



24Notion

::Creativity with Flare

Global Creative Brand Marketing/Digital/Public Relations and Lifestyle agency

BRAND STORYTELLING

INTERACTIVE MEDIA

SOCIAL INFLUENCE

For new business development or more information:

Jimmy Park

Client Relations

Email: jimmy.park@24notion.tv

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Portland, OR 97214



www.24Notion.tv

Facebook.com/24Notion

[blog: 24Notion.tv/blog](http://24Notion.tv/blog)

[tweet @24Notion](#)

[email: info@24Notion.tv](mailto:info@24Notion.tv)

Our Approach

An Independent Approach

Proudly independent, we are a full services global creative marketing , PR and lifestyle agency . Because we're autonomous, we're fully in charge. This is an important asset for our clients as they are assured that our staff — your team — is empowered to think freely, plan strategically, act nimbly and always do what's best for our clients' business.

People With a Passion (Corporate Social Responsibility)

Our greatest asset is giving back to the community. We place a high premium on people who share our belief in the power of helping for the greater good. In creating a positive and encouragement work environment focused on sustaining and giving back to the communities, we have attracted industries and clients who want to help sustain our community. We pride ourselves in driving results and client satisfactions that lead to the greater stability, consistency and better long-term focus on your business goals. By so doing, 24Notion would be the first creative marketing/PR and lifestyle agency to actively help make the community and surrounding area a better place to live. A portion of our revenue goes to the Partnership Global Program of Girls In Tech(GIT), National Center of Women & IT Technology (NCWIT), Oregon Entrepreneur Network(OEN), Breast Cancer Associations, Oregon Environmental Council, The Education Foundation, Oregon Humane Society, Global Emergency Families Funds for Economic Crisis and other charities. In addition to our regular giving program, we also offer a 24VIP program for clients who wish to make a bigger impact or support a specific cause. We will allocated portion of the revenue on behalf of our clients favorite non-profit organizations and charities. 24Notion ranked #23 on Corporate Social Responsibility/Philanthropy top company in Pacific Northwest-nominated by Portland Business Journal Book Of List 2012. Be sure to visit our 2009 success story press: <http://tinyurl.com/y19c6wo> ; 2010-2011: bit.ly/pnelJj

Strategic Counsel

One of the earmarks of our newly created global creative marketing and lifestyle agency has been our ability to deliver strategic consultation in all aspects of a client relationship. We do this by understanding our clients' business thoroughly, by thinking creatively as well as strategically, and by delivering consistent results that map directly to each client's business challenges. A key reason that 24Notion continues to enjoy long-term relationships with clients is the value that these companies place on our ability to function as a true strategic partner — which in turn fuels a continued cycle of organic growth and deeper partnerships.

360 Degree View of Integrated Creative Communications Methodology

Brand Storytelling is in our DNA. Our ability to deliver branded consistent, high-impact, on-message and highly visible messaging is a direct result of our four-phased Integrated Communications methodology and the deep knowledge we have of industries, audiences and influential's. Our core industry specifics are: Branded Entertainment, Media, Arts, Fashion and Lifestyle. From discovery to inspire phases approach, we strive to create a one-of-a-kind solution that supports your overall objectives. According to a recent study, an average individual receives 5000 ads per day, which is why it's so important for your Integrated Communications to stand out and engage your audience. Our customized creativity and technology solutions for your company will consistently achieve your business goals.

Experience

Our team of unique and talented creative, media PR, technology, content and digital experts have an outstanding track record in creating inspiring innovative solutions that add impact to every message. We don't just follow a cookie cutter approach; rather, our team prides itself on working closely with you to first understand their strategic objectives and then create online and offline experiences that help influence action and positive brand perception.

Client Relationships

24Notion is committed to developing collaborative relationships with global clients in order to deliver customized solutions that spark the imagination, enhance communications, and motivate action. The visual element is a critical part of an influential, well-managed campaign. In addition to other tactics that will influence your key audiences, how they SEE you is just as important. The tagline and motto for 24Notion(SM) is "Creativity with flare(SM)," sending up big ideas that make people take notice.

Innovation

24Notion is headquartered in Portland, Oregon-With representation in New York, Atlanta and Miami(Serving global clients: USA, Europe and Asia Pacific)-based full-service global creative marketing/digital/Technology /PR and lifestyle agency that combines strategic ideas with customized tactical execution. With a broad understand of the art of traditional marketing, new media, Public Relations/communications and social influence, 24Notion uniquely understands how to connect your brand strategy with the right consumer. We know how to merge ideation with innovative solutions, producing an integrated approach that effectively blurs the line of advertising, public relations and marketing. The agency specializes in brand storytelling, interactive media and social influence capabilities and offers a variety of traditional and non-traditional integrated marketing. To learn more about our IP Integrated Communications Methodology, email: info@24notion.tv

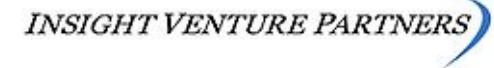
Simply put, successful design is about effective and compelling communication. 24Notion has an outstanding track record in creating inspiring yet innovative solutions that add impact to every message.

Our Experience



Industry Expertise and Global Clients

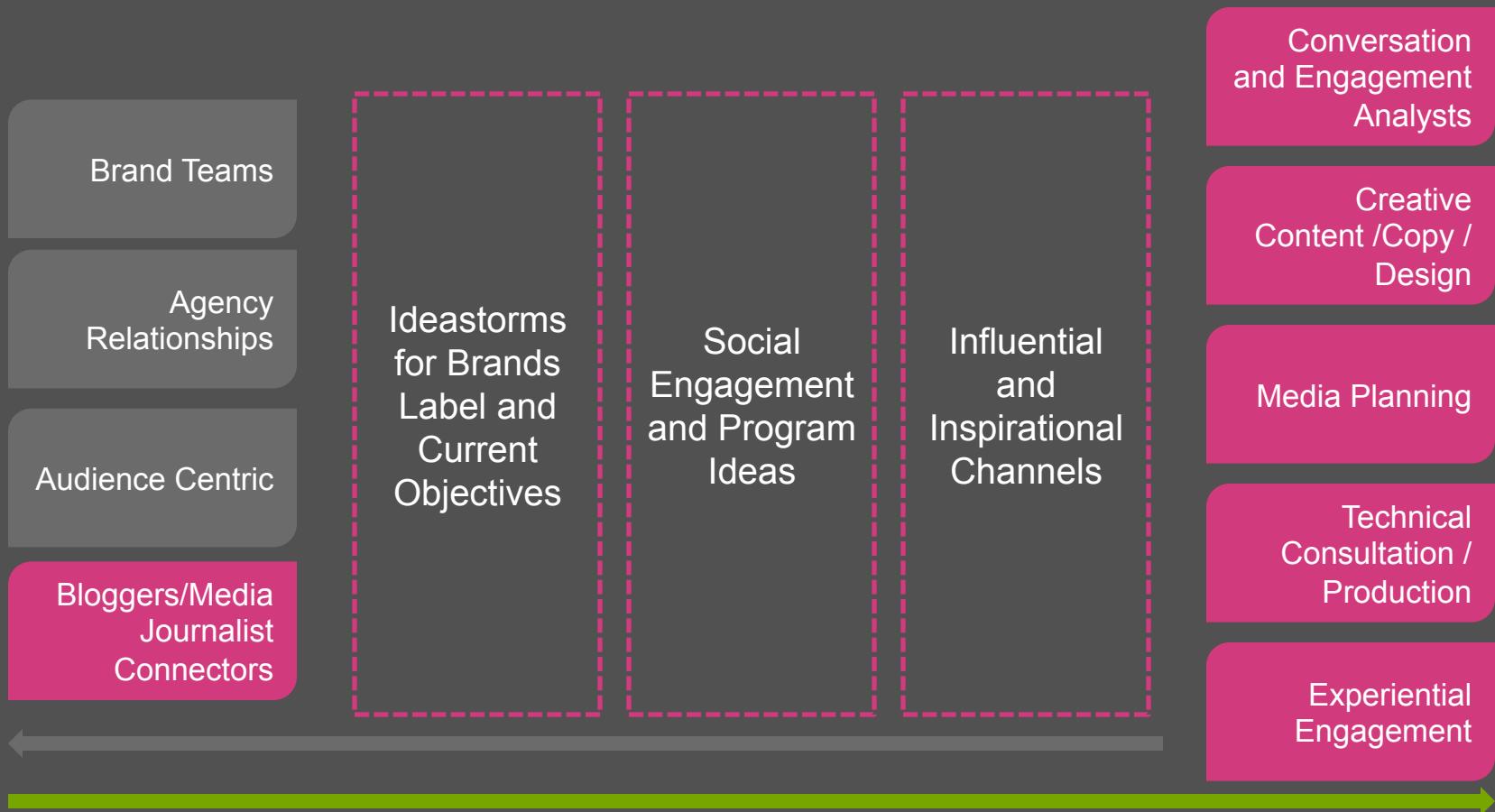
Fashion/Beauty/Lifestyle Arts/Media/Branded entertainment Financial/Banking
Mobile/Telecommunication Global Sustainability Technology Retail
Travel/Leisure/Hospitality Consumer Goods Healthcare Retail Academic
B2B & B2C Non-Profit organizations



