

SEQUEL

RFP Submission for SAP

OCTOBER 5, 2023



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Introduction to Sequel

- Our Partnership

A history of working together

Sequel has worked with SAP on over 100 projects since 2012, serving as a strategic and creative partner across a range of areas: from recasting the product and brand architecture and developing new naming guidelines to repositioning the SAP SuccessFactors brand to bring back the humanity to the brand

Name & Tagline Generation

- High-profile, strategic initiatives, product launches, JVs, events and internal team names

Strategic Reviews & POVs

- Naming request reviews, research and go-forward recommendations

Visual Identity & Documentation

- Visual system design, guidelines and training

Sales Enablement Tools

- Pitch decks, collateral design/templates

Product/Capability Positioning & Messaging

- Marketplace survey, product strategy and roadmap reviews, positioning prototypes

- Why Sequel

What sets us apart



Big agency experience with hands-on engagement

Our leaders come from global branding, marketing and digital firms. We deliver a high level of expertise with a boutique, client-focused approach. And, our senior team is hands-on from beginning to end — ensuring you get the full value of our experience and talent.

An unwavering commitment to connect brand to business

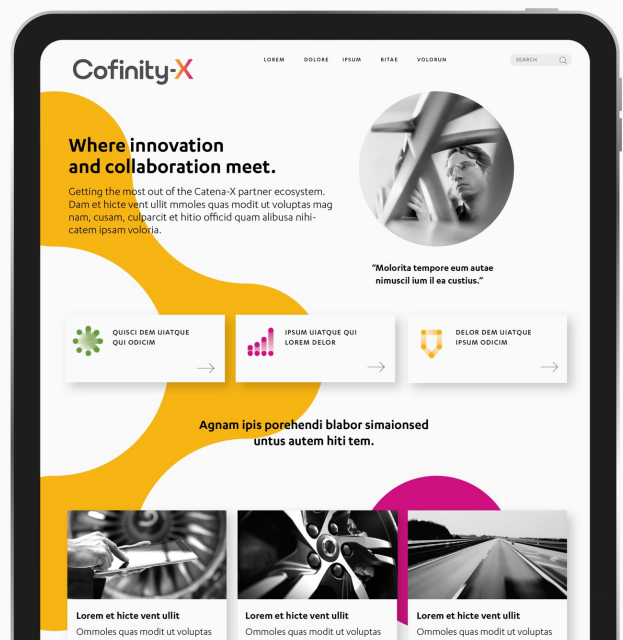
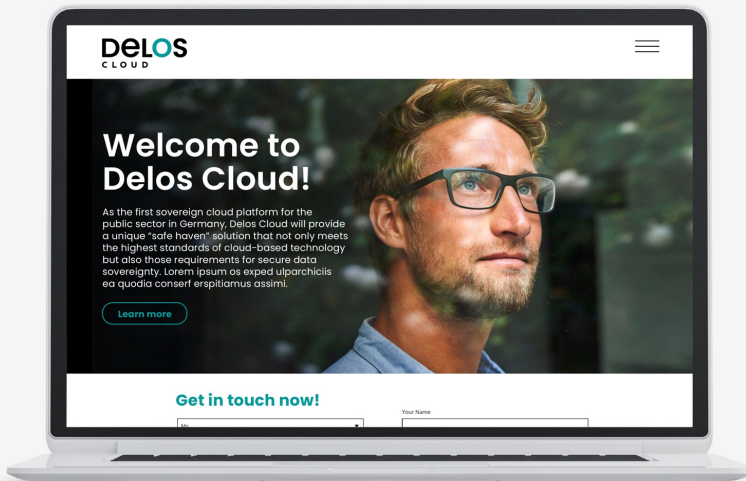
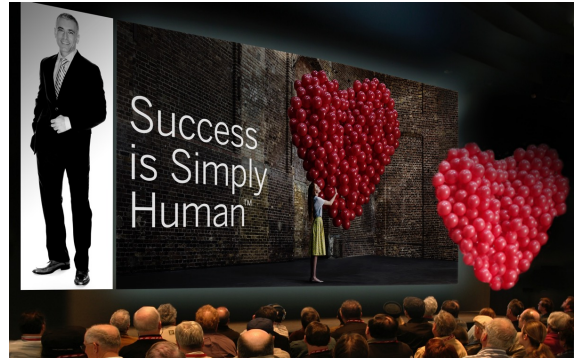
Great creative in service of your business and marketing goals is a hallmark of our approach. We immerse ourselves in your objectives, culture, audience needs and the challenges we're solving; developing solutions that move people and the needle.

A team that evolves with your needs

We work as an extension of your internal team at every stage — bringing best-in-class skills across the most critical disciplines. As your needs change, our resources expand and contract to ensure you always get the right talent at the right time.

CASE STUDY

SAP



• Your Sequel Team

Ready for everything



John Nishimoto

Partner, Executive Creative Director

John leads our brand development practice that creates and integrates strategic print, digital and environmental experiences. He brings over 25 years of experience as both a designer and strategist, creating and reinvigorating brands for Fortune 100, mid-market and nonprofit clients alike.

While grounded in uncovering the latent value and refreshing of existing brands, John is equally skilled in defining new start-up and carve out brands. His synchronous workstream approach leverages relevant brand themes to develop naming, positioning, identity and digital concepts in parallel ideation towards an integrated and effective brand go-live. A partial client list includes SAP, Pitney Bowes, BMW to Harvard University, Goldman Sachs and The Muhammad Ali Center for Tolerance.

Prior to joining Sequel, John was Creative Director for the Interbrand/New York office, where he led the Corporate Branding practice.



Alex Reid

Head of Strategy and Research

Alex leads Sequel's brand strategy and insights team spanning research, positioning, naming, brand architecture and content development.

His creativity and strategic thinking have contributed to a broad set of clients, including Google, Delta Air Lines, SAP, TD Ameritrade and Walmart — providing expert consultation on assignments stretching from market research to positioning and communications strategy to all aspects of design and activation.

With more than 20 years of experience in strategic branding, Alex has served as a senior executive at Lippincott, Sullivan and Sterling Brands and founded two independent branding agencies. Alex earned his master's degree in management from Oxford University's Saïd Business School and a bachelor's degree in architectural design from Yale University.



Dana Gonsalves

Creative Director

A creative director with over three decades of experience, Dana leads interdisciplinary teams on sales, marketing and branding programs. Her clients have reflect a wide range of industries, including financial services, technology, telecom, education, consumer luxury and retail, healthcare, law, non-profits, museums, paper, food and beverage. Former creative director for Red Sky Interactive, design director at Nuforia and Belk Mignogna Associates and designer at Waters Design Associates, she is a graduate of the Syracuse University communications program. Her work has been honored by numerous international design publications and organizations, including AIGA, Black Book's AR100, The Type Directors Club, The Art Director's Club, Graphis, Print and How Magazines. In 2019, she was honored to be included in the Graphic Design USA "Person to Watch" edition.

