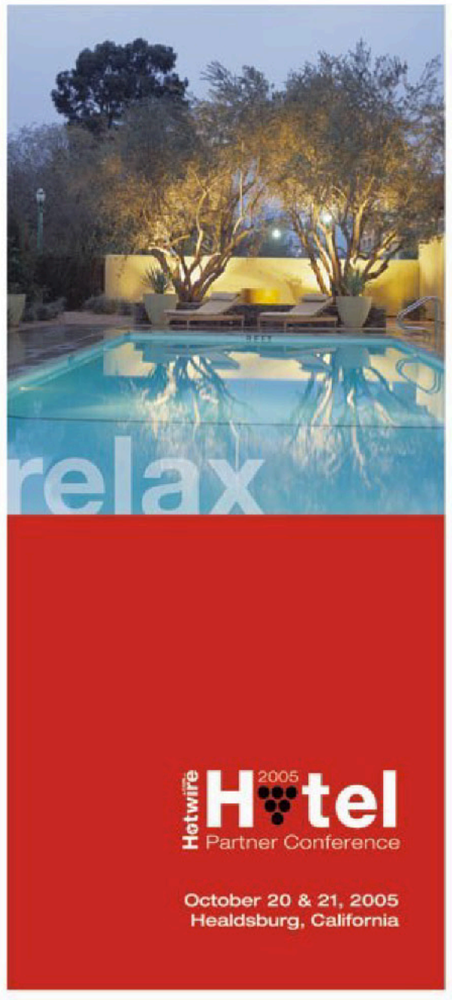


## online advertising




## sales event communications



examples of my creative

from my branding agency past

## digital branding

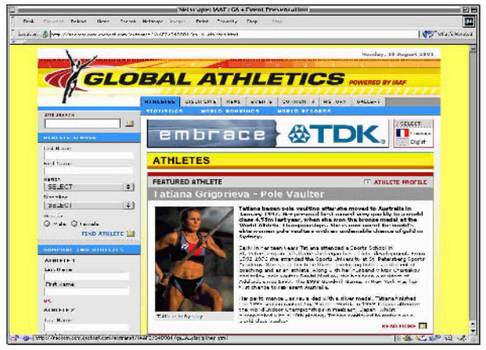
When I direct a digital branding engagement I start by gathering the information necessary to ascertain the business and marketing objectives of the project as well as the desired brand positioning. I have developed a process which revolves around brand positioning. This allows me to control a very subjective process by designing toward clear positioning and marketing criteria.

Interface design is a ballet between branding, functionality, the limitations of access speeds, and load times. While I always strive for the best visual impact possible, I understand the realities of bandwidth and technology.

Information Architecture and the development of Functional Requirements need to go hand and hand with the creative process. The IA needs to meet the business and marketing objectives through site organization and functionality and the interface design needs to guide the user through intuitive graphics and interface techniques.

Since client budgets dictate the type of technology used to solve a particular challenge, I have had to learn how to be flexible across multiple technological platforms including PERL, Cold Fusion, WebObjects, Microsoft Windows (ASP), FLASH, XML and basic HTML. Each technology offers unique opportunities and limitations.

The following pages are case studies of some of the digital branding projects I creative directed at Neokom:



"We selected Neokom for their strategic and thorough approach to Internet sports branding. They set a new standard of excellence."

Thomas Billiter
CEO, ISMMi

## Global-Athletics.com

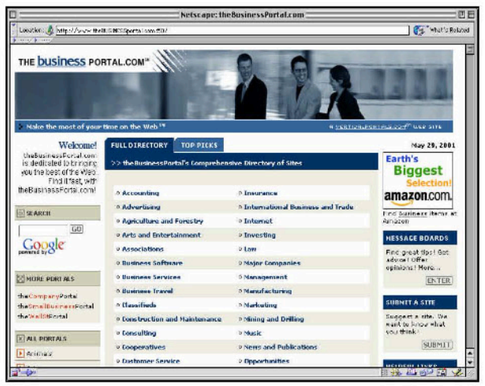
Neokom was selected by ISMMi, the former interactive subsidiary of now defunct ISMM, to refine an Internet strategy authored by McKinnsey, develop a marketing strategy, create the information architecture and interface designs for this track & field portal.

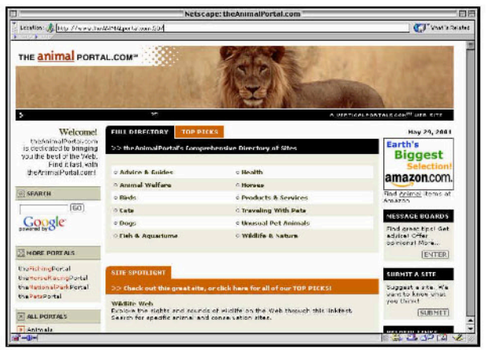
Global-Athletics.com is being created to become the world portal for all track & field fans and athletes. Neokom worked closely with the Monaco based sanctioning body, the International Amateur Athletics Federation (IAAF) to develop the site.

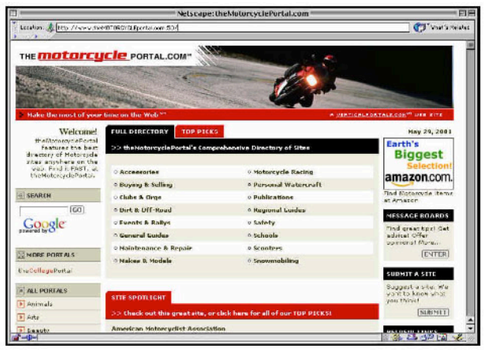
In addition, ISL Athletics engaged Neokom to assist in the development of an Internet marketing strategy to monetize the site.

Neokom set new standards of excellence for the methodology and process followed during the life of this project. In fact, ISMMi used Neokom's documentation as the new standard for its work with other Internet Professional services companies who were engaged in the development of the FIFA World Cup web site.

Creative Director - Thomas S. Duane




"Neokom has helped us make critical strategic decisions and have been instrumental in building our network. They pulled off the unbelievable. We couldn't have asked for better partners."

Scott Douglas Smith
CEO, VerticalPortal's, Inc.

## VerticalPortals.com

VerticalPortal's is a network of affinity portals based on the naming convention:

www.TheKeywordPortal.com

The phrase "Vertical Portal" stands for an Internet site dedicated to a particular topic. Neokom was selected by VerticalPortals, Inc. to establish their brand positioning, develop a marketing and communications plan and to develop the information architecture, logos and interface designs for over 200 portals (scheduled to grow to 700).

Neokom worked with its technology partner (Parks & Co) to develop a powerful content management system that would enable the VerticalPortals staff to maintain the portal network from a web browser based "command center".

