

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:**

**Jimmy Park**

Client Relations

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

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

Facebook.com/24Notion

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

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# 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), Oregon Entrepreneur Network(OEN), Girls Inc, School House Supplies, Oregon Environmental Council, The Education Foundation, 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 #15 on Corporate Social Responsibility/Philanthropy top company in Pacific Northwest-nominated by Portland Business Journal Book Of List 2014. Most recently, won an Innovation Award of Philanthropy 2013 by PBJ & nominated By Classy Awards 2012 as the First Integrated Marketing/PR/Social agency in giving back to global effort.

## 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: Technology, Educations, sustainable, branded entertainment and others 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 San Jose(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

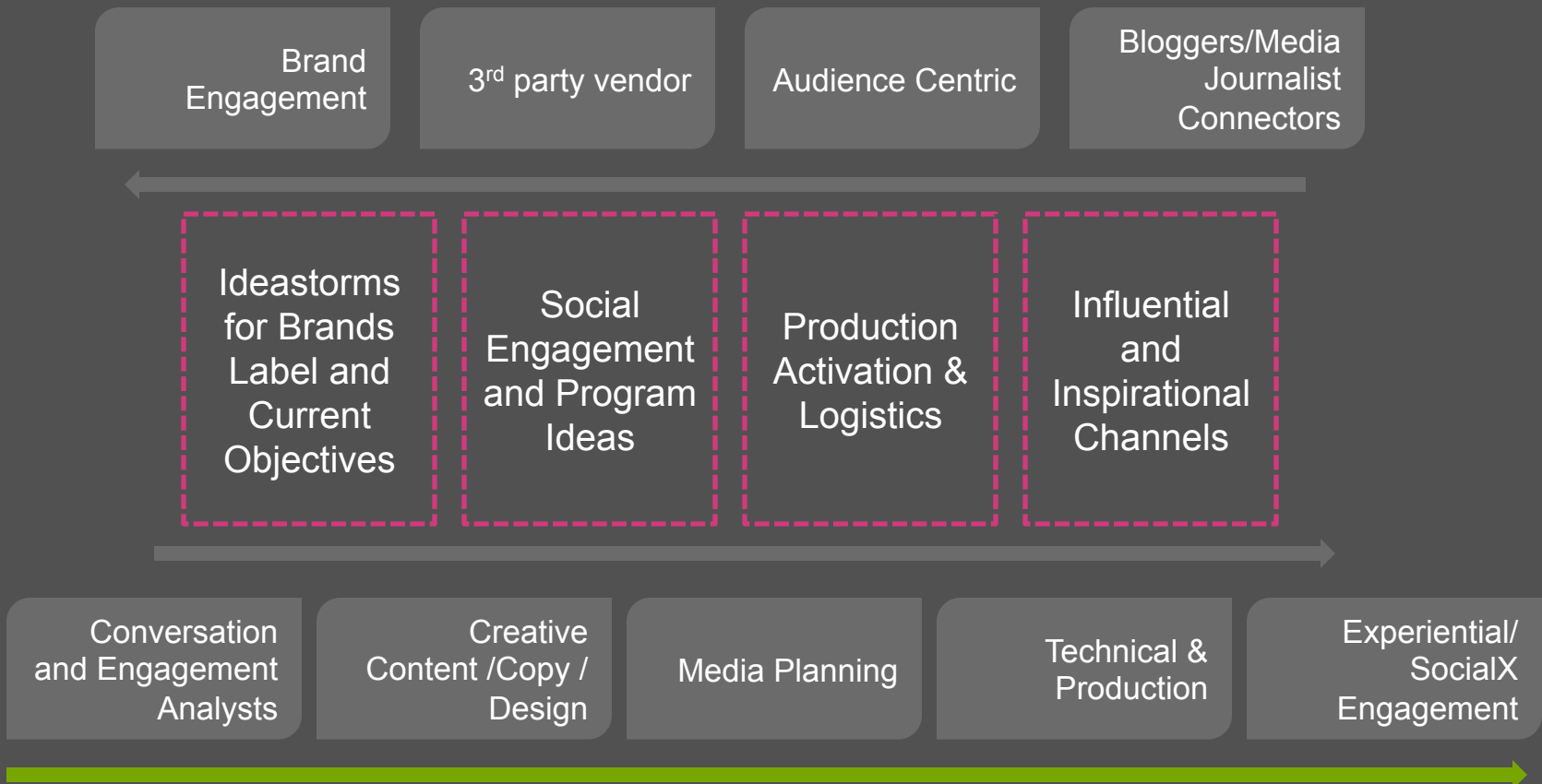
Fashion/Beauty/Lifestyle Arts/Media/Branded entertainment Financial/Banking  
Mobile/Telecommunication Global Sustainability Technology Retail  
Travel/Leisure/Hospitality Consumer Goods Healthcare Retail Academic  
B2B & B2C Non-Profit organizations