To request any of the case study, pls drop an email to: info@24notion.tv

Our 24NotionThinkTankSM Methodology

We can offer our full Branded Entertainment and digital experiences as needed for social programs chosen, while providing our strategic consultation for each artist/label brand to ideate and execute against.



We believe brands are built from the inside out. It is your people who invent, market, and deliver your products; who endure beyond innovations, and who provide crucial industry experience. It is your people who respond to your customers' needs, address their business challenges, and enable their success, thereby building the deep relationships that stand the test of time. Your opportunity is to develop a brand that helps your employees work together in a common purpose to create uncommon value for your customers.

Our 24Notion Integrated CommunicationsSM Methodology

We approach each project using a four-phase defined creative marketing methodology:

1. Discover
2. Create
3. Implement
4. Inspire

The Discovery Phase

Discovery is the explorative, research-driven, initial phase of developing a solid creative marketing strategy for the project design. Here we will determine the needs for the project, the audience, assess the competition, and determine the look and feel which is going to work best moving forward. For this phase will focus on brand exploration and development including brand engagement, brand inspirations, brand loyalty, brand social connections and brand word of mouth

Deliverables

- Brand audit documentation
- Brand positioning and benchmarking
- Executive brand storytelling/positioning workshop
- Current vs. brand change perception documentation
- Marketing business documentation
- Content inventory (what do we have, what do we need)
- Creative marketing brief (compiling the creative direction, competitive analysis, benchmark analysis, project overview, target audience, demographics, psychographics, brand strategy, personality, visual strategy)
- Identity and brand definition including ideation for brand engagement, inspirations, loyalty and social connections
- Storyboards



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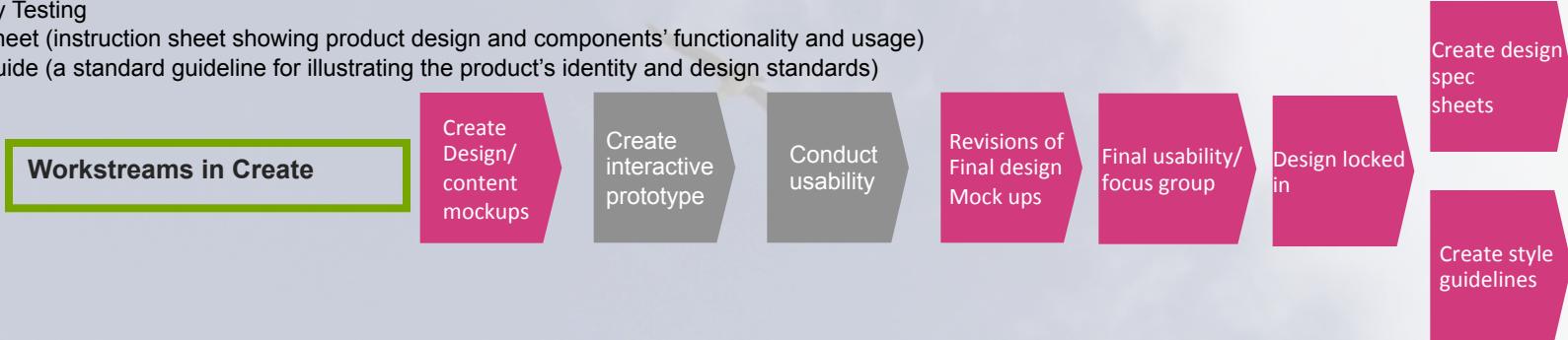
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The Create Phase: Design

Once we've established our initial information design and creative direction for the project, we move into the Create Phase. This phase takes the learnings we've achieved in Discovery to turn them into actual design treatments and prototypes. We Will be creating the technology environment at this step. The deliverables for this phase are:

- Design Treatments (mock-ups of what the application or product will look like- Multi channel elements)
- Interactive Prototype (a "working" version of the final design treatment)
- Usability Testing
- Spec Sheet (instruction sheet showing product design and components' functionality and usage)
- Style Guide (a standard guideline for illustrating the product's identity and design standards)



The Implementation Phase: Launch

The project has been designed, tested, and documented, and now it's time to hand this over to the Productions team to bring it to life*. The implementation phase transitions the design assets to the development side. The deliverables for this phase are:

- Design assets (all graphics and integrated marketing elements will be detailed out.)
- Assets documentation (design standards/guidelines)



The Inspire Phase: Connection with your audience

Engagement of an Impact Model to the customer

- Driving purchase at retail level: Brand Advertising, Brand experience, Awareness, preference, purchase
- Brand experience: Brand constants: Essence, personality, Icon, Message
- Public relations engagement
- Direct Engagement and Influence



Creative

Brand Storytelling

Our Capabilities

- Marketing/Advertising/PR consulting
- Creative Integrated & Digital Marketing Campaigns
- Branding and Storytelling Workshops
- Corporate Identity and Image Development
- Marketing and Branded Entertainment
- Message Platform Development
- Crisis & Issues Management
- Internal & External Reputation Management
- Content Creation & Copywriting/Editing
- Advertising Campaigns
- Direct to Consumer: Retail/trade/R&D/Planning
- Business Development Counsel
- Start-Up / New Venture Counsel
- Media Planning and Engagement
- Brand Image/Speaking Engagement
- Executive Coaching

Interactive Media & Technology

- User Experience Design (UX)
- User Experience Evaluation
- User Interface Design(UI)
- Interaction Design
- Information Architecture
- Customer Experience
- Infographic Design
- Online web Design
- Flash design
- Graphic design
- Creative Services Production
- Customized Design
- Video motion graphics
- PowerPoint Presentation Design

Social Influence

- Social Media & Engagement
- Experiential Marketing
- Cause Marketing
- Customer Engagement/Experience
- Market Analysis
- Usability and Optimization
- Research and Customer Behavior
- Public relations/Media Outreach
- Media Engagement
- Micro-Blogging/Blogging
- Event Services/Management
- Direct Campaign/Retail POP
- Word-of-Mouth Marketing Campaign
- E-Social Game Marketing Campaign
- Grassroots Campaign



Remo here, I'm also part of the team leads!