The sites range from TheAnimalPortal to TheMotorcyclePortal, each with their own distinct brand identity. The Portals are truly useful and offer a directory of top sites organized by category. Bulletin boards offer users the opportunity to share ideas and information with each other. The architecture was designed to allow the network to expand its functionality and feature set with maximum ease and cost efficiency.

**"We are proud that we were able to help the NHL take the top spot as the leading sports league on the net"**

Thomas S. Duane
CEO, Neokom

## NHL.com

NHL Interactive CyberEnterprises partnered with Neokom to help the NHL ICE reengineer and redesign the NHL.com web site.

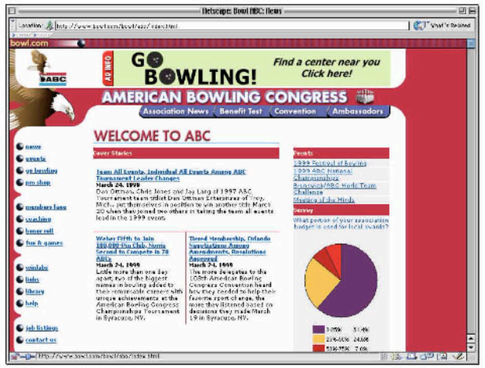
The Neokom strategy team interviewed the NHL team, starting with the NHL.com editorial staff and going all the way to senior management. Neokom's strategy addressed the NHL's desire to become more of a hockey Vortal with a focus on adding community tools to the site. Once the NHL strategy was approved, the Neokom Information Architecture team worked with NHL ICE, and reorganized the web site to improve navigation while maximizing sponsorship opportunities. NHL ICE, had selected WebObjects as the primary web application for the site.

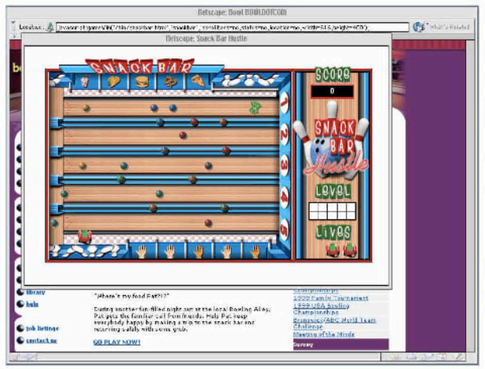
Neokom worked with Apple to develop a powerful content management system utilizing the WebObjects application while providing full hosting, co-location and networking for the NHL site servers.

The Neokom team designed a new interface that utilized information modules which would enable the site editor to assemble pages following a 250 page NHL.com style guide. In addition, a new innovation for league sites was developed called "NHL Local". This pop-up allows the NHL fan to keep their team specific content available to them at all times. The pop-up offers video and audio streaming, team specific headlines and team specific stats. It remains available to the fan even after they point the main browser page to other web sites.

Reaction to the redesigned site was extremely positive (the NHL does a redesign annually, Neokom's design was for the 2000 season). NHL.com is now positioned to be the number one sports league web site on the Internet today.

Creative Director - Thomas S. Duane




**"Neokom's marriage of attractive visual design and effective digital technologies places bowl.com on a level reserved only for the finest sites on the WWW."**

Eric Rehl/ Web Master, Bowling, Inc.

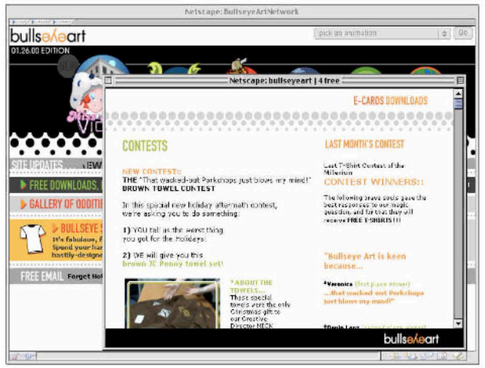
## Bowl.com

Bowling, Inc. is the national headquarters for 4.5 million registered league bowlers comprised of six different organizations including; ABC (2 million men), WIBC (1.75 million women), YABA (500,000 children), BPAA (3,500 Bowling Proprietors), College (170 Colleges with bowling teams), USAB (the national bowling team) and Strike Ten (the marketing arm of the Bowling Inc.). To determine who should win the contract to develop the worlds largest and most definitive Bowling Internet Portal, Bowling, Inc. paid both IBM eBussiness Services and Neokom to develop independent strategies. Bowling, Inc. selected Neokom over IBM based on the quality of the strategy presented and the depth of sports marketing experience. As a result, Bowling, Inc. hired Neokom to develop their New Media Strategy, Internet Marketing Strategy, Information Architecture, web site design (user interface) and the implementation of the underlying technology.

The results are a template driven site which uses a relational database to generate HTML pages on the fly. The design system communicates Bowling as a fresh contemporary sport, while giving each organization a fully branded "sub-site".

The content is organized to allow for intuitive navigation while maximizing sponsorship opportunities. The Fun & Games section includes fund FLASH interactive games including the "Snack Bar Hustle" and e-cards generate traffic through word-of-mouth and direct contact.

The site has received significant media attention. As per the marketing plan, the site is generating revenue, the traffic has increased each month and is on target.



## BullseyeArt.com

This cutting edge internationally recognized Internet flash animation studio hired Neokom to help them become an entertainment destination. The Neokom marketing team helped BullseyeArt to reposition itself from an animation design service company to an entertainment studio. The resulting positioning statement, "We push buttons" has become the cornerstone of BullseyeArt's communications. A marketing strategy was developed which outlined the functionality and interactivity needed to move into the entertainment destination category.

The Neokom design team then communicated this new positioning by redesigning the BullseyeArt web site. Neokom also developed the ecommerce component of the site using the Yahoo store engine, and branding it with BullseyeArt's imagery.

Neokom then worked with BullseyeArt to communicate this new positioning in their proposals and client presentations .

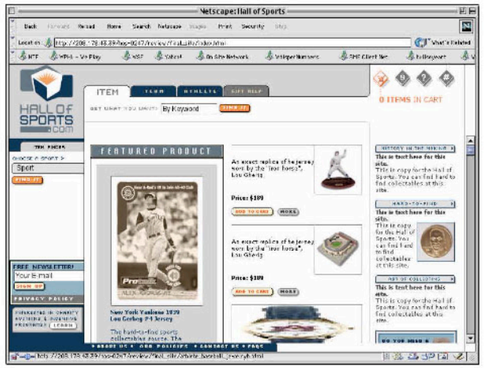
The result is a highly entertaining web site which is easy to update and successfully communicates the positioning of the company helping to build its brand.