To request any of the case study, pls drop an email to: [info@24notation.tv](mailto:info@24notation.tv)

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

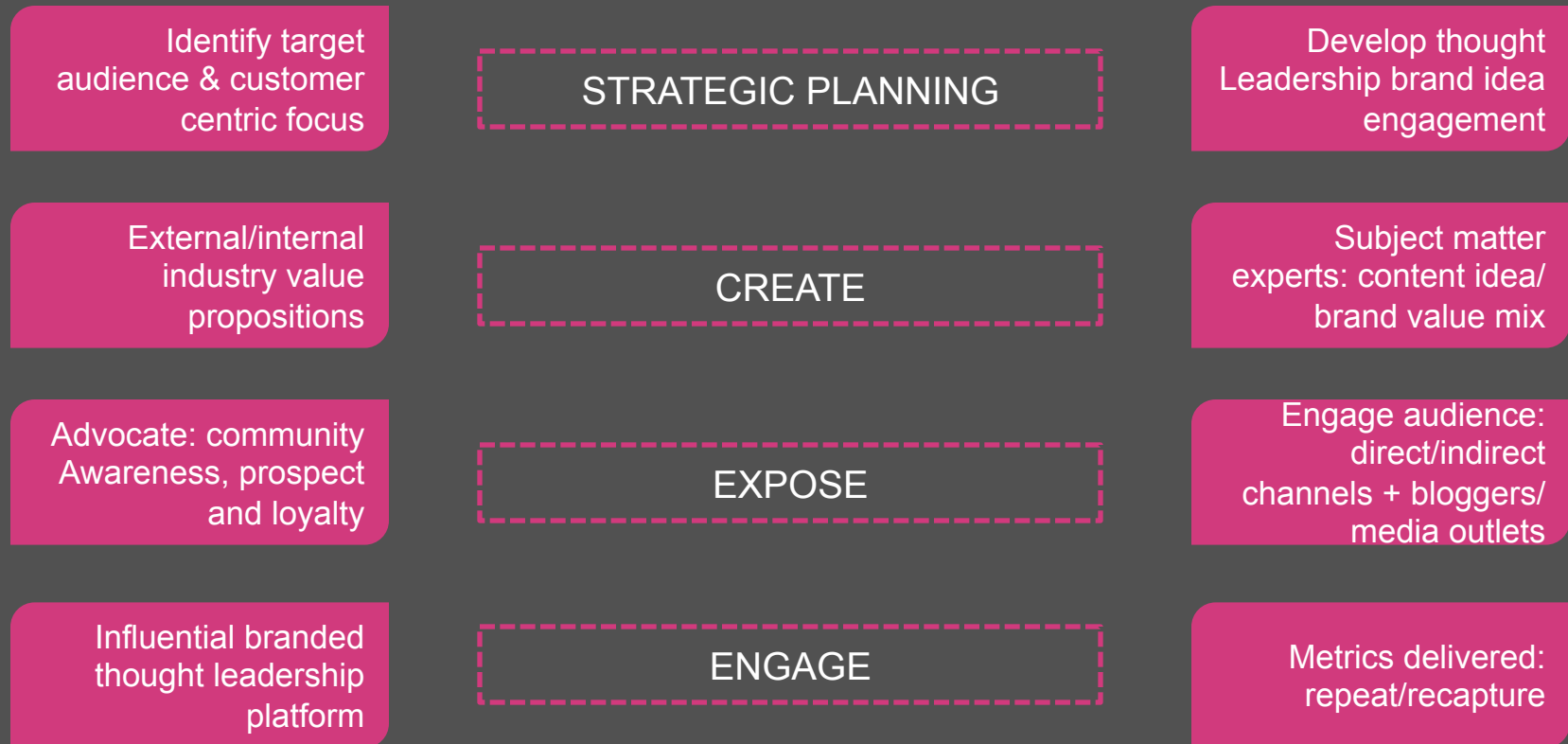
We can offer our full Integrated brand marketing 360 and digital experiences as needed for social programs chosen, while providing our strategic consultation for each Product/services brand to ideate and execute against.