Don't forget to read each of our biography on appendix section!



Ivo Lukas-Founder/CEO/
Founder



Kelley Joyce-GM East Coast/
GM/Integrated Marketing/PR
Strategist



Seth Veld-Chief Technology
Officer



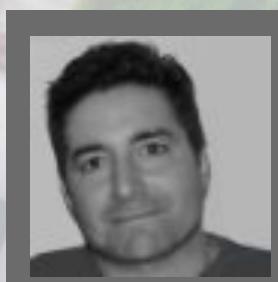
Christine McBeth-Creative/
Marketing /Community
Coordinator



Jimmy Park-Chief Operation
Officer/Client Service



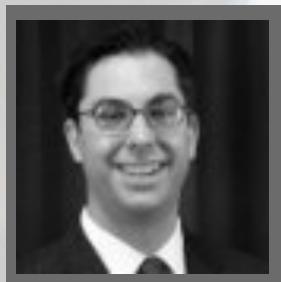
Suzanne Van De Raadt-
Sr. AE/Content/PR Strategist



Vince Nimoor- Video Producer/
Motion User Experience Designer



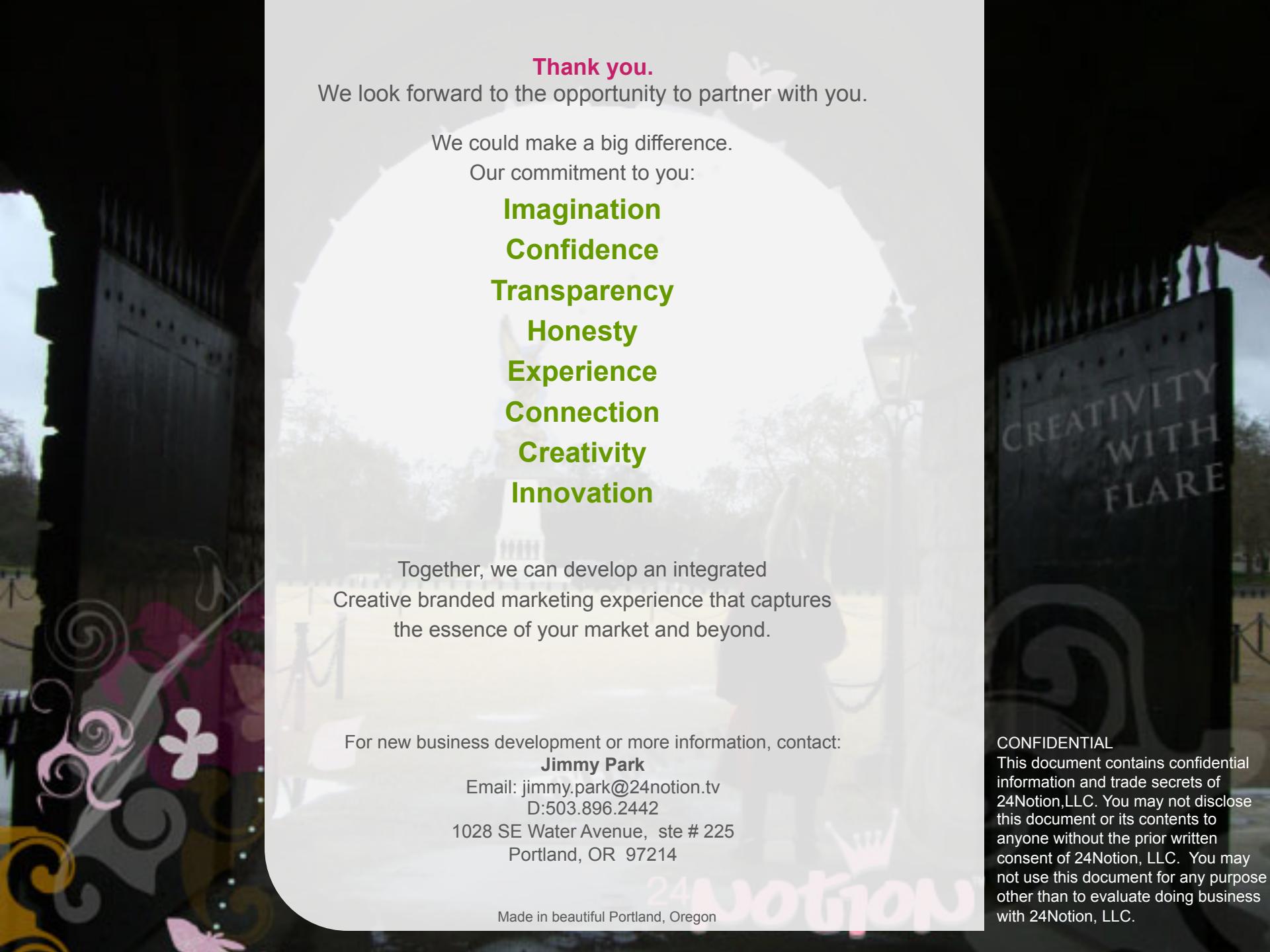
Chris Valley-Brand/Web/
UI Designer



Jay Pedone-Mobile and
Technology Lead

Additional team member:
Nick Tieszen- Sr. Developer
Kebin Maharjan- Jr. Developer
Stephanie Coggins-Marketing/Sr. Strategist
Carly Thompson-Research and development

Team Leads



Thank you.

We look forward to the opportunity to partner with you.

We could make a big difference.

Our commitment to you:

Imagination
Confidence
Transparency
Honesty
Experience
Connection
Creativity
Innovation

Together, we can develop an integrated
Creative branded marketing experience that captures
the essence of your market and beyond.

For new business development or more information, contact:

Jimmy Park

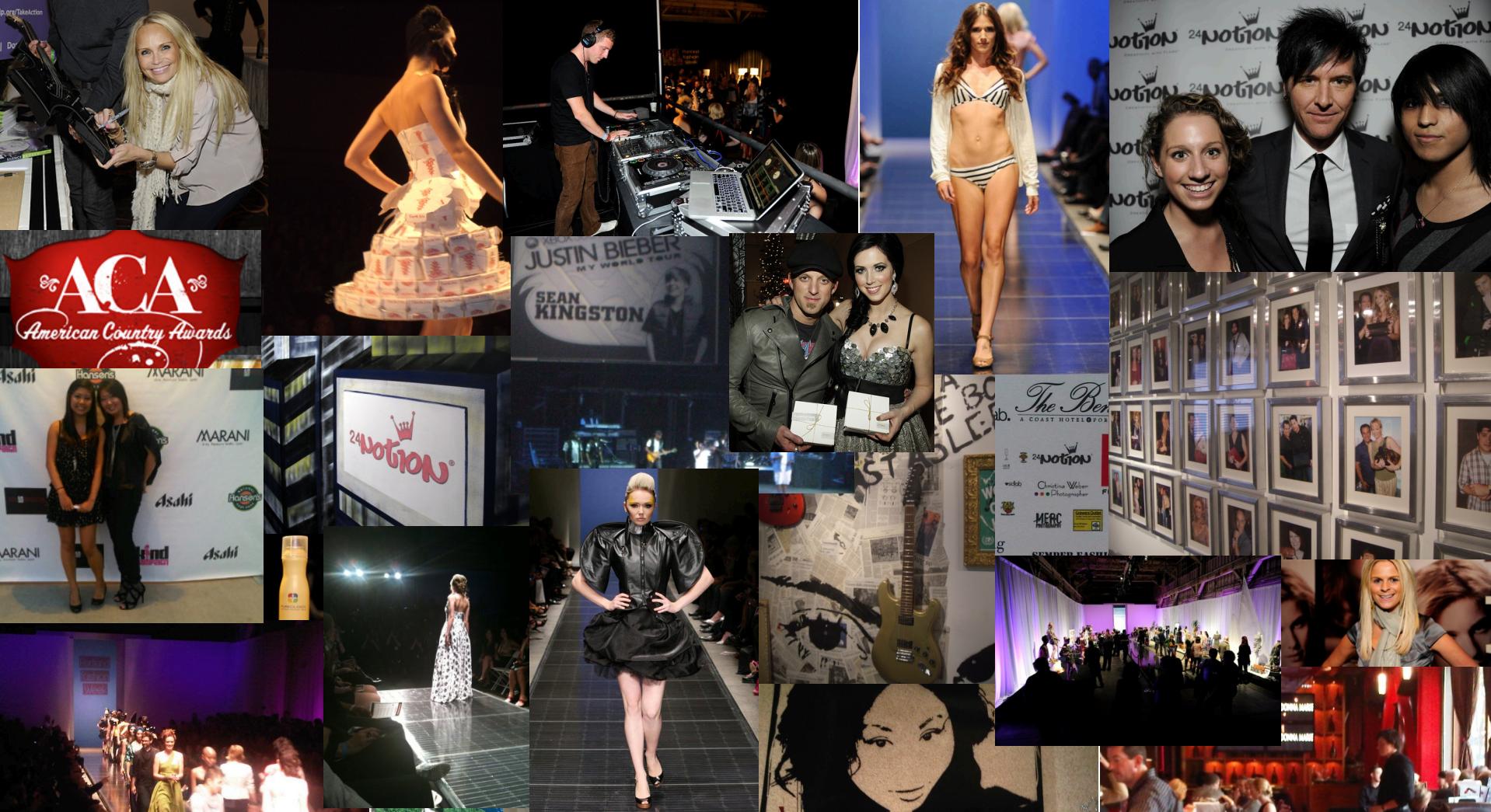
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Made in beautiful Portland, Oregon

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BRANDED ENTERTAINMENT & LIFESTYLE @24Notion

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BUCKLE UP FOR CHILDHELP

Buckles available from these celebrities:

Bill Engvall
Blake Shelton
Brett Eldredge
Chris Young
Corey Harrison - Pawn Stars
Eli Young Band
Hunter Hayes
Jeff Cook - Alabama
Josh Turner
Jordin Sparks
Kristin Chenoweth
Kyle Busch
Lauren Alaina
Larry Mahan
Love and Theft
Miranda Lambert
Pistol Annies
Randy Owen
Rick Harrison - Pawn Stars
Rodney Carrington
Scotty McCreery
Storme Warren
Teddy Gentry - Alabama
The Band Perry
The Big Show
The JaneDear Girls
Thompson Square
Trace Adkins



Retail Price: \$110 (\$8 S&H)

Twitter conversation #childhelpbuckle

Sporting the Childhelp logo along with the celebrity autograph of your choice, each buckle is hand cast in museum quality, solid bronze at Arts Refoundry, a family-owned and operated art foundry in downtown Los Angeles. Buckles are cast by the lost wax method, a process which takes a metalwork craftsman a full week to complete. All of our buckles are made to order in the USA and each is a unique work of art unlike any other.

Secure your slacks in style while supporting a mission of hope and healing
Social campaign/digital & branded designed by www.24notion.tv

Sponsors and Partners

Metalcast Kits
You sculpt it. We cast it.



24NOTION
Crown logo



Childhelp.

Please allow three to six weeks from the date of your order to receive your finished buckle.
Visit metalcastkits.com to watch a video of the process and learn more about our custom buckles. Because each buckle is made to order, we are not able to accept returns.

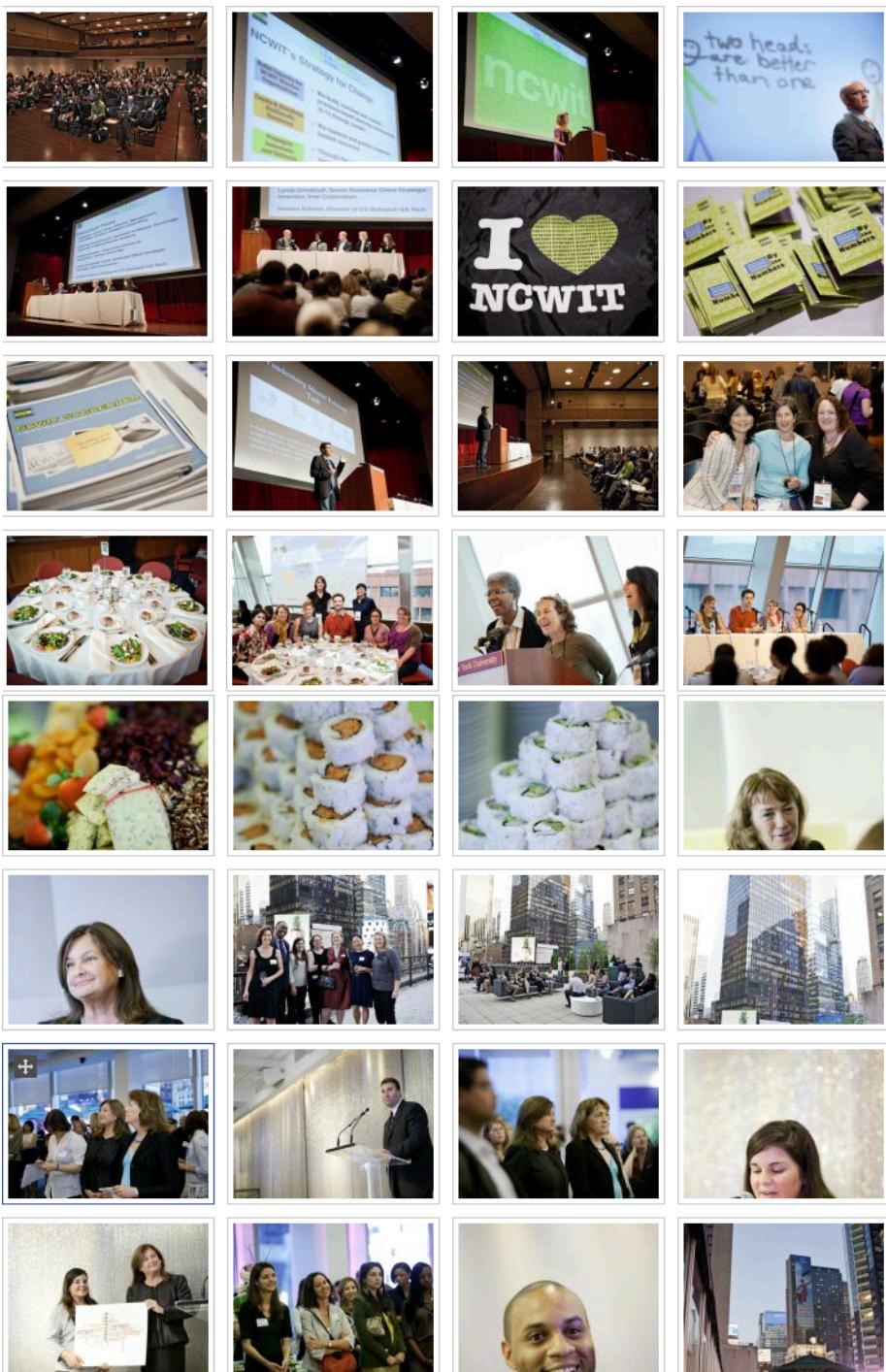


American Country Awards Live: Celebrities autograph belt buckle for a good cause to support Childhelp