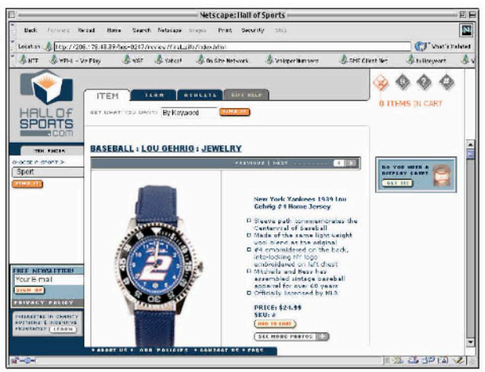
Neokom has an equity position in BullseyeArt.

**"You guys rock."**

Josh Kimberg
CEO, BullseyeArt

Creative Director - Thomas S. Duane




## HallofSports.com

This new Internet start-up selected Neokom to develop its brand and corporate identity. The company operates the premier sports collectibles and memorabilia ecommerce web site- www.hallofsports.com.

The founders determined that the key imagery dimensions were quality, authenticity and price. The new identity also needed to be flexible enough to act as both the web site brand identity as well as the companies corporate identity.

The challenge was to develop an identity which communicated the key imagery dimensions without being sports specific or product specific.

The solution, a box with a "glow" inside, communicates the quality dimension as well as the human pleasure of opening a package to reveal your purchase. The shapes on either side suggest two hands cupping the box gently, treasuring it.

Hall Of Sports then partnered with Neokom to develop a new media strategy and information architecture, which would position it as the premier web seller of sports collectibles and memorabilia.

Neokom followed this information architecture to design an award winning web site, which successfully communicates the companies marketing message while merchandising its products in an easy to navigate environment.

The technology needed to allow for content management and merchandising control by non-technical employees.

The Neokom solution met the objectives and positions the company for long term success.

**"Neokom has truly captured the 'look and feel' we were shooting for on our site. It delivers on our objectives and successfully leverages our brand. A great job from a strong creative team."**

Jonathan Wolfsie
CEO, Hall of Sports

## SpineWire.com

After meeting Dr. Wise Young, recognized as one of the world leading researchers for spinal cord injury cure, Neokom conceived LifeWire as a vehicle to help fund cure research through an affinity based online community. SpineWire, the first disability affinity community, is concentrated on the two million Americans who are wheelchair dependent.

Working with Dr. Young, Neokom helped put together a top management and content team. It developed a concept site and conducted online research to discover the primary triggers which would stimulate affinity and eventually result in the SpineWire user purchasing their medical supplies from a SpineWire ecommerce store.

Neokom services included:

- company concept
- strategy development
- naming
- brand and corporate identity
- online consumer research
- web site design & implementation
- marketing communications
- fund raising presentations
- sit on the Board of Directors

The SpineWire web site attracted the attention of Venrock and US Venture partners who merged SpineWire with CanDo.com and funded the new company with $11 million. A second round of financing, $6 million, was recently completed by Walnut Capital and Blue Chip Ventures.

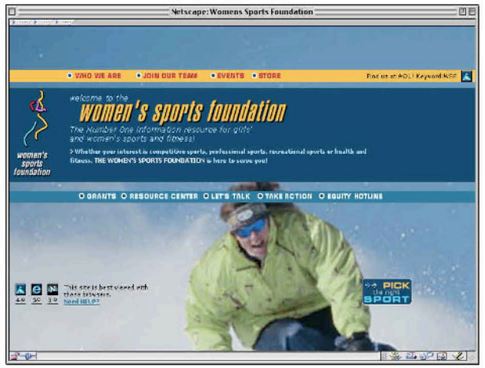
The site, CanDo.com is positioned to successfully IPO by the end of 2000.

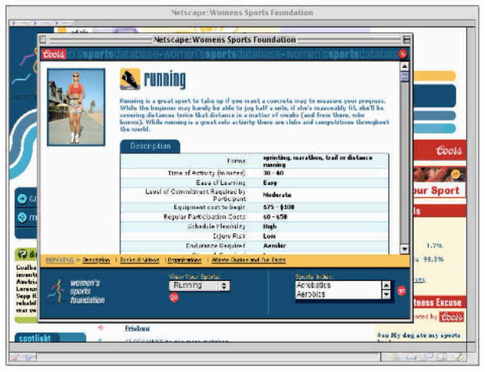
Both Neokom founder Thomas Duane as well as Neokom the Company, hold equity positions in CanDo.com.

**"Neokom developed a strategy that will revolutionize research funding and affinity based online communities."**

Mark Pinney
CEO
SpineWire/ CanDo.com

Creative Director - Thomas S. Duane



## WomensSportsFoundation.org

The Women's Sports Foundation, working with their marketing partner, Improve Network, hired Neokom to develop a new media strategy and web site redesign which would:

- create a new source of revenue through the sale of sponsorships, content licensing, ad banners and ecommerce
- allow them to manage their own content using a robust content management system
- move valuable databases of information onto the web for full interactivity

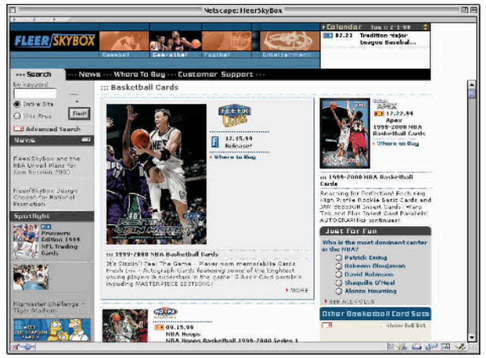
In addition, the Neokom marketing team produced a marketing web site which enables its partner, Improve Network, to sell sponsorships and content licensing as well as traffic generating deals.

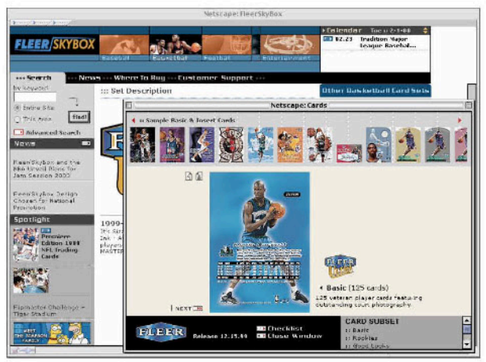
The site strategy is designed to generate $4 million a year in revenue for the WSF.

The Neokom strategy, design and technology solution has succeeded in positioning the Women's Sports Foundation as the number one resource for women's sports on the internet.

**"Neokom designed an award winning site for us. Most importantly, the strategy they developed has positioned us to capture significant revenue from our online content."**

Donna Lopiano/ Executive Director, WSF





## Fleer.com

After Fleer was purchased from Marvel Comics in 1998 one of the first tasks at hand was to develop a digital brand strategy which would guide the company into the new Millennium.