Clients include Neiman Marcus Group, Campbell Soup Company, Goldman Sachs, Morgan Stanley, BlackRock, Manulife, Bank of America, McGraw-Hill, Pitney Bowes, CA Technologies, Quiet Platforms, Brightpoint Health, MRO, SAP, T-Systems, Unit4, Mead and Appleton Papers, The New York Metropolitan Opera, Rockaway Brewing Company, and RISE (Rockaway Institute for a Sustainable Environment).



Brian Crooks

Managing Director, Digital Experience ...

As a leader of integrated creative with over 20 years of experience, Brian is passionate about the collaborative push and pull of a great idea coming to life. His goal is simple: to make sure the design and digital products he builds authentically represent the brand, fulfill the needs of the user and deliver positive results for the business.

Brian has built apps, websites, design systems and digital installations for leaders such as Pepsi, Samsung, Google, YouTube, Etihad Airlines, IBM, GE, Estée Lauder Companies, Neenah Paper, Coke, Wells Fargo and Citibank.

Prior to joining Sequel, Brian was the creative lead for The Barbarian Group's Mobile and Experiential Group, and the Digital Creative Director at Siegel + Gale, New York.



Work Examples

CASE STUDY

CHEVRON

Codifying an integrated ESG messaging approach that ties corporate wide efforts together

Building on our long relationship with Chevron, we were engaged to connect the organization's positioning and culture to its ESG efforts. Our work resulted in an integrated strategic platform, including a theme and messaging pillars that articulated the company's philosophy and priorities. This platform served to distinguish Chevron and unify and guide all ESG communications.

We began by leading in in-depth discussion with the core team to ensure alignment on project goals and gain a clear understanding of the vision for ESG at Chevron. In parallel with these discussions, we reviewed all applicable ESG communications currently in use along with key communications from other areas that shape perceptions of Chevron.

Chevron's story was told in many ways across many channels – there was a clear opportunity to bring clarity and focus to its CR/ESG efforts.

We then examined the practices of eight other companies to assess the strengths of their respective approaches to communicating an overarching ESG theme and supporting messaging. This helped us identify opportunities for Chevron to stand apart, as well as confirm best practices.

There was room to tell an engaging and authentic story to separate Chevron from the pack. Only a few direct competitors were trying to tell a broader ESG story tied to business objectives. A simple organization of areas of focus with succinct language aids storytelling, as does the use of active, engaging language.

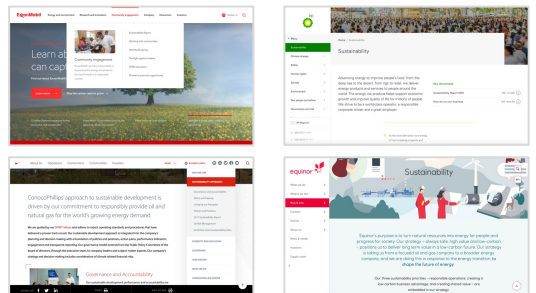
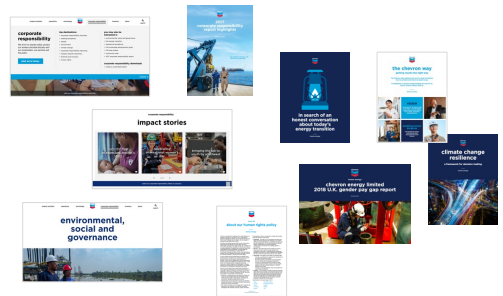
Based on our learnings, we codified our findings and observations and developed a range of optional angles into the theme to be shared via an interactive work session. Each angle was a different "way in" to crafting the theme. Additionally, in this session, we brainstormed various ways to approach the communications framework, exploring ways in which vehicles/touchpoints should be retained and/or enhanced, added to the mix or sunset.

Next, we met with key leaders to share our findings and observations, optional approaches for the ESG platform and initial recommendations for the communications framework.

Please provide a short case study demonstrating your approach to (re)positioning a sub-brand/product. Case study should highlight the key phases/steps taken to develop a strong brand positioning or messaging framework. Please also include the estimated time investment and pricing for each phase.

WHY WE CHOSE THIS EXAMPLE

The Chevron ESG positioning and messaging project was particularly successful because it connected brand and business imperatives to a measurable end goal – critical to demonstrating the value of an organizations sustainability efforts.



We improve lives
We enable human progress
We power the world forward



CASE STUDY

CHEVRON (continued)

Based on feedback from executives and the core team, plus learnings obtained throughout the process, we synthesized our findings to develop final recommendations. This integrated strategic platform included a theme and set of messages that were to guide communications going forward.

Theme: A finalized theme that presents a unique promise to core audiences and serves as a unifying, rallying, “reason-for-being” for Chevron’s ESG efforts.

human energy

As a business, and as people, we are a vital force in every corner of the globe. We enable human progress, while protecting the earth, empowering people, and working the right way — moving us all toward a brighter future.

Supporting Messages: A set of core messages that present Chevron’s philosophy and priorities as they relate to ESG efforts. These support the overarching ESG platform and serve as the content drivers to be carried across all future communications.

the human energy company®

protecting the environment



In striving to deliver affordable, reliable and ever-cleaner energy, we tirelessly seek ways to make a positive impact on the environments in which we operate. Climate change requires new, more diverse and more efficient solutions – and we are committed to meeting the world’s energy needs while respecting the planet.

empowering people



True progress is fueled by human ingenuity. We are equipping our diverse workforce with the skills to solve the world’s biggest challenges. Our people’s health and safety are paramount, as is the prosperity and development of the communities in which we work and live.

getting results the right way



Responsibility, trust and integrity guide our actions and shape our operations, and we hold our partners to the same standard. By getting results safely and reliably, we are honoring our commitments and laying the foundation for our collective future.

Please provide an example of how your agency has successfully adapted a global/corporate messaging strategy to better culturally-fit a local market without losing or diluting the corporate narrative.

CASE STUDY

J.P. MORGAN LATAM

Adapting a global message to a local market

As one of the largest financial institutions in the world, J.P. Morgan was perceived in Latin America to be 'just' a global bank.

We worked with the J.P. Morgan Corporate and Investment Bank Latin America to identify the broad brand objectives, then identify the most concise version of the story. This led to the creation of a brand awareness and capabilities campaign to change perceptions and increase market share and awareness of new businesses within Debt Capital Markets.