American Country Awards Live on FOX 2011! Celebrities autographed belt buckle to support ChildHelp(backstage)
Results in Ecommerce and social engagement support in 2011-present

Success stories/Accomplishments:

- Top 28 Celebrities participation: trace adkins, Blake shelton, kristin Chenoweth, Miranda Lambert, Trace Adkins, Bill Engvall, Jordin Sparks, Randy owen and more
- Digital/Ecommerce marketing support for Childhelp
- Brand Exposure/Social Media engagement: Concept through execution
- Digital Viral Marketing and word of mouth Marketing support(offline/online)
- Creative/Design/Tech implementation and media support
- Creative innovative ideas on bridging the top celebs with charities and branded products
- Stories write up: Top nashville country music, Celebs page and blog posts
- Twitter conversation: RTs and brand exposure for artist, company and charities brand engagement



NCWIT : Integrated marketing + PR Communications and Media planning + digital Social engagement + Event planning- New York City

The NCWIT 2011 Summit on Women and IT is an annual event that brings together leaders, change agents, and stakeholders to focus on research-driven practices that strengthen the computing workforce and promote technology innovation by increasing the participation of girls and women.

Business Objectives:

- Create a multi-layered, integrated PR/Communications/event plan for the NCWIT 2011 Summit to promote media and audience engagement
- Educate audience and media about the NCWIT Summit and overall mission
- Event/conference “theme” planning and execution
- 5 days and night event at NYU, MTV and Kimpton hotel event services
- Seminar/conference/nightly event planning and executions

Success stories/Accomplishments:

- Developed compelling brand story and story angles to educate media about a relatively unknown NCWIT mission and objectives
- Identified and invited Tier 1 and Tier 2 media contacts from all over the country to listen, engage and participate in NCWIT summit
- Provided exclusive opportunities including MTV VIP party for media to interview and talk to prominent NCWIT executives and event speakers
- Attended by 500+ academics and institutions
- Generated media/press involvement and/or coverage from Forbes, Wall Street Journal, New York Times, The Daily Beast, The Next Web, CivSource, the Examiners, Girls in Tech, PC Mag
- Event at rooftop of MTV HQ: invited the influentials leaders, Event services theme for the night, photobooth, activities and a night of Unforgetable event.
- Business partnership with Avon and speakers series day event



PFW Productions, LLC and Portland Fashion Week

Business challenges:

- Rebrand and create an integrated storytelling campaign for PFW productions and Portland Fashion week
- Create grassroots/word of mouth marketing campaign for nontraditional media outreach
- Develop and execute the entire strategic branded offline/online marketing campaign: digital presence, PR and creative including posters, stickers, ad campaign, advertising, media/press kit, brochures, event program, email campaign, event collaterals, campaign outreach, reel video mashup
- Relaunch the entire concept through execution of digital presence: CMS platform with dynamic content integrations, technology back end, online e-mail campaign, website design and development, social media community integration, blog and PR blogger
- Design and execute online/offline contest/competition for new emerging designers
- Secure targeted campaign sponsorships
- Event for 5 nights planning strategy and executions.

Client objectives:

- Re-engage current and future audience in Portland fashion week and PFW productions
- Increase event attendance and event coverage nationwide and globally
- Become showcased as the first local and sustainable fashion show in the world
- Generate new business and sponsorship development
- Create an international fashion forum for emerging designers
- Develop a long lasting event to expand beyond local horizons

Press/Media coverage:

Surface magazine publication, Spin Magazine publication Lufthansa in-flight magazine, Travel Portland, Portland Monthly, SagaCity, Idmagazine, Portland Pick, City Group Oregon Live Media, Mercury Publications, Koin Local Media, Pearl District, Indian Festival

An Integrated Brand, Marketing, Media campaign & Event- Fashion Week 2009-2011



Portland. Moving fashion. Forward

Success stories of 2009-2010:

- 50,000 impressions/day on online advertising(2009)
- Online contest grew significantly: 4,500 signed up daily
- Over 15,000 web unique visitors (2009); 20,000 (2010)
- 5000 hits on blog and website/day(2009); 7500(2010)
- Global attendance from Asia Pacific, Europe, India, South Africa and North America
- Increase attendance 150% on each night of event(2009); 175% of 2010
- Local and National press/media and publication coverage(see list)
- National /International sponsorship deals(Lufthansa, Spin, Solarworld and more)
- International renowned emerging designers participation(Ethos Paris, Amelia Toro)
- Over 2500 Facebook fans and group pages with over 1000 social media engagements
- Project Runway Fashion show by Goga and Jay Sario

Social Media integration Launched Mid September 2009: Twitter @portlandfashion; Facebook group/fan pages; blog community-portlandfashionweekly; YouTube

The Global Leader in Privileged Identity Management

See why BeyondTrust is the global leader in privilege authorization management, access control and security solutions for virtualized and cloud computing environments.

powerbroker® servers
UNIX®+ Linux® Edition

Comprehensive IT security and accountability solution designed to implement a consistent protocol of access control across most Unix/Linux platforms.

powerbroker® express

PowerBroker Express can eliminate shared passwords, and log activity down to the keystroke level for all SSH devices.

powerbroker® desktops
Windows® Edition



Rain/Hail in SF, but #RSAC is still going strong! #BeyondTrust is looking forward to a great day 3!

6 minutes ago via HootSuite

You know #BeyondTrust PowerBroker for #Unix #Linux security delegates privileges w/out disclosing the root password? http://t.co/3XC85

26 minutes ago via HootSuite

Congrats to @Qualys on the #scawards! #BeyondTrust #RSA2011

41 minutes ago via HootSuite

For more info on the vulnerability, or how to properly protect administrative privileges, please visit #BeyondTrust at booth 9 #RSAC

about 1 hour ago via HootSuite

Couldn't visit #BeyondTrust in booth 945 yesterday? Drop by and pick up your #BeyondTrust pin for your chance to win an iPad!

about 1 hour ago via HootSuite



Current Articles | RSS Feed

5 Things to Tell the CEO about Admin Privileges

Posted by David King on Wed, Feb 16, 2011 @ 05:00 AM

Email Article Twitter Facebook LinkedIn StumbleUpon reddit delicious Google Buzz digg Technorati Like

Every organization has their own quirks. Sometimes leadership isn't involved enough for certain projects to be successful. Other times they're too involved. And sometimes it feels like everything is just too much of a mess. This is especially true when it comes to IT security and compliance across physical, virtual and cloud environments.