Using its proprietary digital brand strategy techniques, Neokom conducted discovery interviews with the executive staff of Fleer. Three areas were discussed, the consumer, business to business- with a focus on the local hobby store dealer and finally, the companies internal operations. An audit was done of competitive web sites analyzing the good and bad. Neokom presented a multi-media and print version of Fleers Digital Brand Strategy plan which outlined specific recommendations for B to C, B to B and internal operations. The strategy took into account the companies budget, priorities (the consumer) and their desire to adopt the internet in a multi-phase plan. The executive team of Fleer signed off on the plan and Neokom was able to start.

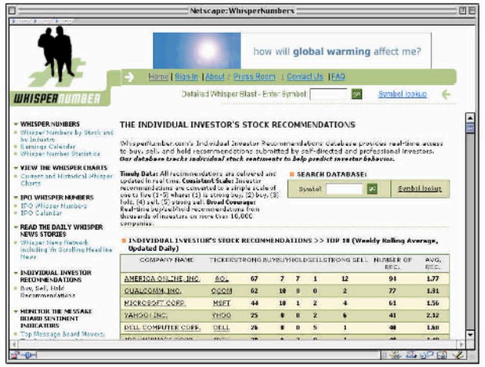
The Neokom design team redesigned the Fleer web site to make the product (the cards) the hero, add interactivity, improve navigation and prepare for phase two, an ecommerce initiative.

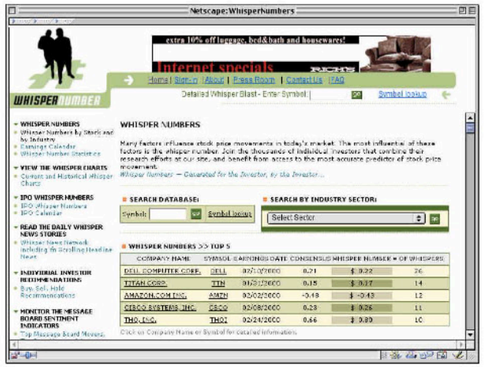
The redesign has repositioned Fleer/Skybox as the number one trading card site on the Internet. Consumer and dealer response has been overwhelmingly positive. Site traffic has significantly increased and the company is positioned to capture Internet dividends.

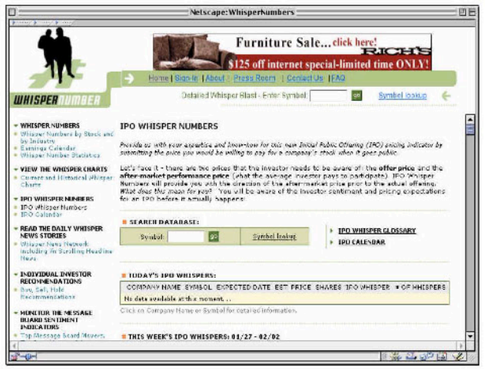
**"Neokom put us on top."**

Chuck Pederson
Director of IT, Fleer/Skybox

Creative Director - Thomas S. Duane







## WhisperNumber.com

The WhisperNumber.com web site is an information rich investor resource. The company hired Neokom to help them redesign their brand identity, re-architect and re-design their web site. They wanted to add new sections, interactive services and to improve the overall navigation.

With the primary revenue stream coming from ad banners and direct marketing, Neokom developed an architecture that stimulates exploration and increased page burn.

**"You gave us exactly what we wanted, a world class site."**

Paul Hauck
Founder/Partner, WhisperNumber.com

## Jotter.com

After Neokom completed the positioning and brand identity, and the interface design of the internet application, Jotter asked us to help market the product to internet users.

Neokom designed an award winning web site that communicates the product benefits and urges users to "download now". The information architecture neatly separates critical corporate information from the Jotter product area of the site. In addition, the Neokom design and marketing team produced a printed sell sheet, trade show booth graphics and a trade show give-away. Working with Neokom trade show planning affiliate, EXM, Neokom positioned Jotter to become the major attraction of the 1999 Internet World Trade Show.

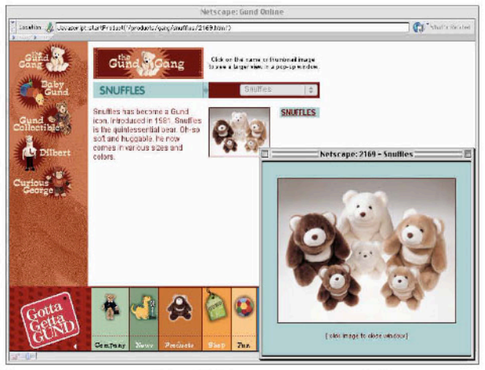
In addition, the marketing materials, web site and product design helped Jotter Technologies to achieve their financing goals.

Neokom holds an equity position in Jotter.

**"Thanks for giving us an award winning look. You guys are the best."**

Ken Wilton
Chief Executive Officer, Jotter

Creative Director - Thomas S. Duane



## Gund.com

Gund, the 100-year-old toy company, wanted a redesign of their homegrown Web site to improve their online brand image and increase traffic to the site.

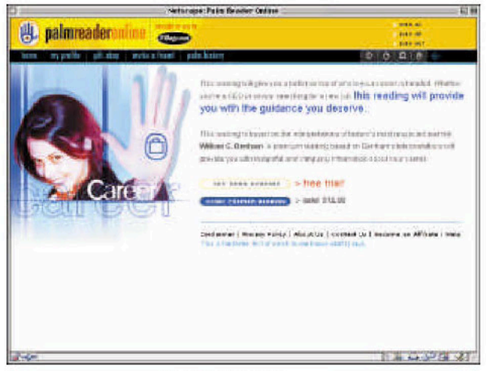
Neokom provided Gund with a multi-phase new media strategy to allow them to meet their immediate objectives while allowing for future functionality upgrades. The initial phase, a brand-conscious redesign targeted to consumers and retailers:

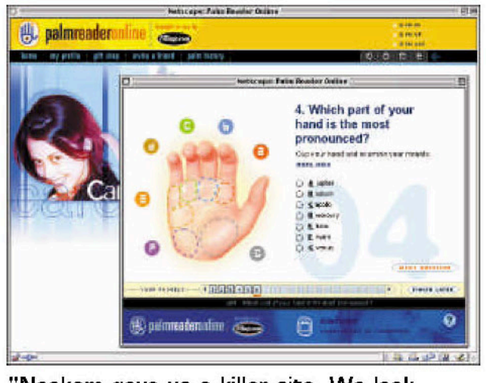
- Resulted in a 500% increase in site traffic within the first few months.
- Integrated Gund's online and offline imagery, helping build brand equity.
- Provided Gund with technology that allows them to manage their own content, resulting in reduced site management costs.

Neokom's multi-phase strategy for Gund allows for seamless site upgrades as the company continues to meet its interactive marketing goals. Future phases include improving services and information flow to retailers through extranet capabilities.