We wrote, designed and produced a demand-gen campaign with digital ads and accompanying landing pages to canvas Argentina, Brazil, Chile, Colombia, Mexico, Peru, and Uruguay. in two languages across multiple major publications in the region.

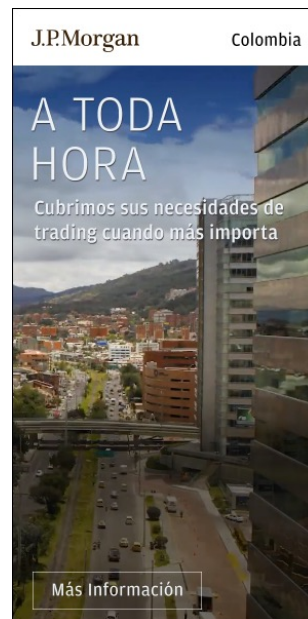
Our user-centric approach allowed us to create a focused narrative with tailored copy and visuals with localized ambient video backgrounds.

Key results included:

- Average CTR of 0.11%
- Conversion based on lead capture averaged far higher than previous campaigns
- Campaign revealed significant engagement in smaller markets

WHY WE CHOSE THIS EXAMPLE

The J.P. Morgan campaign is noteworthy as it demonstrates the importance of distilling a core idea into its simplest form, then allowing localization by adapting to linguistic and cultural preferences.



CASE STUDY

QUIET PLATFORMS

Helping a newly combined force in fulfillment and transportation make noise with a smart campaign

A unit of American Eagle Outfitters then merged with another supply chain business, Quiet Platforms needed to raise awareness of the new, combined enterprise. The lack of differentiation in the market was negatively impacting the sales pipeline. With a lofty revenue target for upcoming year, they needed a unified brand narrative and more accounts, i.e., leads, for their sales team to pursue. In short, how do you take a new narrative and connect the dots to the messages that matter with prospective customers?

Upon the development and launch of a new Quiet Platforms brand narrative and digital presence, we developed a performance marketing strategy that delivered a cross-channel media campaign with highly compelling creative that both told the new brand story but also invited users to download a high-value white paper in exchange for a quick form request.

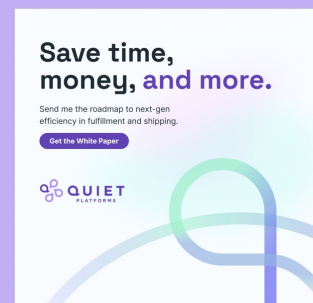
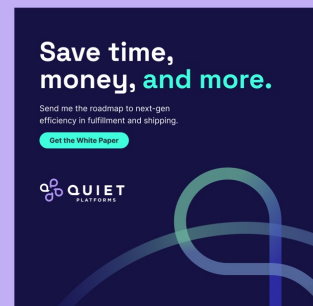
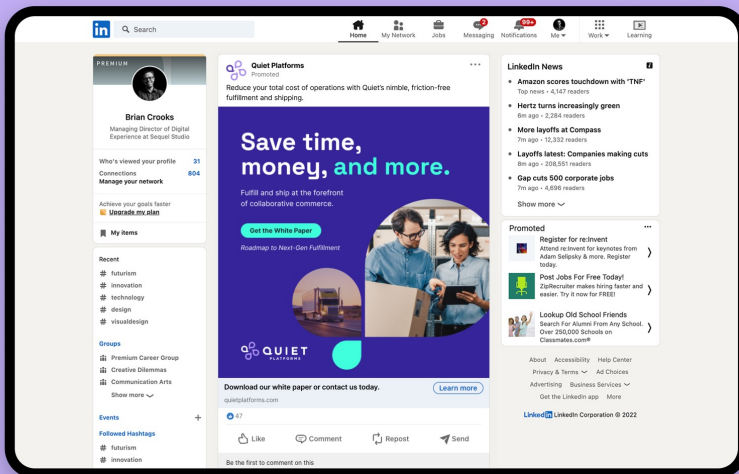
Please share ONE EXAMPLE of a campaign where your creative approach led to an unexpected and successful outcome? This example should highlight your key steps and demonstrate how your strategic idea was derived as well as how it was creatively executed across integrated channels. (Please keep your submission to 2 pages max)

WHY WE CHOSE THIS EXAMPLE

Our Quiet Platforms is a strong example of a project taken from brand platform through to go-to-market digital campaigns. We were able to see the follow through from the thought the brand needed to convey what resonates with customers through a test and learn approach to campaign development.

5X Increase in Leads Generated

54% Reduction in Cost Per Lead



CASE STUDY

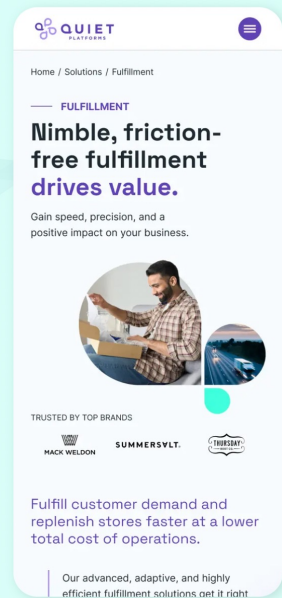
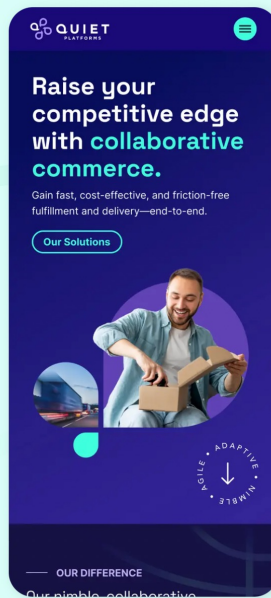
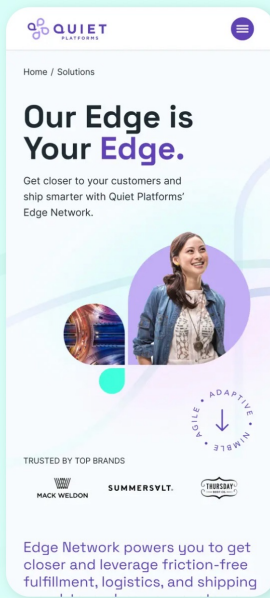
QUIET PLATFORMS (continued)

We began by defining the goals and strategizing the appropriate channel strategy and segmentation. By reviewing historical results and benchmarking as well as conducting a platform audit, we had the 'lay of the land' needed to build audience personas based on behaviors and attitudes. Building off of our previously established brand strategy, we then developed concepts for the campaign.

