



What do your customers **experience**
about your **online services**?

Profitable businesses craft great experiences.

Do you shine?

Cat ipsum dolor sit amet, run in circles for present belly, scratch hand when stroked intently stare at the same spot. Find something else more interesting leave fur on owners clothes. Shake treat bag play time, so intrigued by the shower eat grass, throw it back up. All of a sudden cat goes crazy chase dog then run away.



Experience

Find something else more interesting leave fur on owners clothes. Shake treat bag play time, so intrigued by the shower eat grass.



Innovate

Find something else more interesting leave fur on owners clothes. Shake treat bag play time, so intrigued by the shower eat grass.



Design

Find something else more interesting leave fur on owners clothes. Shake treat bag play time, so intrigued by the shower eat grass.

Just saying...

The lowdown on emotional branding
[ow.ly/zvozU](#)

Aug 13

Notable

Our startup client hit their 3 month
projection out of the gate.

Aug 13

How can we help you?

We're happy to have a conversation. Connect with us.

ABOUT US

We're innovation thinkers ready to help grow your business by creating valuable customer experiences.

[LEARN MORE](#)

OUR WORK

We translate your business goals into solutions that facilitate positive customer perceptions and relationships.

[SEE OUR WORK](#)

CONNECT

We'd love to hear from (and about) you! Let's meet and tweet.

+ 913 485-2352

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Let’s **invent** the **future** together. (research/explore/build) (plan/scope/solutions)



Our process ensures all the bases are covered while involving you in the process of arriving at a sustainable and profitable solution.

We shine the light in a discovery phase, then study all the outside organizational influences. The research sparks solutions that we then synthesize with you into a solution that sustains.

SPECIFIC AREAS WE SPECIALIZE IN



Product/Service Innovation and Design
Making sure every touchpoint works to engage the customer.

- Ideation & Product management
- Naming and branding
- Product Licensing
- Manufacturing



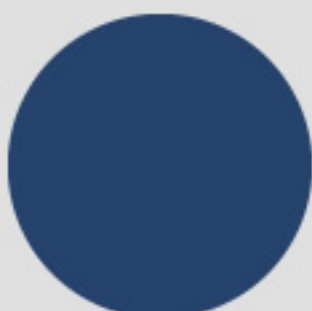
Experience Design
Making sure every touchpoint works to engage the customer.

- UX
- Branding
- User Research
- Information architecture
- Interface & Visual Design
- Content Strategy
- Web/Mobile/Software
- Brand Collateral
- Front-end development



Strategic Consulting
Making sure every touchpoint works to engage the customer.

- Consumer & Business
- Insights (VOC)
- Brand Strategy
- Business Strategy



Relational Marketing
Making sure every touchpoint works to engage the customer.

- Social Media Strategy
- PR Strategy
- SEO
- Advertising

HOW WE PARTNER WITH OUR CLIENTS

- Support internal teams or agency staff
 - As an outsourced UX team
 - Guide new product initiatives or major re-designs
 - Provide innovation research, strategy and ideation
 - Provide a roadmap and set the vision for the future
 - Strategize opportunities for company and market growth
 - Collaborate to refresh branding, marketing and bring strategies to market
- [See how we have partnered with past clients](#)

Need a partner for your next initiative?

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Your goals + our expertise = results.



We work with innovative companies who understand that well crafted human experiences are good for business.

RESULTS WE SEEK TO ACCOMPLISH

Stand out

Be relevant to your customers. We connect the marketing and branding dots.

Leap frog the competition

Innovate against your competitors and find your competitive advantage

Get direction for the next stage of growth

Your business can know how it should grow next, with a brilliant strategy

Expect exceptional results

Your bottomline matters. We create for results (Execution)

Communicate well

So your customer can understand you, relate to you, share you and successfully accomplish any digital tasks.