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.

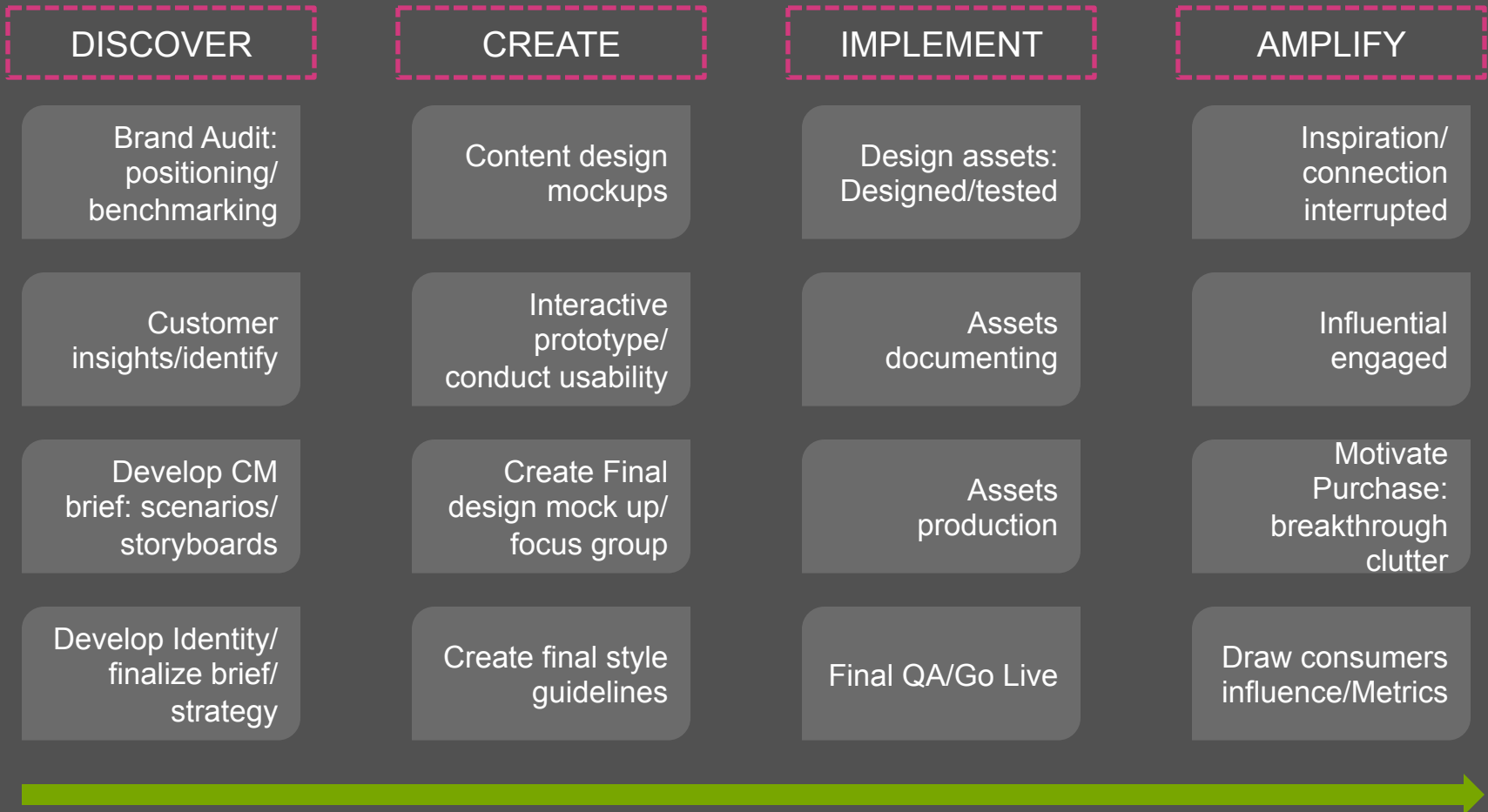
# Our 24Notion Social Thought Leadership<sup>SM</sup> Methodology