We then worked with the Quiet Platforms team to implement the strategy and creative ideas by establishing a campaign structure (flighting and spend by channel/tactic) and media plan design. Following the design, writing and development of all ad assets and campaign landing pages, we established a full measurement strategy for how we would measure as well as the appropriate reporting cadence.

The campaign targeted to two different high-level targets that focused on an account-based-marketing (ABM) approach as well as unknown prospective accounts that fell outside of the ABM list.

The target audiences were further segmented by company size (revenue) and job function to enable personalized messages that spoke to the major use case and needs.



CASE STUDY

APOLLO

Evolving a brand identity to introduce a new level of sophistication

As a well-established private equity firm, Apollo was looking to gain wider recognition of its business strategy and the depth of its bench. A new brand platform had been developed and the firm was looking for a new visual expression to capture its strategic intent.

Our initial work focused on helping the firm prepare a presentation for an investors meeting. Only very basic brand elements existed – the logo, color palette and typefaces. We took the positioning concept of “Uncommonly Apollo” and explored several concepts that would communicate that the firm is looking at things in a unique way.

The selected unifying graphic, named the Lightstream, incorporates a graphic linear texture that is applied as a soft overlay to imagery. The various keylines within the graphic suggest the idea of many layers of information and digital texture, all coming together to create many paths to value, embodying a sense of momentum, energy, and dynamism.

Please share ONE EXAMPLE of a project where you successfully integrated a brand's current visual identity into a new design campaign or project. The example should highlight your creative thought process in developing unique design solutions while staying true to the brand and their visual identity. What was the creative idea, message you were telling, and how did you execute the idea to its potential? (Please keep your submission to 2 pages max)

WHY WE CHOSE THIS EXAMPLE

Our work with Apollo required a particular ability to take a core visual toolkit that was incredibly sparse and and expand the visual language to convey the essence of what the brand truly stands for.

Brandmark

APOLLO

Typography

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Graphik Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Color Palette

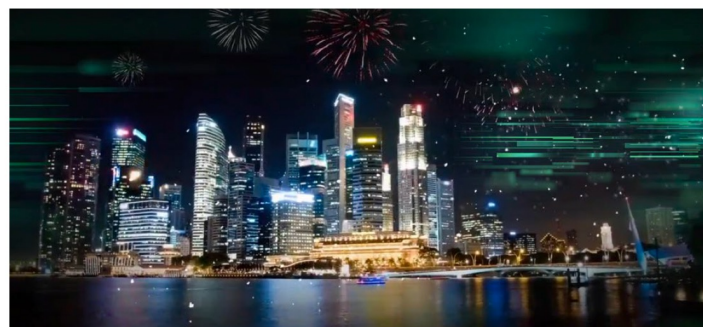
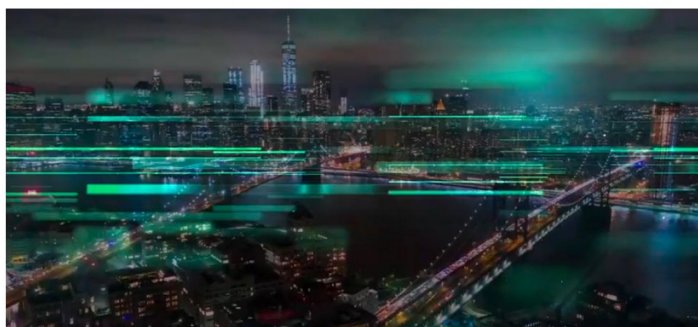


CASE STUDY

APOLLO (continued)

The use and careful management/deployment of the Lightstream allows images to have a proprietary sense of visual ownership — a definitive Apollo look-and-feel. To add depth and variety, subtle inclusions of colored lines in accents of light blue and gold are overlayed to create visual interest and texture. These colors represent Apollo's distinct Private Equity, Asset Management and Credit lines of business, while also suggesting a unified purpose and momentum.

Our work began to permeate into other communications and eventually led to the creation of brand guidelines, an employee brand platform, a portfolio company portal, an array of marketing materials and design of Apollo.com, including monthly tracking and consultation to improve performance. Additionally, we developed marketing communications for their Global Wealth Management offering, with a special focus on high-profile client events. We also developed a series of reports, including Annual Impact Reports and robust ESG Reports that showcase the performance of not only Apollo, but the portfolio companies it owns — bringing to life a series of case studies and detailed metrics that collectively tell the compelling story of their commitment to sustainability.



CASE STUDY

SAP SUCCESSFACTORS

Celebrating a brand's distinctive energy while tapping into the power of an established global brand

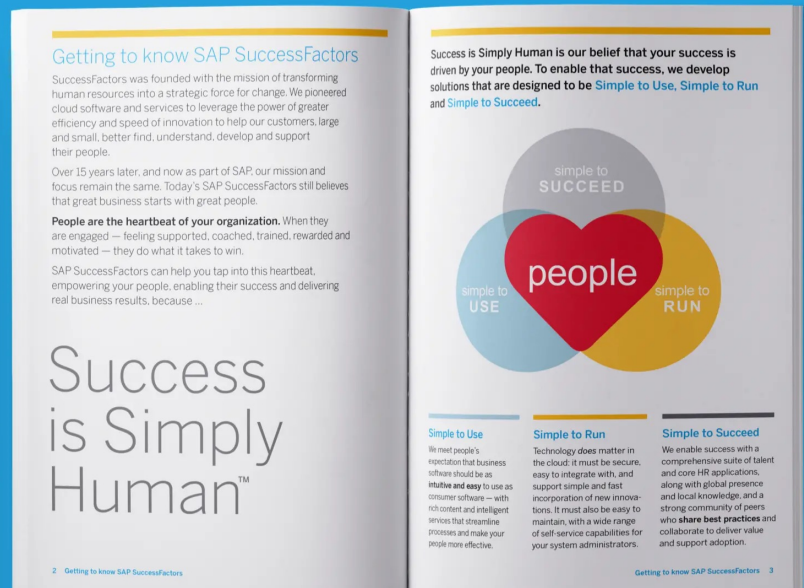
Following a key acquisition, SAP sought our help in positioning SAP SuccessFactors for greater success in their growing portfolio. We began with a set of stakeholder interviews to uncover commonalities and distinctions between the SAP and SuccessFactors brands. The next step was to create 'ways in' to potential strategic concepts that would help codify key strengths. We developed a new brand positioning and narrative that integrated the strengths of both brands, as well as a theme line, "Success is Simply Human," that had become the core of the new entity's distinctively people-centric message.

In addition, we created an entire sales enablement toolkit that connected brand aspiration to solution selling. A complete presentation library, go-to-market sales collateral and a "people-focused" custom-created image library gave internal sales and marketing teams the right tools to connect the dots between what their promise is and how they deliver.

