



WWW.24NOTION.TV

CREATIVITY WITH FLARE<sup>SM</sup>

# 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:**

West Coast

**Jimmy Park**

Client Relations

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Portland, OR 97214

East Coast

**Kelley Joyce**

General Manager

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New York, NY 10010



[www.24Notion.tv](http://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 #27 on Corporate Social Responsibility/Philanthropy top company in Pacific Northwest-nominated by Portland Business Journal Book Of List 2009-2010. Be sure to visit our 2009 success story press: <http://tinyurl.com/yI9c6wo>

## 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](mailto: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



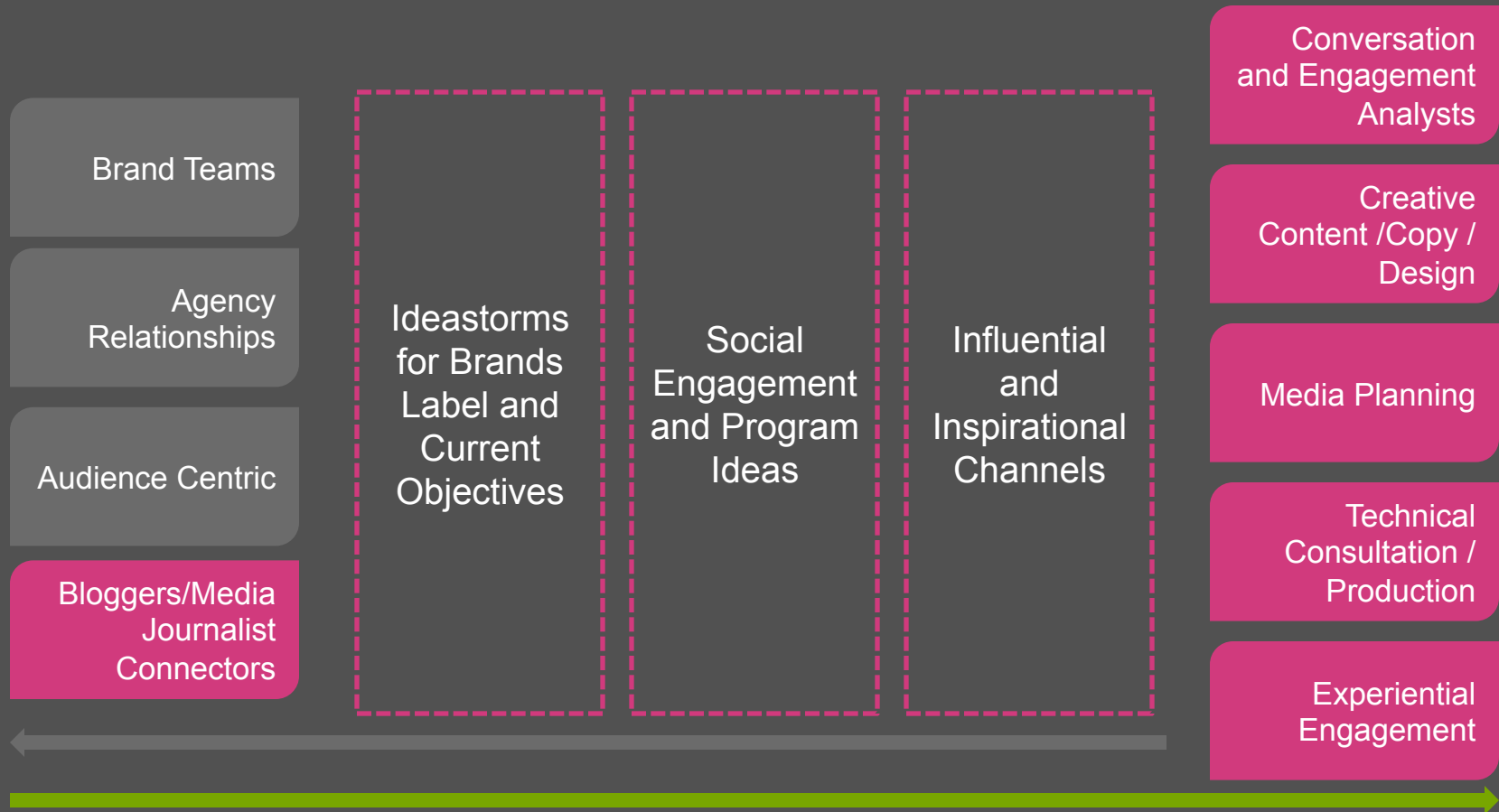
# Industry Expertise and Global Clients

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



## Our 24NotionThinkTank<sup>SM</sup> Methodology

We can offer our full Integrated brand 360 and digital experiences as needed for social programs chosen, while providing our strategic consultation for each Product/services 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 Communications<sup>SM</sup> 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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## 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)