Our full Integrated Thought Leadership framework and methodology designed to advance your personal and organization brand value that incorporate the trifecta social brand marketing relevant value in consumer oriented influential leaders



# Our 24Notion Integrated Communications<sup>SM</sup> Methodology

We can offer our full Integrated brand marketing 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.





## Our 24Notion Social Xperiential<sup>SM</sup> Methodology

As the digital world becomes a crowded place, meaningful brands experiences translate into blurred line of offline/online engagement that will be able to fully tap the potential of social experiential campaigns for your organization.





## Our Capabilities

- Marketing/Advertising/PR engagement
- 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

- 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
- Product placement
- 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!



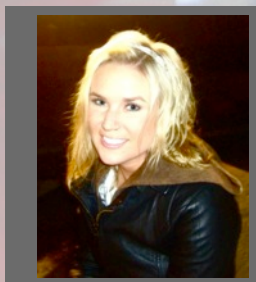
Ivo Lukas-Founder/CEO/  
Founder



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



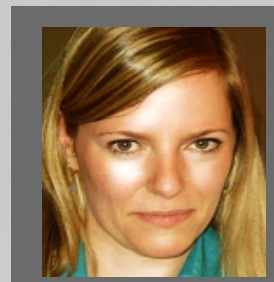
Nick Tieszen-Chief Technology  
Officer



Christine McBeth-Creative/  
Marketing /Community  
Coordinator



Jimmy Park-Chief Operation  
Officer/Client Service



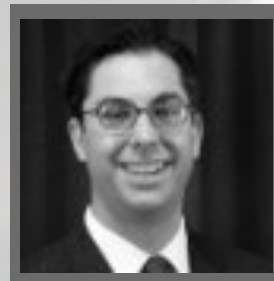
Suzanne Van De Raadt-  
Sr. AE/Content/PR Strategist



Vince Nimoor- Video Producer/  
User Experience Designer



Chris Vallely-Brand/Web/  
UI Designer



Jay Pedone-Mobile and  
Technology Lead

#### Additional team member:

Sarah Scholl- Marketing Coordinator/Social engagement

Aurora Drennings- Social Media/PR specialist

Enrico Rossi- Sr. Technical Developer

Chris Morda- Jr. Developer/mobile developer

Stephanie Coggins-Marketing/Sr. Strategist

Carly Thompson-Research and development

Evillina Fung- HR support

Monica Down- Content specialist and event support

Jillian Toda-Sr. Copy editor and experiential support

Tanya Latinsa- Community and media planning

**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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