Please explain your process for ensuring that the creative assets you produce align seamlessly with existing master-brand campaigns. How do you ensure consistency in terms of visual elements, tone, and messaging to maintain a cohesive brand identity across all materials. Please share ONE relevant example. (Please keep submission to 500 words max)

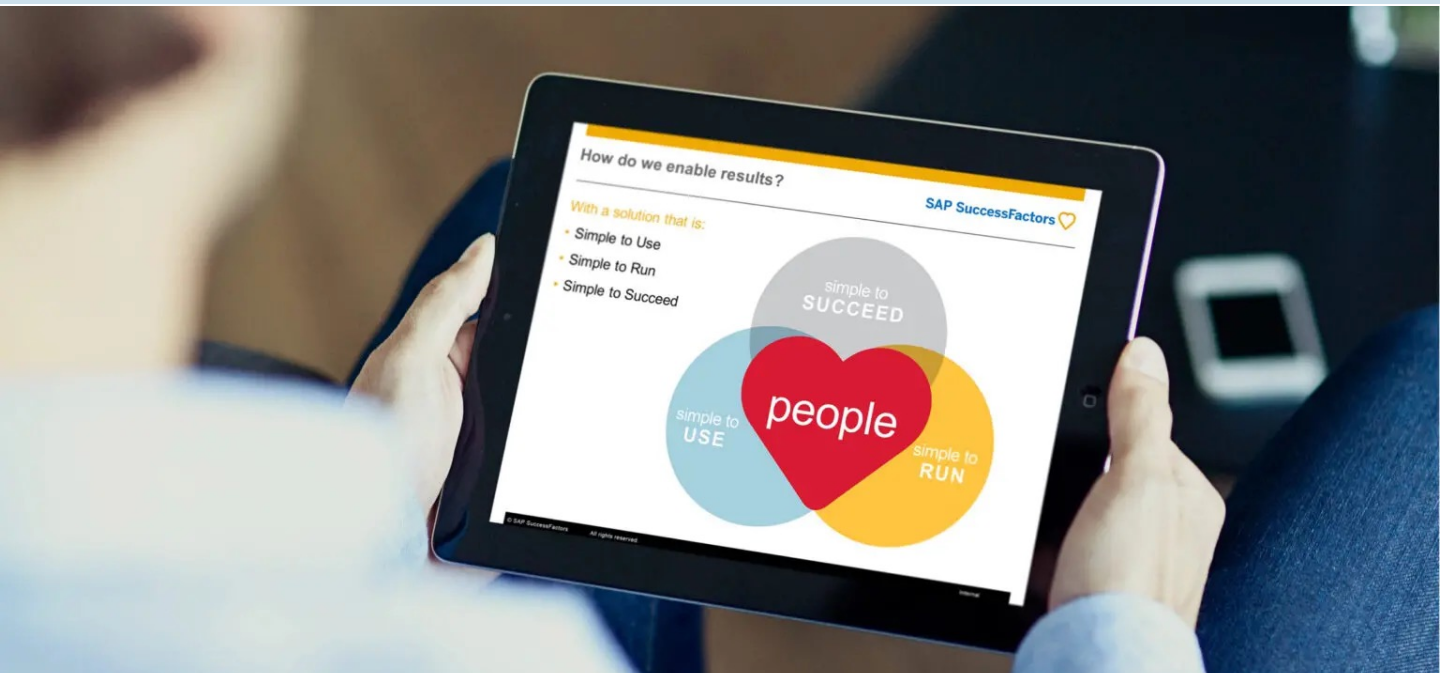
WHY WE CHOSE THIS EXAMPLE

Our work required a delicate balancing act – respecting the equity and essence of the acquired brand with the desire to imbue elements of the master brand. Particular attention was given to understanding the strengths and values of each in order to position the brand appropriately within the portfolio.



CASE STUDY

SAP SUCCESSFACTORS (continued)



CASE STUDY

CHOREO ADVISORS

What is your agency's approach to delivering projects quickly without compromising on quality? Please provide ONE EXAMPLE of a project where you successfully met a tight deadline while still delivering a high-quality outcome. (Please keep submission to 500 words max)

Efficiently establishing a different kind of wealth advisory relationship

A carve-out opportunity needed a new name, a brand narrative and visual language — and a lasting launch-day impact.

An ace team of registered investment advisors was ready to step out on its own, creating a CPA-aligned wealth advisory and estate planning firm dedicated to orchestrating all aspects of the client's financial life to harmonize their personal, family and business goals. Our tasks — as accelerated synchronous work streams — were clear: articulate a new brand narrative for the firm, give it an ownable name, and express its promise and value in a fresh, dynamic visual identity system and engaging digital presence. Enter Choreo.

Derived from choreography, the name suggests the virtuosity and rigor that go into being in lockstep with the client. Visuals use continuous line illustrations that trace the contours of people's lives — a refreshing break from the stock photo clichés of retired couples sidling along a beach. The digital experience suggests a lively continuum of expertise that connects with the dance of life and delivers on what really matters: the client's aspirations and outcomes.

WHY WE CHOSE THIS EXAMPLE

Our team was charged with creating and launching the Choreo brand in a very short period of time. Our senior-led model allowed us to pivot quickly and adapt our process — strategy, design, and digital teams worked in parallel 'sprints' towards a rapid but successful outcome.



CASE STUDY

CHOREO ADVISORS (continued)



Share an example of your best copywriting. It can be any asset but shall reflect storytelling capabilities. No more than 500 words.

CASE STUDY

UNIT4

Articulating a compelling narrative that invited enterprise planning to “experience real purpose”

How do you help a regional ERP software provider become a global player?

As a mid-market technology provider in the enterprise software category, and with new leadership at the helm, Unit4 sought to bring a sense of humanity and purpose to a business built through add-on acquisitions.

Unit4 harnesses the best in new technology, not only to help service-focused organizations be more efficient and productive but, crucially, to deliver a better People Experience — so every working day is better for each person. So people can spend more time on the meaningful, purposeful work that makes them feel valued and fulfilled. So they can focus on where they make the most difference.

Sequel established the right brand foundation and created a new, differentiated narrative that brought their brand story to life: Unit4 delivers a great People Experience.

We also reoriented the name “Unit4” from its roots in old technology references to one focused on people. By inverting the well-used corporate abbreviation “U4” to “In business 4U,” we were able to create a fresh, new creative platform that changed the brand narrative from one of a passive holding company to one of a dynamic, global technology player focused on helping employees to better understand “how work should feel.”