Zoomin Market

BillSoft

Woodley

More

Challenge

The client had an idea to revolutionize the grocery industry by creating a drive-thru and pickup grocery store. They came to us for a name and a brand, but we delivered all their marketing collateral and orchestrated their launch with three events and a comprehensive marketing plan.

Approach

We knew they needed to attract people to give this new model of grocery shopping a try and clearly distinguish themselves from the competition. A catchy name, and vibrant brand and a carefully orchestrated launch and marketing strategy did the trick.

Results

Additional investors came calling within a few weeks of opening. We increase their social media reach by 1000% over 6 months, allowing them to hit their 3 month projections out of the gate.



Looking for results?

Explore our capabilities and see [what we do](#)

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(concepts/initiatives) (click/resonate/thrive)

We bring **ideas** to life so they **click** with customers.



We help big brands and inspiring startups improve existing products or create new ones that connect, inform, and influence. Our user-centered design process integrates research, interaction design, strategy, and visual communication from ideas to execution.

Key capabilities

- Consumer and Business Insights
- Brand Strategy and Identity
- Communication strategy
- Experience design (and validation)
- Social Experiences
- Product Innovation
- Relational Marketing
- Digital solutions (software/web/mobile)

Is your agency able to connect with your market?

3% of creative directors are women, yet women make **80%** of the buying decisions.

INDUSTRIES WE SPECIALIZE IN

Financial services industries

Non-profit and Humanitarian causes

Environment and Agriculture and Animal sciences

Well funded startups and tech companies

Relational e-retailers

MEET OUR TEAM

Our team will guide you to business growth



Cara Miller
President



Lyssa Surface
Managing Partner



DeAnn Garret
Office Administrator and Project coordinator



Lindsay Lovejoy
Designer



OUR HISTORY

What started in 2004 as a small Canadian freelance business founded by a registered graphic designer with digital agency side experience has grown up. With proven processes in place, and a remarkable team, ZIV is excited about what the future will bring.

WHY WE DO WHAT WE DO

Giving back is integral to our culture. Our sweet spot is transforming disadvantaged women so they are empowered to change the world.

Studies have shown that with **every dollar a woman earns, she invests 80 cents into her family**, versus men who invest only 30 cents.

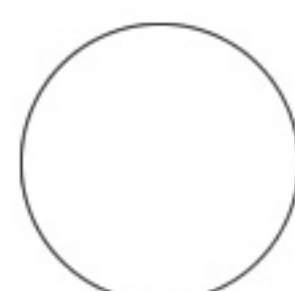
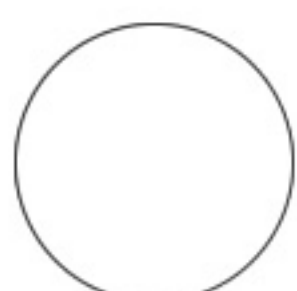
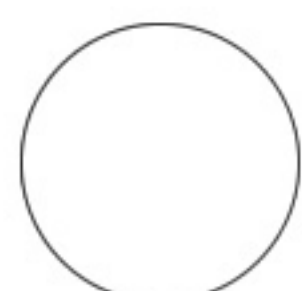
(Half the Sky)

Women with income are more likely to have children who are:

- Healthy
- In school
- Future income earners

The effects on birth rates, victimization, land ownership, and marriage stability are astounding

Greater income equality could decrease poverty generationally, so as a women owned business we're on a mission to support organizations that build up women.



Job/join the team call to action

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Connect with us

maybe connect/converse/create your future/us/Ziv

Ready to start a project or have a questions about our services?
Give us a call at 913-485-2352, shoot us [an email](#), or simply fill out the form below and we'll contact you!

Name

Email

Subject

What can we do for you?

Would you like to sign up for our quarterly mailing list?

☐ Yes, sign me up!

SEND

Our locations

KANSAS CITY

12460 S Gallery St
Olathe, Kansas 66062

[Get Directions](#)

BOULDER

25501 West Valley Parkway,
Suite 300
Boulder, Colorado 66061

[Get Directions](#)

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