**"It was obvious even in the proposal stage that your team had given a lot of thought not only to the visual design of the site but the strategic design as well... You clearly took our ideas and suggestions to heart and then added to them in ways we could never have anticipated."**

Andy Epstein
Creative Director, Gund




**"Neokom gave us a killer site. We look forward to becoming another Internet success story."**

Rafe Anderson
CEO, Chief Executive Palmist
Mystical Science LLC

## PalmReaderOnline.com

A Neokom invention and incubation, PalmReaderOnline.com is an interactive entertainment ecommerce web site. The product is designed so the user can try a five question demo reading before paying $15 for a full 35 question online palm reading. The site features the ability to buy a palm reading as a gift and email it to the recipient. In addition, the customer can get their palm reading report printed in color, and bound in a beautiful hard cover book.

The user is guided through a palm reading by following online instructions, looking at animated hand charts, and clicking multiple choice answers. The site architecture was designed in a manner that allows the site to be launched in multiple languages.

The site strategy is business to business focused. PalmReaderOnline.com is intended to "live" on high traffic sites as an entertainment module. The site architecture also allows for a co-branded experience, with the "hosting" site receiving a percentage of all palm reading revenue stimulated by site traffic.

PalmReaderOnline.com was also designed to allow not-for-profits to use the product as a fund raising vehicle.

Reaction to the site has been overwhelmingly positive. It launched September 2000. Cosmo is writing a feature article about the site for their December 2000 issue. In addition, the company is in negotiations with Yahoo to be the exclusive palmistry resource in the Yahoo Astrology section, one of Yahoos most heavily trafficked sections. The company has also developed a retail product "Palm Reading In a Can", which includes a set of palm reading flash cards for offline palm reading as well as a gift certificate for one full online palm reading. Neokom developed the packaging and has sold an order to Lord and Taylor for Christmas 2000.

Neokom holds 45% of the equity.



## brand & corporate identity

Yes I have creative directed an enormous amount of sports brands but don't let that fool you. I followed the same process I use for consumer product brands or corporate client identities. The interesting challenge with sports branding is that you need multiple logos to tell the whole story. For instance, you balance the imagery of the sport, imagery triggered by the team name and imagery of the team location.

The Florida Panthers is a perfect example. The primary mark, the "in-your-face" panther, communicates the team name. The shoulder patch which features a hockey stick crossed with a palm tree over the sun, communicates the location and sport. The style of design is intended to allow the logos to reduce small for newspaper application, embroider well on the uniforms and work well in one color.

I have developed a creative process that involves visual research, brainstorming, visual development, trademark search and implementation into style guide. The process has generated some great results for my clients:

**Florida Panthers (logo & uniform design)**
Sold $750,000 of logo'ed merchandise on the night of their opening game, an NHL record.

**Seattle Mariners (logo and uniform redesign)**
Moved from last place in league merchandise sales at $300,000 a year, to the top ten with $1.2 Million in merchandise sold in the first twelve months.

**New York Rangers Third Jersey (the Liberty head)**
We selected New York's (and America's) proudest icon, the Statue of Liberty. This has made this the best selling hockey shirt in the world.

**Toronto Raptors (logo and uniform design**
Our logo program and uniform design stimulated $25 Million in merchandise sales in the first 6 months before the team had recruited a single player. In addition, I designed a team textile pattern of primitive raptors and raptor footprints which was put onto the teams compression shorts. This was a first for professional sports branding.

**Blah Blah Blah...**
You get the point. Want more info?, let's talk.

JohnRuiz
THE QUIETMAN
WORLD HEAVYWEIGHT CHAMPION

HOLYFIELD
WARRIOR

TIGER WOODS

IMPROVE
NETWORK

KNOWLES
making your products work

Social
HAVING FUN
MAKING FRIENDS
MEETING PEOPLE
League.com

DUOCASH

everAd

SPINEWIRE

HALL OF
SPORTS
.COM

POWERFUL
CHOICES

palmreaderonline
a mystikalScience, LLC company

HOME
TOWN
FAN
.COM
ANY SPORT ANY TEAM ANY TIME

jotter.
@your.service

WHISPERNUMBER

PTP
ASSOCIATION OF
PROFESSIONAL
TEAM PHYSICIANS

NCHSAA
NORTH CAROLINA HIGH SCHOOL
ATHLETIC
ASSOCIATION

NFHS

STARDOX
PREMIUM SPORTS HEALTHCARE BY PTP

Classic Sports Network

CSN

MSG Network

MSG Network

WPHL-TV 17 Philadelphia

102.7 FM WNEW

WPHL-TV 17 Sports Philadelphia

North Shore Spirit

Lynn, Lynn...The City of Win Est. 2003

1912 Fenway Magic

North Shore

Oakland Athletics

Detroit Tigers

Blue Jays

Seattle Mariners

Tampa Bay Devil Rays

Baltimore Orioles

American National

USA

Augusta Greenjackets

Everett Aquasox

Michigan Battle Cats

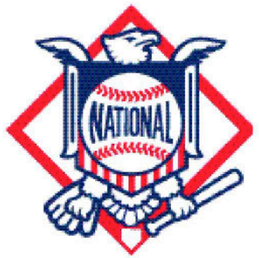
Idewater Tides

Women's Professional Fastpitch

Frederick Keys

Authentic Diamond Collection

Lynd



representative work/ sme design 1988 -1998

THE
BOWL
ALLIANCE
CHAMPIONSHIPS OF COLLEGE FOOTBALL

COLLEGIATE LICENSING COMPANY
CLC

ALABAMA
CRIMSON TIDE

UNIVERSITY OF CALIFORNIA
RIVERSIDE
HIGHLANDERS

GW
COLONIALS

COLLEGE
FOOTBALL
USA

Pirates
EAST CAROLINA UNIVERSITY

IOWA STATE
Cyclones

UNIVERSITY OF
MARYLAND

ST. JOHN'S
RED STORM
UNIVERSITY

BAYLOR
BEARS

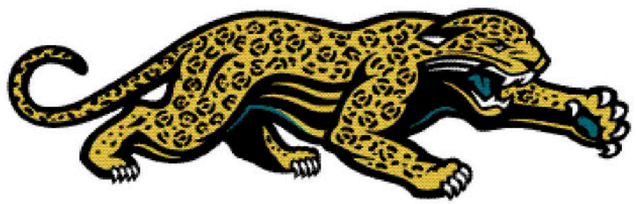
HOYAS

NAVY

CAROLINA
TAR HEELS

PENN STATE
NITTANY LIONS





CUDAS

NFL
EXPERIENCE
1992

NEW YORK
CITYHAWKS

SUPER NFL BOWL
SATURDAY
NIGHT
1992

ANNIVERSARY
60
EAGLES

PRO
NFL
BOWL
NFC
AFC
BEACH
CHALLENGE
Lite
1992

NEW JERSEY
RED DOGS

TORONTO
ARGONAUTS

NFL
EXPERIENCE

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## print communications

Creative directing print communications prepared me for the Internet. There is something beautiful about touching a physical printed communication. The quality of the printing, the grain and texture of the paper and the design of the type and imagery all come together in a way that digital communications simply can not. Print design offers the opportunity for true and pure color. Digital branding suffers from the fact that everyone has different computer monitors set to different levels of hue and contrast. Your basic nightmare if you are a designer who cares about subtle color.