WHY WE CHOSE THIS EXAMPLE

Our Unit4 work successfully connected to the essence of the brand platform to the sales pitch deck and collateral – the red thread is effectively woven into sales and customer facing communications.



CASE STUDY

UNIT4 (continued)

ERPx for Your Business

Prepared for (Client/Prospect Name)

January 2023

UNIT4



Congrats. Your job just changed.

Consultancy CFOs used to focus on controlling spend.

Now you have to worry about... **everything.**

Strategy. Operations. Social and financial compliance. Profitability. Growth. Execution.

Do your systems measure up?

71%
of PSO firms view
legacy applications
as a primary barrier
to driving
innovation!

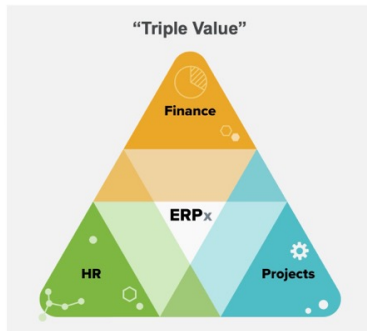
1 ERPx for Your Business

UNIT4

ERPx from Unit4

We **harmonize** the three dimensions of excellence a consultancy business needs to succeed.

- Built on a **single data model** with a single user experience
- **Multi-tenant**
- **Integrated** for agility with **low TCO**



5 ERPx for Your Business

UNIT4

Solving 4U



17 ERPx for Your Business

We know you.

Our people come from your industry. We deliver leading-edge ERP systems to people-centric, project-based firms—working on every challenge you face.

We're with you all the way.

Industry Models

guide our development, implementation, and evolution—and our Customer Success Team always has your back



21 ERPx for Your Business

Reduce reliance on Systems Integrators.

Minimize use of third parties post-implementation to change, integrate, update, and deliver ongoing bottom-line impact.

You get:

- User-driven change
- Low-code/no-code capability
- Low TCO



25 ERPx for Your Business

UNIT4

Provide one example of an Animated infographic/Microsite for DG of Awareness that you have created to successfully engage learning more on a topic.

CASE STUDY

PITNEY BOWES

Shaping the evolving corporate vision through relatable storytelling

As Pitney Bowes nears its 100-year milestone, it has been undergoing an evolution from its mailing and shipping roots into a major player in both the physical and digital commerce worlds. Pitney Bowes has proven its ability to evolve and transform its business, but the challenge today is more formidable than ever: not just in evaluating and implementing disruptive digital technologies and business models, but in demonstrating that Pitney Bowes has in fact credibly made this leap. The reputation of the “postage meter company” needed to be shed, and fast, before others took the lead in these emerging digital markets.

Sequel’s involvement with Pitney Bowes has been multi-faceted. Throughout, our efforts have focused on promoting Pitney Bowes’ e-commerce capabilities through sales enablement tools, creating proprietary narratives and solutions graphics to ensure sales teams are equipped with a concise yet powerful story of the company’s evolution. These elements have been extended to trade show environments, videos, and marketing and sales tools to create a disruptive, cohesive and impactful message of transformation.

WHY WE CHOSE THIS EXAMPLE

Our work on the Pitney Bowes Retail (R)evolution conference took the essence of an idea and translated it to motion and animation, but also provided a visual language that could be leveraged across other modalities such as the booth design, advertising, and sales materials.

<https://vimeo.com/showcase/10701507>
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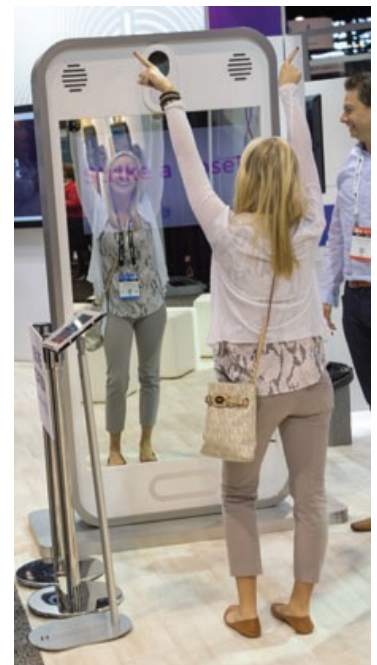


CASE STUDY

PITNEY BOWES (continued)

Pitney Bowes' Retail (R)evolution is a proprietary industry conference, a destination for data-driven market insights, merchants sharing lessons learned, and unique networking opportunities. Sequel was engaged to create four motion segments to be utilized over the 3-day event, creating messaging and visuals in support of the overarching narrative and event theme.

In a few short years, Pitney Bowes has made a monumental leap forward — successfully developing and integrating digital e-commerce with traditional print and ship capabilities. It has not only maintained leadership in the physical world, but has taken a top position in digital ecommerce — and has singularly shown itself to be the leader in merging these two worlds. This has helped Pitney Bowes expand its decision-maker set from the physical print and ship world to now include the sales and marketing segments as well — a significant breakthrough in expanding its customer base.



CASE STUDY

PITNEY BOWES (continued)



Considering the SAP example we we provided in the service catalog, please provide one example of a compilation video you have created to successfully promote or explain a topic.

CASE STUDY

REDCARD

Capturing a next gen member experience through a relatable video series

RedCard, a healthcare technology company, needed an engaging video that captured the “what” and “why” of a promising new product.

Partnering with Alkemy X, Sequel wrote, directed, designed and produced a video series that brought to life The Next Gen Member Experience — A story arc from prehistory to the favorable future, with four short videos along the way, topic by topic.

Our key objectives were to

- Position RedCard as an innovator and thought leader in the industry
- Inform and entertain the attendees about the history of healthcare communications and what’s in store for the future
- Provoke discussion and interaction with audience
- Provide an initial introduction/teaser to Fortifi (the new brand that we created for them)

WHY WE CHOSE THIS EXAMPLE

Our RedCard video series was compelling because it engaged the audience through wit and humor as it defined the challenges in the healthcare industry. The video compilation also effectively planted the seed for the launch of a new product brand.

<https://vimeo.com/showcase/10701507>

Password: s3Qu3!



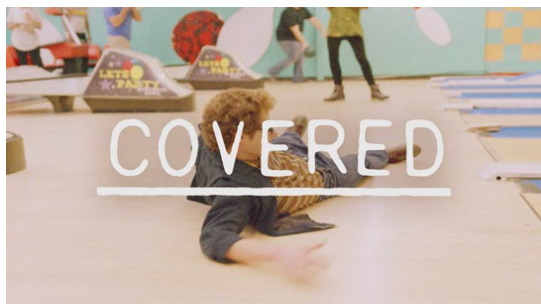
For questions call 1-800-347-

WHERE'S THE "E" IN E-O-B?