It doesn't happen often, but when a CEO gets interested in IT security, often we're breathless. What do we tell him/her? What would the CEO ask about? CIOUpdate recently wrote on 10 security questions your CEO should ask. So we wanted to put together the 5 questions you might be asked about administrative privileges and what your answers should be.

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BeyondTrust- Integrated Marketing + Social E-Campaign, event and engagement

Global Leader in Privileged Identity Management

- Rebrand and revamp the integrated offline/online Marketing: social engagement of B2B
- Concept E-social blog and social media
- Event RSA activation/engagement of social contest, Content, And Speaking engagement, event channel, digital leads
- Demand Gen Lead for blog and white papers
- Product activation for B2B C level execs; assessment of top 10 Events/conference engagement

Results on RSA conference support:

- An increase of 200% of traffic to the booth, web and product Demo and brand awareness(include database and revenue/sales)
- Generated leads increase in prospect by hundreds
- An increase in social digital engagement
- An increase in bloggers/analyst and business leads
- An increase in Top stories written up of best 10 products on spot

24Notion E-newsletter Case studies:

KEEP GOING

Take the 24-Day Challenge!

Yukie Nakama Talks about Ensure

Ensure is a great, fibrous fiber, delicious yogurt-like drink, packed with protein, vitamins, calcium, omega-3 DHA, fiber & minerals, delicious and nutritious. It's perfect for you, whether you're pregnant or not.

Ensure is a great, fibrous fiber, delicious yogurt-like drink, packed with protein, vitamins, calcium, omega-3 DHA, fiber & minerals, delicious and nutritious. It's perfect for you, whether you're pregnant or not.

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Media Alert ... Media Alert ... Media Alert

New York, New York, in 3-D — Seeing Is Believing

Live Search Maps launches photo-realistic 3-D imagery of New York City, several other cities.

RELMOND, Wash. — May 29, 2007 — Have you always wanted to visit New York City, but never had the chance to make it happen? Have you lived in the city for years, but still struggle to find your way around? Microsoft Corp. today announced that its new 3-D imagery of landmarks, people and businesses that are important to you — giving you a sense of what it's like to really be there — with the launch of New York City in 3-D.

Specific details of today's announcement include these:

What: Microsoft® Live Search Maps will today begin offering three-dimensional, photo-realistic views of New York City buildings and landscapes, with perspectives from new people — and places — never seen before. The free service will provide a unique look at many of New York's iconic locations, along with local listings, ratings and reviews, and driving directions to help people easily find, discover, plan and share relevant location information that is important to them on the Web.

The 3-D imagery of New York City will debut along with similar perspectives of several other Canadian, U.K. and U.S. cities, with more locations worldwide expected to be available by the end of summer. The Live Search Maps 3-D New York coverage provides the following:

- Landmarks, locations, Aerial views of Times Square, Central Park, Wall Street, Rockefeller Plaza and dozens of other locations

[View streaming video of Microsoft Live Search Maps](#)

Windows Media® Player 9 Required
Download [here](#)

More screenshots available on request.

amplitude

coming soon 10.11.07

[Click to play...](#)

DreamWorks Animation Media Day with AMD & HP

AMD and HP invite you to DreamWorks Animation's Glendale Campus to join senior executives, designers and artists for a day-long, interactive session to see what it takes to bring Shrek, the famed Ogre, to life. You'll get a real sense of the innovative technology that makes all happen.

The day will feature a tour of the facilities of DreamWorks Animation's Campus. You will get an exclusive look at the artistry behind the animation. Following this you will have an opportunity to experience visual effects demonstrations with members of the DreamWorks Animation team, featuring behind-the-scenes technology for 'Shrek The Third'. In addition, attendees will see a demonstration of HP's state-of-the-art Halle room.

The afternoon will conclude with an interactive Q&A session with the senior executives as well as an advanced screening of 'Shrek The Third', ahead of its U.S. release.

Food and beverages will be provided throughout the day and transportation to and from Dreamworks Animation will be provided.

What's going to happen?

Wednesday, May 9, 2007

8:00 AM Breakfast (Optional)

12:00 PM Lunch (Optional)

Dinner Event - Baseball Game (Optional) Transportation Provided

Thursday, May 10, 2007

8:00 AM Buses depart for DreamWorks Animation Campus

8:30 AM - 9:00 AM Registration & Breakfast

9:00 AM - 10:30 AM Behind the Scenes Tour of DreamWorks Animation Campus

Buses depart for Hotel

6:30 PM Dinner (Optional)

Dinner at Milano's (Optional)

Friday, May 11, 2007

8:00 AM Breakfast (Optional)

Who will be there?

HP AND DreamWorks Animation's artists

NYLON
Reaching nearly 500,000 taste makers.
Circulation: 198,000

USA Weekend
"This new top-of-the-line model offers a money-keeping and super swell instant messaging capability."
Circulation: 2,403,917

O, The Oprah Magazine
"Release your inner Feltini with this pretty purple cell phone."
Circulation: 2,403,917

amazon.com
Amazon Monthly Media Alert Issue #1 | October 2007

Welcome to Amazon's Monthly Media Alert

At Amazon.com we communicate directly with you so you're kept up-to-date with news from us.

We will also announce our latest list! We'll keep you up-to-date with our latest lists.

Click to play...

Shopzilla

Media Update

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24NOTION®
CREATIVITY WITH FLARE

ETC- Hollywood studios Consortium: digital media and social engagement

The Industry Insider's Exchange E-Magazine (ETC):
Interactive user experience and back end technology
solutions + E-campaign + online magazine for ETC
web 3.0 magazine for studio readers

Business Objectives:

- Build and customize solutions for e-magazines for C-level studio execs readers such as Disney, WB and Others
 - Engaged in a social networking/gathering on sharing/adding First published content aggregator

Success stories/Accomplishments:

- Increased the exposure and media read time for C level execs
 - Created and developed a customized interactive solutions through simple yet effective Front/back-end tech for readers
 - Upgraded social e-magazine for Industry Insider's Exchange from 2.0 to 3.0 (to be launched soon)
 - Customized an integrated marketing e-campaign for targeted audience
 - Created a sought after repository original content within the Industry experts on all things digital, entertainment and trends

Phase I completed; Phase II to begin on August 2012

The Industry Insider's Exchange

ETCentric | The Industry Insider's Exchange

Please select

Filter: Please select Sort by: Please select

Submissions Stream

1. [Nintendo Learning On Star Fox 64 3D, Plans Red 3DS To Research The Snapping Handheld](#) By Dennis Kute - 40 minutes ago
2. [E. Vudu Is Now Streaming To The iPad, Uses Web App To Avoid The App Store Royalty Tax](#) By Dennis Kute - 45 minutes ago
3. [Lumia 900, Sony Pictures Imageworks Launch VFX Development](#) By Philip Leyland - 17 hours ago
4. [Apple Gets Samsung Galaxy Tab Ipad Ipadme Ipadme](#) By James Bloddy - 18 hours ago
5. [Pervasive Pixel Unveils An 8.5-inch Multi-touch LCD TV](#) By James Bloddy - 21 hours ago
6. [Apple Is Now The World's Most Valuable Public Company](#) By Dennis Kute - 22 hours ago
7. [Tribune Publishing Company Reportedly Creating Own Tablets](#) By James Bloddy - 22 hours ago

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Entertainment Technology Center

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ETCentric

Warner Bros. Rolls Out Flixster Collections Video Service This Week

by Dennis Kute (38K) | [Edit](#) [Comment](#) [Share](#) [Print](#)

Time Warner CEO Jeff Bewkes announced the availability of Flixster Collections, a social movie portal that went into public beta this week.