As a creative director that has handled many print communications, I have a strong understanding of how to manage the design process as well as pre-press and print production. Here is a little information about a project I am particularly proud of:

**Viacom Health Benefits Communications**

We worked with Viacom's health benefits consultants, Towers Perrin, who were responsible for copywriting. This was a challenge because Viacom's health benefits were being centralized across all business units. Paramount, Blockbuster Video, Simon & Schuster and MTV, among others, were all going to receive the same employee benefits communication. I had to conceive of a concept that would satisfy the EVP's of human resources for twelve separate companies while communicating a cohesive "we are all one happy family" message. I came up with a treatment that allowed me to create collages with imagery from every business unit to illustrate the communications. The project involved over twenty separate pieces and involved a print run of over 100,000 units.

The result?, we were awarded the International Association of Business Communicators Gold Quill Award for best print communication of the year.

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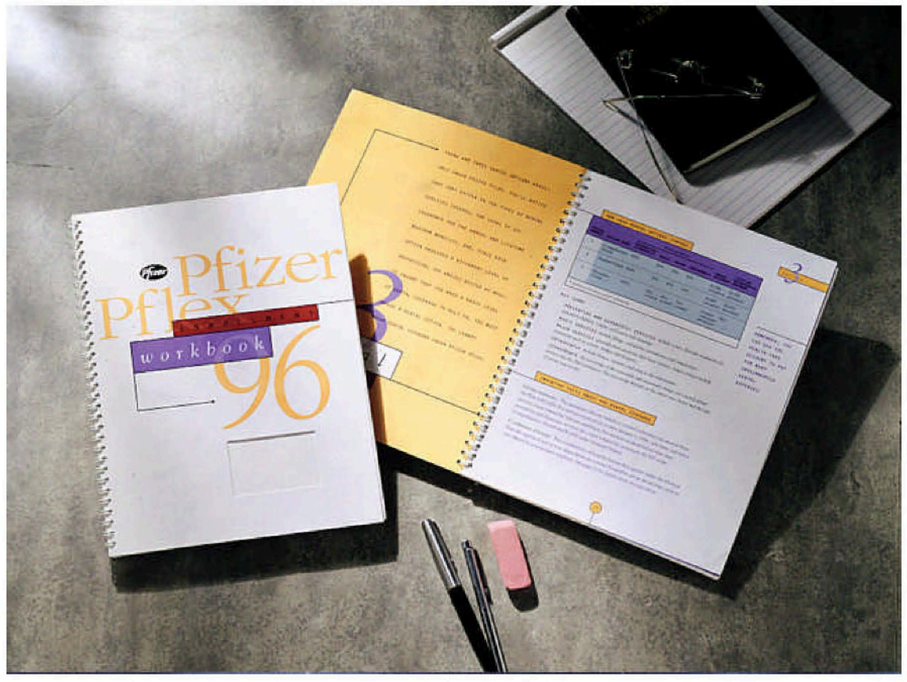


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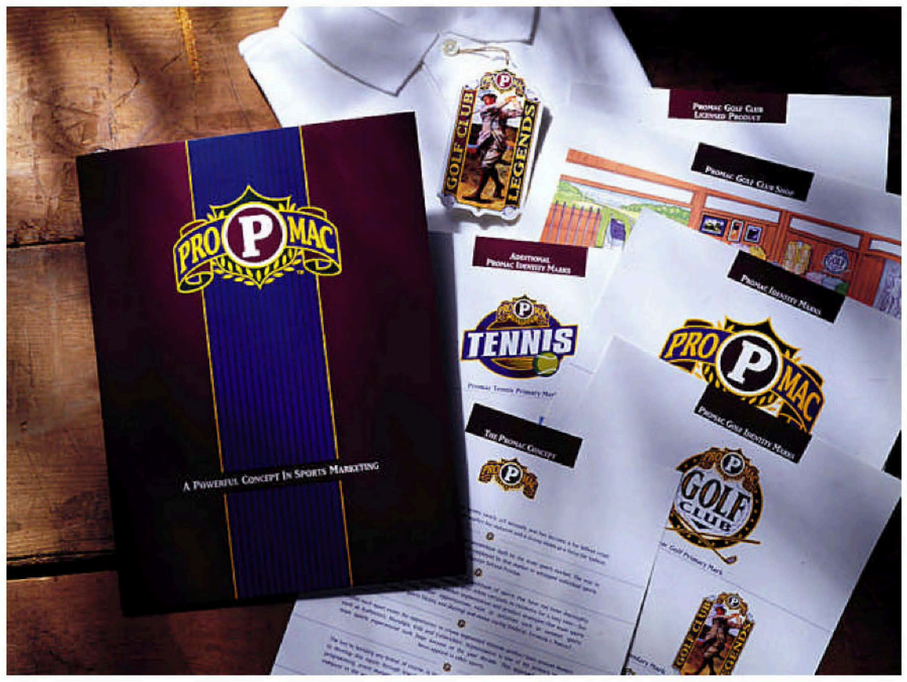

## package design

Package design is vital in that the physical package actually comes in contact with the consumer. Eighty percent of the products bought at the grocery store are items that the consumer decided to buy at the point of purchase. Package design combines the challenges of print communication with a three dimensional landscape and multiple materials beyond paper. Designing for an aluminum can, as opposed to a carton, offers the designer challenge and opportunity.

As a creative director I start from the brand positioning and work out toward the visual cues that will trigger the consumer passion in the product. I am a strong believer in consumer focus groups and research. Research plays an important role in guiding both designer and marketer toward the perfect solution.

Here is a good example of the importance of brand positioning and research:

**RC Cola**

This was a tough challenge because when we asked the client to define their target audience they responded with "people with lips". We repositioned them from the price driven message which was no longer true "cheapest premium cola", to a subjective positioning: "the drink of free thinking individuals". We created the new positioning statement "Be Free Drink RC" to communicate this.

Early in the design process, we settled on a brand identity that met the objectives, and most importantly, made our client happy. Before implementing the new logo we conducted qualitative focus groups. This project took place during operation Desert Storm. Our focus groups all felt the logo looked Arabic and were turned off as a result. It is amazing the perspective the consumer brings to the market based on cultural and world events. We made logo revisions to eliminate the Arabic perception and moved on to execution. We designed all of the flavor variants and various size configurations. A fun part of the style guide was our design for the RC Cola Nascar truck.