PATIENT NAME: TESTfirst TESTmiddle TESTlast
ACCOUNT NO: 662-000000-55588-L1L1E
STATEMENT DATE: 06/07/2011

ACCOUNT SUMMARY	PREVIOUS BALANCE	PAYMENTS RECEIVED	NEW CHARGES	CURRENT BALANCE
	270.04	272.03	241.99	240.00

DESCRIPTION	AMOUNT	BILLING REFERENCE
CPT CODE# 0357T CRYOPRESERVATION OOCYTE(S)		
CPT CODE# 0058T CRYOPRESERVATION OVARY TISS		
CPT CODE# 0111T RBC MEMBRANES FATTY ACIDS		
CPT CODE# 0018U ONC THYR 10 MICRORNA		
CPT 0		

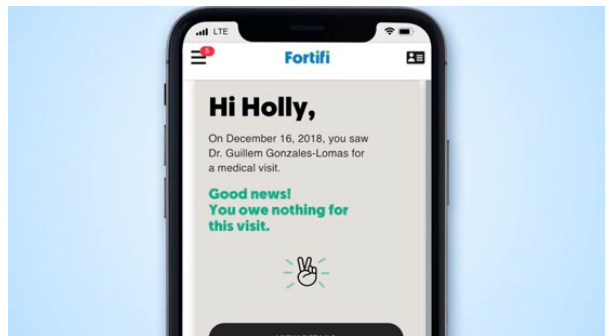
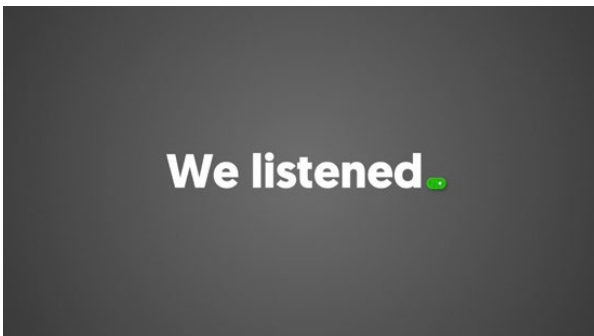
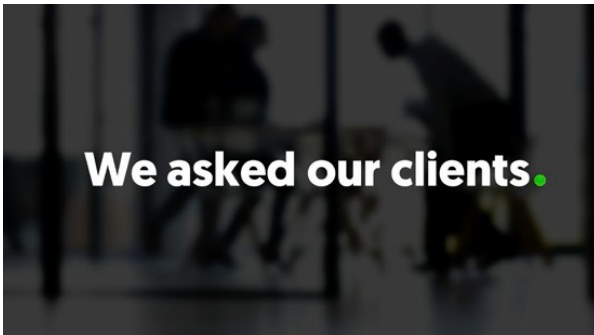


Dear Holly,

On December 16, 2018, you saw for a medical visit.

You may owe \$50.00 for this

CASE STUDY
REDCARD (continued)



Considering the SAP example we provided in the service catalog, please provide one example of a motion graphics or animation video you created to successfully promote or explain a topic.

CASE STUDY

FIRST EAGLE INVESTMENTS

Reflecting the elevated perspective of a venerable investment management firm

First Eagle Investments manages ~\$110 billion in assets on behalf of institutional and individual clients. Collaborating with strategy, business and marketing stakeholders across the firm, we defined what differentiates First Eagle – the ability to “See the Unseen.” We then expressed that in a unique, timeless and digitally forward visual identity system that captured First Eagle’s distinct point of view.

Aerial photography and topographics symbolize the long view, while close-up imagery evokes First Eagle’s depth of analysis and laser focus. In combination, these serve as a recurring metaphor for knowing the landscape and successfully navigating a way forward in all markets.

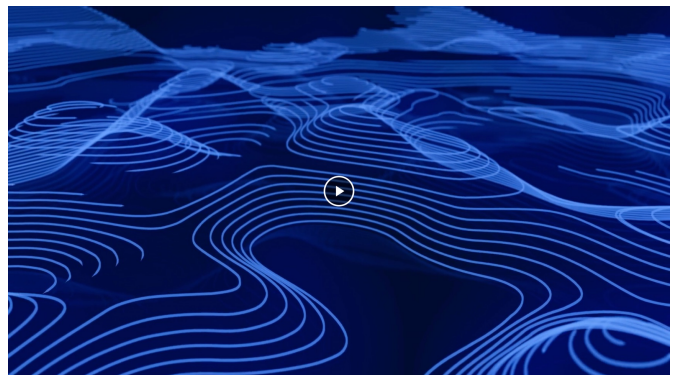
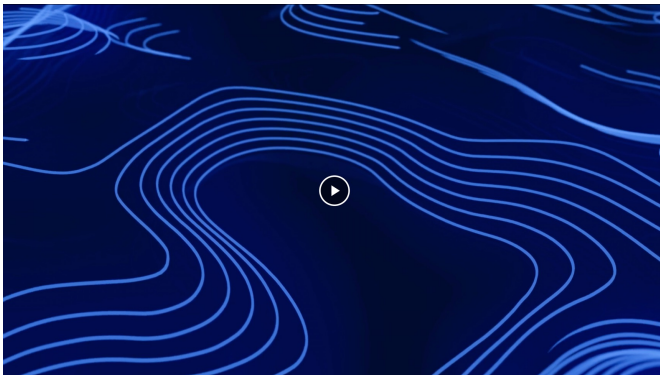
The firm needed an animation for digital presentations that would help communicate the overarching “See the Unseen” strategy. We developed long and short versions of the animation that would allow for customizable content. Graphics brought to life the concept of a unique view – delivering elevated results powered by deep analytical insight and well-grounded strategies. The animation started from a bird’s eye view, then progressively zoomed in to a more micro-level of detail.

WHY WE CHOSE THIS EXAMPLE

For First Eagle, we created a simple articulation of the brand idea – “Seeing the Unseen” – and provided an ownable and scalable motion graphic to apply to their portfolio of video assets.

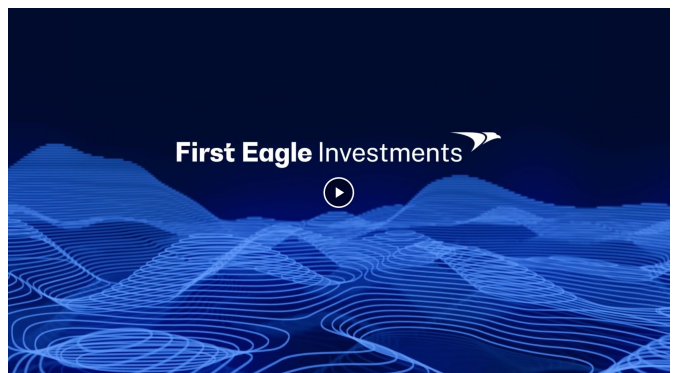
<https://vimeo.com/showcase/10701507>

Password: s3Qu3!