The service, a revamped version of the Flixster product acquired earlier this year, encourages users to share what they've watched with friends.

If there's something you want to see, for example, Flixster directs you back to Amazon, iTunes, Hulu and Netflix (as well as your hard drive, if you let it). There are also links for theatrical films, including reviews, trailers and ticketing services.

You can also imagine how this will be in to Ultraviolet, the cloud/folder system for video that Warner and a long list of movie studios and tech companies (except for Apple and Amazon) are pushing, writes Peter Kafka in All Things D.

So far, Flixster Collections is available for PCs and Macs, but no mobile app yet.

Original source: [entmag.com](#)

The Industry Insider's Exchange

COMTRADE: Citrix Synergy Conference 2011: Integrated Digital Marketing/PR, Conference and social engagement

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ComTrade is a recognized leader in enterprise application management for heterogeneous, multi-vendor Oracle CRM, EMC Documentum, Citrix XenDesktop environments.
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Then, drop by at ComTrade booth #610 during Citrix Synergy San Francisco and you will automatically be entered to win a drawing for a FREE XBOX 360 Console with Kinect

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” We believe Management Pack for Citrix XenDesktop 5 represents an important milestone in desktop virtualization and delivers efficiencies that drive down the cost of infrastructure and management overhead. ”
Simon Taylor, VP Products, ComTrade

Benefits:

- Flexibility
- Efficiency
- Improved Scalability
- Increased Performance ... and much more!

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Business challenges:

To develop and raise awareness of ComTrade Product in the USA; By leveraging Citrix Synergy Conference

Client Objectives:

- Executive strategic integrated communications
- R&D/event planning and logistics
- Business/partnership new development
- Marketing/PR integration(2011)
- SoMe launched
- Digital conversation engagement
- Conference offline booth experiential marketing
- Social push and pull marketing engagement
- Online marketing push: E-mail campaign and targeted Audience Marketing and PR support

Success Stories:

- Over 150% traffic to the booth to try demo
- Online presence increased by 145% in unique web visitors
- Branded exposure of ComTrade in USA
- Raise awareness of key individuals CTOs, Attendees And software/hardware products enthusiasts
- Won top 3 finalist awarded by Citrix Best Product of The year 2011
- Engaged in PR/journalist/bloggers blogosphere
- Tweet up SoMe increase additional 50% on 2 weeks Campaign



OREGON ENTREPRENEUR NETWORK

**Tom Holce award 2009-2011
Venture NW 2009-2011
Angel Oregon 2009-2011**

Business challenges:

- Create a new media branded story through a cohesive integrated digital marketing presence
 - Design/develop/implement hosted microsites
 - Recreate an easy-to-use CMS platform with customized front/back-end technology
 - Develop social media effort to drive traffic to site
 - Re-engage nontraditional bloggers by special invitation prior to event
 - Create, develop and execute opening video for event (including visuals, content creation, flash /video programming)
 - Create followers/influencers by engaging non-attendees and venture capitalists through Twitter up-to-the-minute event updates, plus live video streaming
 - Event theme planning and executions of each night
 - Executive series of event planning

Client objectives:

- Create a compelling social blog and digital event repository for Oregon Entrepreneur Network
 - Develop branded media and PR outreach to increase event attendance and coverage about OEN
 - Re-engage audience by creating a seamless integrated experience through digital presence
 - Maintain ease of use in start up challenge competition and event
 - Create compelling storytelling through new media channel: video, visual and digital means

Success stories:

Tom Holce Entrepreneurship Awards attendance reached 850 (110% increase over 2009)
Angel Oregon (105% increase over 2009)
Venture Northwest submission (125% increase over 2009)



A wide-angle photograph of a large, ornate hall used for a formal gathering. Numerous round tables are arranged throughout the space, each draped with a white cloth and set with glasses, plates, and cutlery. The room features high ceilings, decorative moldings, and large windows with dark curtains. Many people are seated at the tables, while others stand in the background near a bar area or entrance. The overall atmosphere is one of a professional or social event.

west (formerly Venture Oregon) is an annual conference that draws institutional
ment bankers from across the Western U.S. who are interested in emerging
and the region's growth segments. It's a great way for investors to connect with
ing Northwest businesses.

hat have presented at Venture Northwest have raised over \$1.3 billion in venture
over \$68 million in angel investment.*

nesses that presented had investments reported in Venture Source.

Holce opening video sizzle reel by 24Notion - Mozilla Firefox

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OEN Tom Holce opening video sizzle reel by 24Notion



Tom Holce Entrepreneur opening video sizzle reel created www.24notion.tv/tw

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9 news



Fit2Print_product Launching party for VIP luxury

C-level event planning and services

Business challenges:

- Develop a series of 2 nights event for VIP lounge
- Catering/drinks and hor devours tied in specific charity
- Invited the C-level executives only
- Over 350 attendance

Client Objectives:

- Create a high end luxury experience For high end clientele
- Create a close setting environment Where clients could mingle and enjoy the night of the event
- Fun activities plus include swag bags for attendees
- Experiential marketing and touch point on product introductions
- Grass roots/social engagement

Ivo Lukas is the founder and CEO of 24Notion creative and lifestyle shop. 24Notion is an integrated, cross-functional team of experts who develop and execute innovative solutions in collaboration with the client needs. Ivo has over 17+ years of experience in combining brand marketing, innovative creative, and digital solutions for small to Fortune 500 companies and a range of industries. Prior to launching her own business, she joined the prestigious 3rd largest Global Public Relations and Communications company of Waggener Edstrom (WE) Worldwide as the global Vice President Marketing /PR/Digital of the agency. Within the agency, she founded the Global Creative Group and the WE Studio Digital Group. During her tenure, she led a global initiative that expanded beyond the Asia Pacific, European and North American markets (With team from technology, digital, creative, content, marketing, PR and evangelist that was activated and nurtured from ground up by her vision). In addition, she helped capture over 15 new business development wins with revenue increased to 2.5M from 350K in the first year. She won a few awards of her accomplishment: Interactive Media Awards-Outstanding achievement awards, 2008-2009 PR News Corporate social responsibility Awards of NetHope, WEXcellence Award winner of best Authenticity of fresh innovative idea/category, 2008 Innovative Grant finalist. She served global clients such as Nokia, AMD, Microsoft, GSK Healthcare, T-Mobile, Samsung, NetHope, USC, Fender, Washington Dairy Farmers, Polycom, Chevron, HP, China Union Pay, Amazon, Stand up speak out and others.

With her unique background of creative, media and digital influence talent, together with media and business know-how, she soon found her niche in creatively helping solve business goals for client needs. Therefore, 24Notion was born. Her vision and goals are simple: to develop innovative solutions for businesses that are hungry to become market leaders by creatively solving one business need at a time. After all, one size doesn't fit all.