The results?, the repositioning helped RC to capture enough new market share to attract the attention of Cadbury Schweppes who ended up buying the brand from Triarc Beverages.

representative work/ sme design 1988 -1998

representative work/ sme design 1988 -1998

## strategy & business development

I am a firm believer in developing strategies that are straight forward, realistic and can be implemented. I believe in research, but I also believe you can not be a slave to it. I have developed a marketing brand strategy process that works for any type of product, service or company. Here are a few examples that show good brand strategy has no boundaries:

**WestSphere Capital**
They wanted to close on their second Latin American Venture Fund by raising the necessary $500 Million in capital. We were asked to help them position the Fund in a way that would give them a competitive advantage over other Latin American oriented venture funds. Through research, and executive interviews, we identified the key selling points that separated their Fund from the competition. We then developed a communications and marketing plan that would help them communicate these key imagery dimensions to their target audience. As a result they successfully completed the second Fund.

**Puget Sound Energy (PSE)**
This $4 Billion shareholder owned utility engaged us to develop a brand strategy to convince their consumers to move to time-of-use rate structure. The consumer message was packaged as "personal energy management". We conducted market research and executive interviews and developed a business and marketing strategy that would enable PSE to meet their objectives as well as extend their business outside their service area. As a result of their excellent work, PSE was awarded the coveted Edison Award for innovation.

**Bullseye Art, Ltd.**
They were originally a work-for-hire FLASH animation studio. They had the ability to create their own content, but lacked a viable business plan to take them forward. We worked with their executive team, analyzed the market and competitors, and developed a new business strategy. We repositioned them as a creative studio that produces original content for syndication. The work-for-hire projects would be done as Bullseye Art Studio and the creative studio operates as Bullseye Art Classic Cartoons. We developed the slogan "We push buttons". We helped them with their marketing collateral, including a redesign of the web site www.bullseyeart.com and assisted them in landing their first syndication deal with HBO owned Volume.com.

As President and Creative Director for Neokom, I defined our services and established pricing for each of them. I acted as Sr. Strategist for all consulting based services. As lead business developer, I created sales presentations and marketing collateral for all services. The following is a definition of these services and a list of some of the clients who engaged us:

strategy & business development

**Consulting & Strategy**

- **Positioning Development**
  Understanding your positioning and being able to communicate it clearly is critical to your brand success. We conduct a series of interviews with top management to define the marketing objectives, target audience(s), the consumer benefits- tangible and intangible (for ea. target audience), and the reasons why your brand delivers these benefits to your target audience(s) better than your competition. Working with you, we will define the target audience(s), key motivating imagery dimensions for each target audience, competition and opportunity. The deliverable is a written document identifying each component of your positioning with recommendations for positioning statements/slogans. These statements/slogans can be used in consumer communications or just for internal communications to help unify the company vision.

  Clients who have engaged us for this activity include:
  - Puget Sound Energy
  - MLB/ Seattle Mariners
  - RKO Pictures
  - Westsphere Capital (a $500 MM venture fund)
  - Haven Homes (a $300 MM modular home Co.)
  - Triarc Beverages/ RC Cola
  - Career Experience, Inc.
  - etc...( see website for complete list)

- **Internet Strategy**
  Whether you have an existing web site or planning the launch of a new one, a well thought out strategy can save you considerable costs while helping you clarify your thinking about how the internet fits into your business objectives. The Digital Brand Strategy will include critical thinking on how the Internet can be leveraged to build your brand with the consumer, streamline internal business process and enhance business to business opportunities.

  Each new media strategy report is customized to the unique challenge you face. The deliverable is a report detailing the results of our interviews with your staff, our recommendations for an Internet strategy to address the three area's; b to c, b to b and internal operations. In addition, we develop a strategy site map that begins to describe a possible site strategy.

  Clients who have engaged us for this activity include:
  - Puget Sound Energy
  - National Fish and Wildlife Foundation
  - RKO Pictures
  - Gund, Inc. (100 yr old toy plush Co.)
  - NHL/ NHL.com
  - Fleer Skybox, Inc.
  - Vertical Portals, Inc. (a 700 portal network)
  - Bowling, Inc. (represent over 4.5 MM league bowlers)
  - etc...( see website for complete list)

**Consulting & Strategy continued...**

- **Marketing Strategy**
  Through a series of interviews and brainstorming sessions, we guide an exploration of the companies marketing objectives and how those objectives impact the brand(s) we have been asked to address. We will work with you to identify your key revenue streams and your sales strategy. Our goal will be to explore new sources of revenue and possible strategies that will assist the sales team in capturing incremental sales from existing sources as well as new ones. Depending on the client's needs, the Marketing Strategy can also include thinking on how to increase traffic to your web site and how to convert this traffic into revenue.

  Clients who have engaged us for this activity include:
  - Jotter Technologies, LLC
  - BullseyeArt, Inc. (an Internet entertainment Co.)
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - Bowling, Inc. (represent over 4.5 MM league bowlers)
  - etc...( see website for complete list)

- **Naming**
  Naming is a vital ingredient in building your brand. On the Internet, when a potential customer is scanning a list produced by a search directory, the right name, delivering the message in an intuitive manner, can mean the difference between a click and a lost opportunity. Our naming process takes into account the imagery dimensions of your brand, and applies this to the practical reality of names available for domain name registration and US / International trademark.

  Clients who have engaged us for this activity include:
  - LifeWire, Inc. / CanDo.com
  - MLB/ Tampa Bay Devil Rays
  - Jotter Technologies, LLC
  - NBA/ Toronto Raptors
  - St. John's University/ Red Storm
  - Tomás Foods, Inc.
  - Career Experience, Inc.
  - etc...( see website for complete list)

- **Site Analysis**
  Site Analysis is a stream of conscious dialogue that gives you insight into what your user is thinking as they go through the site. Each action is documented with screen shots; time is tracked as well as number of clicks. As we analyze your site, we will also offer some top of mind strategic thinking for building traffic and increasing transactions.

  Clients who have engaged us for this activity include:
  - Columbia House, Inc.
  - NBC/ NBCOlympics.com
  - etc...( see website for complete list)

strategy & business development

**Consulting & Strategy continued...**

- **Research**
  We can conduct several types of research including; industry category research, qualitative focus groups, competitive analysis and so on. We can customize our research services to meet your particular needs.

  Clients who have engaged us for this activity include:
  - Columbia House, Inc.
  - NBC/ NBCOlympics.com
  - Jotter Technologies, LLC
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - etc...( see website for complete list)

**Design**

- **Web Site Design**
  Your interface needs to build your brand while allowing for easy intuitive navigation of the site. The interface design is the visualization of your Brand Strategy and Information Architecture. Neokom will design an interface for your web site, extranet or intranet, that will communicate your brands imagery dimensions.