### Workstreams in Create

Create Design/  
content  
mockups

Create  
interactive  
prototype

Conduct  
usability

Revisions of  
Final design  
Mock ups

Final usability/  
focus group

Design locked  
in

Create design  
spec  
sheets

Create style  
guidelines

## 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)

### Workstreams in Implement

Design assets  
turnover

Assets  
documenting

Assets hit  
production

Final QA

Go live

## 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

### Inspiration and connection

Interrupt

Engage

Motivate  
Purchase

Breakthrough  
clutter

Draw  
Consumers  
in

Brand  
interaction



## 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

- 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

## Interactive Media & Technology

- Interactive media
- Video creation/production
- Social networking Technology Creation
- User Interaction Technology
- Publishing and Content Development/ Management
- Customization in Technology Solutions
- Front and Back End Database
- Technical Assessment and Strategy
- Website Design and Development
- E-Business and E-Newsletters
- E-Commerce and Transactions
- Mobile Applications/Widgets
- Customized Blog and SoMe platform
- SEM/SEO

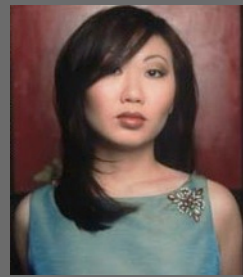
## Social Influence

- 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!



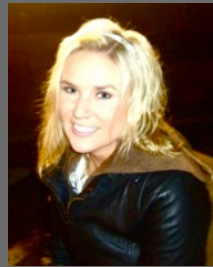
Ivo Lukas-Founder/CEO/  
Chief Creative Officer



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



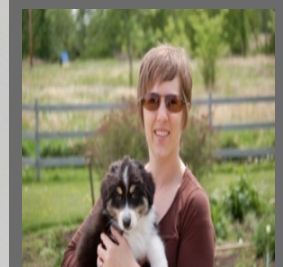
Seth Veld-Chief Technology  
Officer



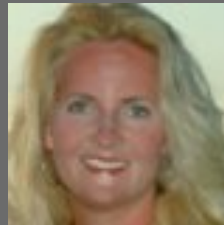
Christine McBeth-Creative/  
Marketing /Community  
Coordinator



Jimmy Park-Chief Operation  
Officer/Client Service



Teri Sele-Content Strategist  
Copywriting/Editing



Melinda Anderson-Project  
Development Manager



Chris Vallely-Brand/Web/  
UI Designer



Jay Pedone-Mobile and  
Technology Lead



Vince Nimoor- Video Producer/  
Motion User Experience Designer

Photos are not included:  
Nick Tieszen- Contractor developer  
Kebin Maharjan- Jr. Developer  
Suzanne Van De Raadt- PR/Communications Director  
Stephanie Coggins-Marketing/Sr. Strategist

**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**

Email: [jimmy.park@24notion.tv](mailto:jimmy.park@24notion.tv)

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Made in beautiful Portland, Oregon



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 3<sup>rd</sup> 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/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, banner ads, 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 3<sup>rd</sup> 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.

**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.



**Melinda – Project Development Director**

Melinda is the Project Development Director for 24Notion. She loves working with people and helping companies strategize and maximize their business to the fullest. Prior to 24Notion, Melinda was a merchant for the past 16 years with top retailers such as Saks Fifth Avenue, Victoria's Secret, Target and ShopNBC. Her favorite part was digging for new opportunities and capitalizing on trends. Now she is very excited to be working with 24Notion as she has the opportunity to help small to large business prosper. Melinda is a proud Purdue Alum and she and her husband most recently moved to the Florida Keys.

**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.

**Teri - Content Strategist**

As content strategist, Teri has more than 10 years experience planning, writing and editing content for the Internet. She has a passion for shaping content, and putting the right words in the right places where they will be seen and acted on by the right people. It's been said that no one reads online, but the web is primarily a written medium. Clear, user-focused content can help a website accomplish any goal. Teri's specializes in helping create branded content for web sites, including web pages, sitelets, email and all types of creative. She focuses on synching up business objectives with best practices in content usability, including search optimization, to create a compelling and positive user experience. Teri's experience encompasses a range of industries and companies since 1997, including retail, legal, financial services, small business and others. Currently, she works as site editor for Ameriprise Financial. In addition, she has worked on major e-commerce websites for ShopNBC, Target and West Group, Thomson Legal. When not at work, Teri enjoys spending time with her family, biking, running and practicing yoga and throwing Frisbee for her new puppy.

**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.