Before coming to WE, Ivo was the creative/digital director/brand strategist for ShopNBC /ShopNBC.com/ShopNBC.tv/Polo.com in Minnesota, where she was responsible for strategic creative/marketing concept development, brand vision, integrated multimedia and user experience, and execution of all internal and external campaigns that supported the corporate brand and marketing communications. She directed all of the creative and brand marketing initiatives from concept development through execution, including E-commerce experience, event, direct-mail and e-mail campaigns the ShopNBC .com and ShopNBC.tv website creation/dev, search, affiliates, media, and brand identity. Before joining ShopNBC, Ivo was senior art director for Cingular Wireless /AT&T in Georgia, where she was responsible for initiating and developing strategic visual communications, new-business product launches, effective online and offline marketing, and user-targeted campaigns for the business-to-business, business-to-consumer and retail spaces. She was responsible for 3rd party vendor and studios relationship ideation such as Hollywood studios of major movie in Spiderman, Charlie's Angel and more. She has worked for Viant and USWeb/CKS, where she was responsible for the development of digital and Multimedia campaigns as well as overall brand creation. Clients Included BellSouth, Allianz, Covad, Coca-Cola and water.com, music/radio engagement. Ivo also had stints in marketing and design at Bman Design and Crawford Communications, where she was responsible for directing media and promo reel video for collateral projects (TBS SuperStation, CNN, Cartoon Networks, 99X radio and more). She has helped solve business problems for different industry sectors such mobile, Media/Arts/Entertainment, Beauty, Banking/financial services, fashion/apparel, technology, consumer goods and services, B2B/B2C, retail, social enterprises, eco & sustainability and healthcare.

Ivo has a Bachelor of Fine Arts degree in Visual Communications with minor in Psychology & Photography from Georgia State University. She is the Executive lead for Global Girls in Tech Mentorship program/Partnership, an avid United Nations Women Empowerment Program and support the marketing board advisory of Oregon Entrepreneur Network and Corporate relations committee of Oregon Humane Society. She was named as the 2011 Women of Influence by the PBJ, Women 2.0 Female Founder 2009, Women in business 2009-2011 and Cambridge Who's who among Top executive.

Biography

Seth - Chief Technology Officer

Seth leads the technical development for 24Notion. He has broad technical experience ranging from high availability entertainment, media infrastructure in different customization and mainframe environments to developing highly interactive technical solutions for clients in Flash, XHTML, .Net ,CSS, AJAX, PHP, C++ and other languages. He is well versed in online strategy, media(publishing/CMS), ecommerce, Front and Back End development, web metrics and monitoring, search engine optimization and social marketing. Seth graduated *Magna Cum Laude* from The University of Dubuque with a bachelor of science degree in computer graphics and interactive media and computer information systems. Seth also earned a master of art in communication and is a member of Alpha Chi honor society and Phi Omicron service fraternity.

Jay - Mobile and Chief Informational Lead

Jay leads the mobile and technology development for 24Notion. Jay has been developing mobile apps for iPhone, Android, Blackberry and many more for the major wireless and B2B corporations. Jay leads and execute all mobile and UI technology from strategy to execution.

Kelley – GM-east Coast/ Integrated marketing strategist

Kelley Joyce is General Manager(East Coast) and Client strategist for 24Notion. She develops integrated marketing and PR campaigns that are compelling, creative, and impactful. Prior to 24Notion, Kelley was Vice President, Global Corporate Practice at Waggener Edstrom Worldwide where she counseled GlaxoSmithKline, Boeing, China UnionPay, Expedia, and Microsoft through storyline and messaging development. Previously, Kelley was vice president and a founder of the Boston and New York City offices at Horn Group. For 10 years, she represented enterprise software companies and launched best-selling business technology books. Kelley holds a BA in political science and sociology from Villanova University and her MBA in marketing and global sustainability from Fordham University. She is a Certified Professional Coach graduate of International Coaching Federation accredited Coaching for Transformation program.

Jimmy- Chief Operation Officer/Client Service

Jimmy leads the client service and operation director for 24Notion. With 15 years of experience in procurement and global product launches, Jimmy has a proven track record in providing a high level of service. Jimmy's strength and understanding lies with managing client relationships through new project development and the functional aspects of business. Jimmy's experience with a wide array of industries, including pharmaceutical, education market, telecommunications and chemical industry has only strengthened his motto over time, "If we can't take care of the client, someone else will." Most recently, Jimmy was with Hawkins Chemical in Minnesota where he handled procurement/planning for bulk chemicals. His responsibilities included defining and implementing new enterprise resource planning processes to improve efficiency and lower costs, including migrating from AS400 system to JD Edwards. He also worked with the IT department to realize new processes in JD Edwards and assisted in the release and implementation. Previously, Jimmy worked with Ciba Vision (Novartis) for 6 years as Global Planner for Central Lens Planning. While there, he was responsible for new product launches and implementation of new ERP systems such as SAP and I2. Jimmy says, "For a business to stay competitive and sharp, it's essential to learn, unlearn and relearn; this adaptability shapes the companies of tomorrow." Jimmy believes these values hold true in the ever-changing market today. Prior to Ciba Vision, Jimmy was the Operations Manager for the telecommunications company Aircomm in Atlanta, Georgia, where he managed software development as well as sales and distribution. He has also been involved in the education market, working for a company that manufacturers teaching aids for firefighters/police, hospitals/clinics, and schools/universities where he was responsible for providing product globally and sound financial assessment for product positioning.

Christine – Creative and Social Media Community Coordinator

Christine McBeth is Marketing/Creative coordinator at 24Notion. Working at 24Notion Christine has been able to further discover some of her passions while working in a creative environment. Christine's passions include working in the marketing field while using diverse types of social media and PR to help clients reach their goals. Christine was born and raised in Portland, Oregon, where she has always enjoyed what the Pacific Northwest has to offer. camping, hiking, and snowboarding are just some of Christine's favorite activities that Portland has to offer. Christine played various types of sports growing up, and now gets to use her knowledge in the diversified marketing field while working at 24Notion. Christine graduated from the Art Institute of Portland with a Bachelors of Fine Arts degree.

Suzanne Van De Raadt – Sr. AE/Content/PR strategist

Based in New York, Suzanne is Senior Account Director for 24Notion. Suzanne has 10 years of agency experience in internal and corporate communications, focusing on launching and managing national and international initiatives. At 24Notion she manages creative, dynamic projects for corporations, foundations and NGOs. She worked with clients including the Bill and Melinda Gates Foundation, Chevron, UNICEF and MasterCard. Suzanne joined the New York office after four successful years driving mainstream and niche CSR media, and stakeholder relations, in the agency's London office. Her key responsibilities included managing corporate citizenship initiatives across the EMEA region, driving and integrating local market issues with corporate, launching programs pan-regionally in partnership with NGOs and IGOs, supporting executive spokespeople in EMEA at events and strategy development for working with pan-regional press.

Vince – Video producer/Motion User Experience Designer

Vince is video producer and motion user experience designer. Vince is one of the most talented motion graphic designer who is able to deliver quality video from documentary style through promotion reels and trailers. Prior of 24Notion, Vince was the motion graphic/flash designer at Nike , Adidas , Chevy, GM and movie production studios around town.

Chris - Web/Brand/UI Designer

Chris is a graphic/web/UI designer fresh out of Oregon State University. He strives for excellence in every project that is given to him. Personally he enjoys working on both expressive design and very structured design (or even a combination). Chris pays meticulous attention to detail and won't be satisfied with any design project until everything has purpose and is perfectly in place. Though he is able to work quickly and efficiently, sometimes to really polish a design, a great deal of attention to detail is required. The two areas of design Chris thrives at and enjoys the most are branding and web design.