  Clients who have engaged us for this activity include:
  - Jotter Technologies, LLC
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - Gund, Inc. (100 yr old toy plush Co.)
  - Fleer Skybox, Inc.
  - etc...( see website for complete list)

- **Brand Identity**
  Your Brand Identity is the foundation of your Marketing Communications. It needs to begin to communicate your positive imagery dimensions to your target audience instantly. The identity can include a word mark, icons, a ligature (firms initials married to the icon), icon alone, animated logo for use in new media applications, small pixel version and large pixel versions, full color and one color variations. It needs to work vertically, horizontally, in print, over fax, online and on television.

  Clients who have engaged us for this activity include:
  - NHL, MLB, NBA, NFL
  - 30 Universities (Penn State, Purdue, San Diego State...)
  - Penn Mutual
  - Internet Financial Network
  - Madison Square Garden
  - ESPN/ Classic Sports Network
  - etc...( see website for complete list)

Design continued...

- **Print Communications**
  Neokom can satisfy all of your print communication needs from image brochures to single page sell sheets. We offer full service solutions including strategy, design, copywriting and print production oversight.

  Clients who have engaged us for this activity include:
  - MLB
  - TNT, Inc.
  - Viacom, Inc. (got the IABC Gold Quill award for this)
  - Jotter Technologies, Inc.
  - Pfizer, Inc.
  - etc...( see website for complete list)

- **Multi-Media**
  A compelling multi-media presentation can be a key marketing tool for communicating your company, or brands, competitive advantage to potential investors, underwriters, advertisers, sponsors, customers and trade show consumers. We will customize a solution that meets your technological requirements.

  Clients who have engaged us for this activity include:
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - Home Town Fan, Inc.
  - EverAd Technologies, Inc.
  - etc...( see website for complete list)

- **Trade Show Exhibit Design and Planning**
  Selecting the right tradeshows and conferences and presenting yourself properly at them is an important component in your marketing activities. We can design, fabricate and handle the logistics and planning for your tradeshow booth and event needs.

  Clients who have engaged us for this activity include:
  - Pinnacle Trading Cards, Inc.
  - Jotter Technologies, Inc.

- **Ad Banners and Promotional Design**
  Catching the eye of your target audience and getting them to click through to your site is our primary objective when designing an ad banner campaign to meet your needs. Sweepstakes promotions can stimulate strong interest in your site while helping you build a customer database.

  Clients who have engaged us for this activity include:
  - Career Experience, Inc.
  - Palm Reader Online, Inc.
  - etc...( see website for complete list)

strategy & business development

Planning

- **Communications Plan**
  If you are launching a new brand or are repositioning an existing brand, then you will need new communications to get the brand message out. We will audit all of your external and internal communications and offer you a plan, and budget, to update and maintain your communications.

  Clients who have engaged us for this activity include:
  - Westsphere Capital (a $500 MM venture fund)
  - Haven Homes (a $300 MM modular home Co.)
  - Jotter Technologies, Inc.
  - etc...( see website for complete list)

- **Information Architecture**
  IA's represent the end user. They use information generated by the strategy team to create site blueprints and functional specifications. In doing this they interface with the technical team to make sure that feature sets are feasible. Ultimately, they provide the design team with a practical, usable framework for creating the site - one that is true to strategy's initial vision. IA deliverables are:
  - site maps
  - process flows
  - wireframes or page schematics
  - Functional Specifications
  - Usability Documentation
  - User interface designs
  - very basic site prototypes

  Clients who have engaged us for this activity include:
  - Jotter Technologies, LLC
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - Gund, Inc. (100 yr old toy plush Co.)
  - Fleer Skybox, Inc.
  - etc...( see website for complete list)

- **Content Strategy**
  The information and knowledge available within your organization, or through your partners, can be a valuable resource for content on your Web site. We will conduct a content asset review to determine available sources of content, the types/classifications of available content and the depth of that content. Our research is conducted by analysis of any printed content generated by your organization, databases, web sites, vendor and partner relationships and interviews. The deliverable is a written report identifying key sources of existing content, potential sources of content databases within your organization and potential content licensing deals for outside content.

  Clients who have engaged us for this activity include:
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - etc...( see website for complete list)

**Evolution & Site Brand Management**

- **Site Brand Management (GUI updates)**
  We can offer Site Brand Management services to assist your web team in maintaining the look and feel of the site. Neokom can create new icons, graphics and images to support your efforts in keeping your site alive and fresh. This can include the development of new sections, games and FLASH animations.

  Clients who have engaged us for this activity include:
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - etc...( too many to list, see our website)

- **Content Development & Management**
  Neokom can offers content develop services for those clients that need this help for their web sites. We will handle the development of content for interface navigation purposes. This is a highly inclusive process that allows the client to offer feedback along the way. If necessary, Neokom can manage the flow of content on your site on a daily, weekly or monthly arrangement.

  Clients who have engaged us for this activity include:
  - ISL (a $1 billion Swiss Sports Marketing Co.)
  - NHL/ NHL.com
  - etc...( too many to list, see our website)



## in the news

**The Boob Tube**
I have enjoyed the opportunity to speak on live television as a media expert on branding and have appeared on CNNfn, CNN, MSG Network and FOX. Let me tell you, when a producer starts counting down for the start of a live broadcast it gets your heart pounding, and yes, television makes you look fatter.

**Written Word**
I have been quoted in the Wall Street Journal, Brand Week, Sports Business Daily, Sports Business Journal and TLB Magazines. I have written several articles on branding that have been published in Brand Week and on the Internet. I'm thinking about writing a novel, know any book agents?

**On The Mike**
As a keynote speaker for the West Coast AIGA conference I presented to over five hundred people. I have participated as a speaker during the SGMA Supershow and Women's Sports Foundation Annual Summit. I presented at the NCAA Final Four Athletic Directors conference and the American Marketing Associations Awards Banquet. I lecture on marketing at Marymount College.

Once, I flew twenty six hours to Australia to present at their professional basketball league owners conference in Brisbane. I stood in front of seventy five of Australia's most influential people and my laptop would not boot up. Thank God I was wearing a dark suit. After a painfully long fifteen minute delay I punched my laptop in frustration. It immediately booted up (it was a loose logic board) and the NBL owners broke into laughter. After my presentation, I ended up winning the engagement for my company. This resulted in the redesign of their league identity and six of their top teams.

**So What?**
I understand the importance of PR and if necessary, I can represent your brand to the media in a professional manner. Better yet, I can help you get the most out of your PR firm by making sure their work is in line with your brand positioning.

Thomas S. Duane

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