Our Unique Perspective

Deep Analytical Insights and Grounded Strategies



What audiovideo project have you executed in the B2B space that you consider to be your most successful? Please aim to keep your work example and explanation concise. (Ideally work example length does not exceed 2.5 mins)

CASE STUDY

MRO

Driving understanding of a more outcome-oriented healthcare system

MRO has a 20-year legacy of helping providers expertly manage and release clinical data. A pair of acquisitions provided a unique opportunity to combine technologies, services and access to electronic health records, expanding the scope of services for the combined entity and bringing to bear a broader enterprise solution. We worked with MRO to create a clear, compelling brand narrative, design a new logo, an aligned visual identity, and website.

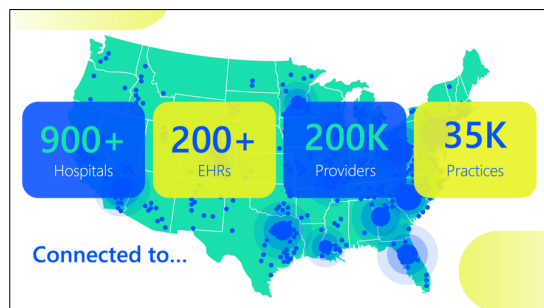
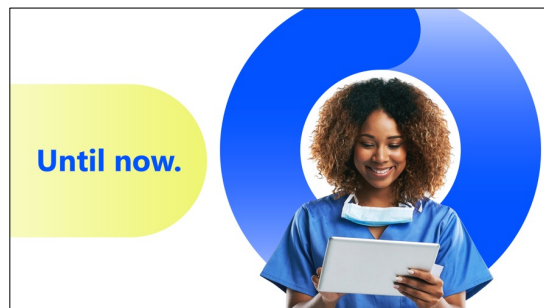
Once this platform was established, we were tasked with creating and animated sales deck that would help the sales team tell the brand story effectively. The sales deck demonstrates why data is essential to moving the healthcare industry forward, and why facilitating the exchange of this data has become increasingly complex. MRO's role as the provider of real-time data extraction was then introduced, illustrating how it enables and empowers providers to streamline data access.

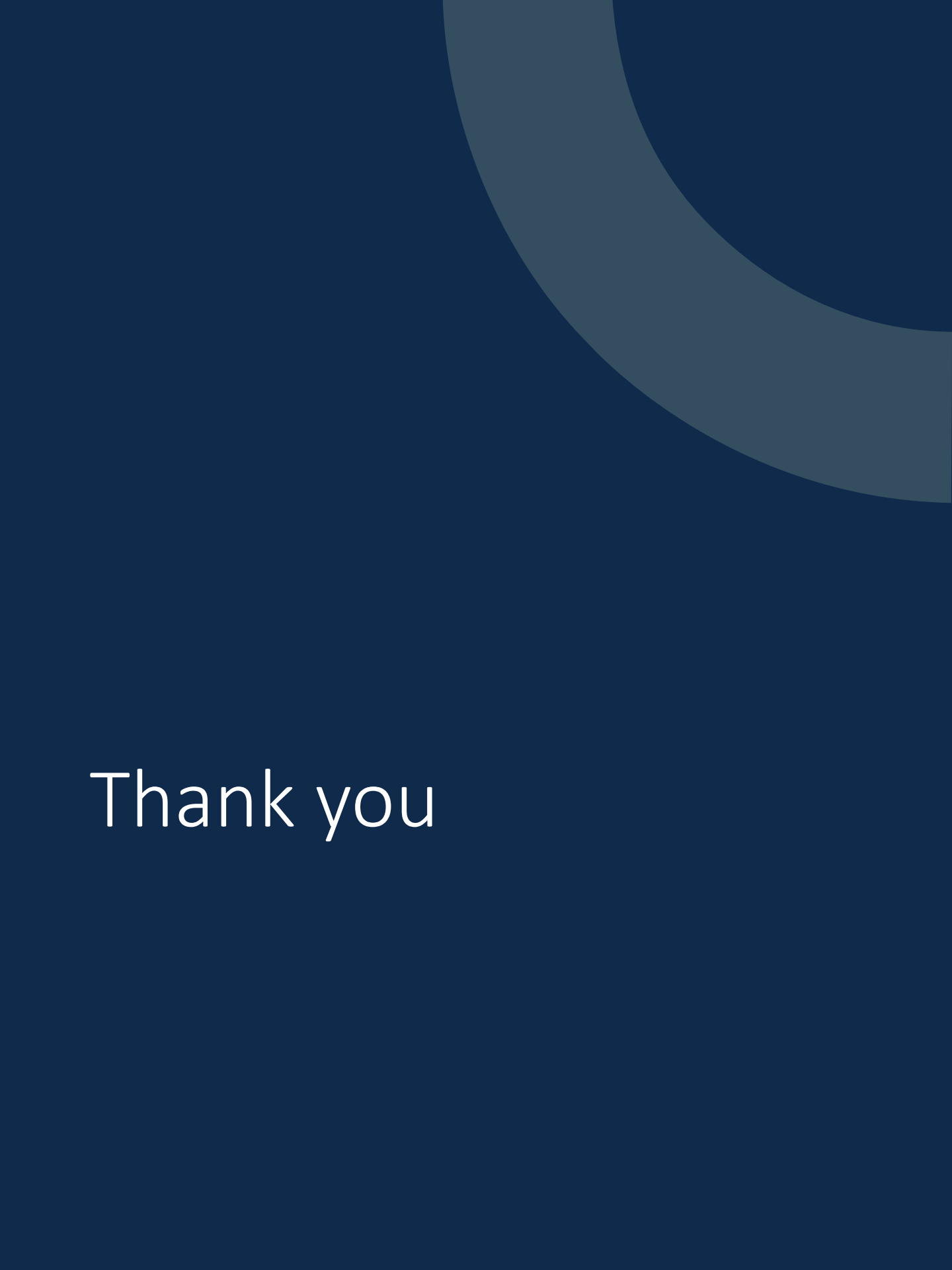
WHY WE CHOSE THIS EXAMPLE

The MRO presentation video illustrates our commitment to ensuring that we truly meet client needs. We built the video in PowerPoint, allowing our client to edit and add sequences necessary for specific audiences without using expensive video production resources.

<https://vimeo.com/showcase/10701507>

Password: s3Qu3!





Thank you