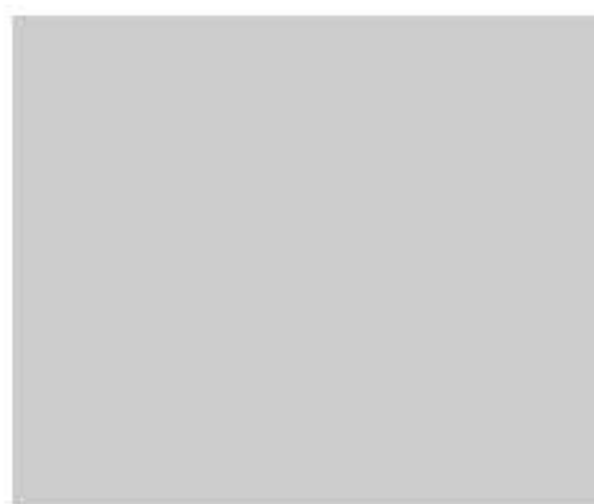


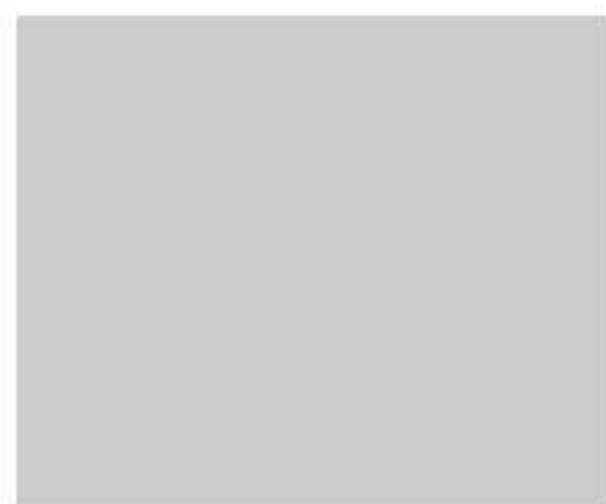
influence. Our user-process integrates research, interaction design, strategy, and visual communication and content marketing from ideas to execution so that marketing spend is maximized.

## Meet your team



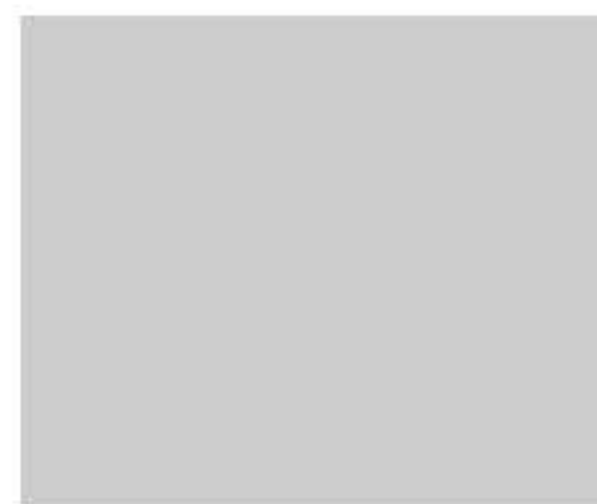
**Cara Miller**

Chief Experience Officer



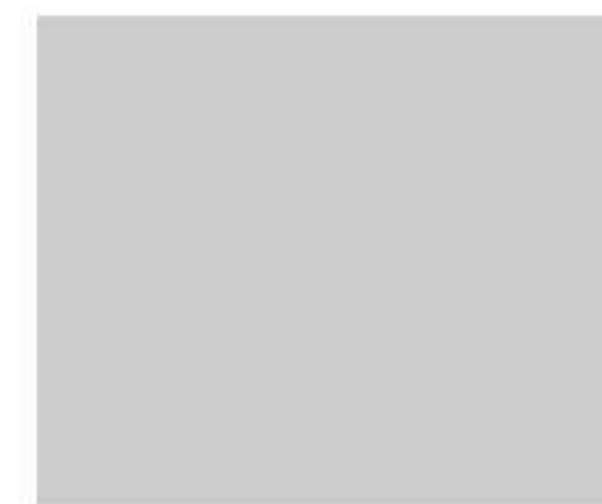
**Lyssa Surface**

Account Management



**DeAnn Garret**

Office Administrator and  
Project coordinator



**Lindsay Lovejoy**

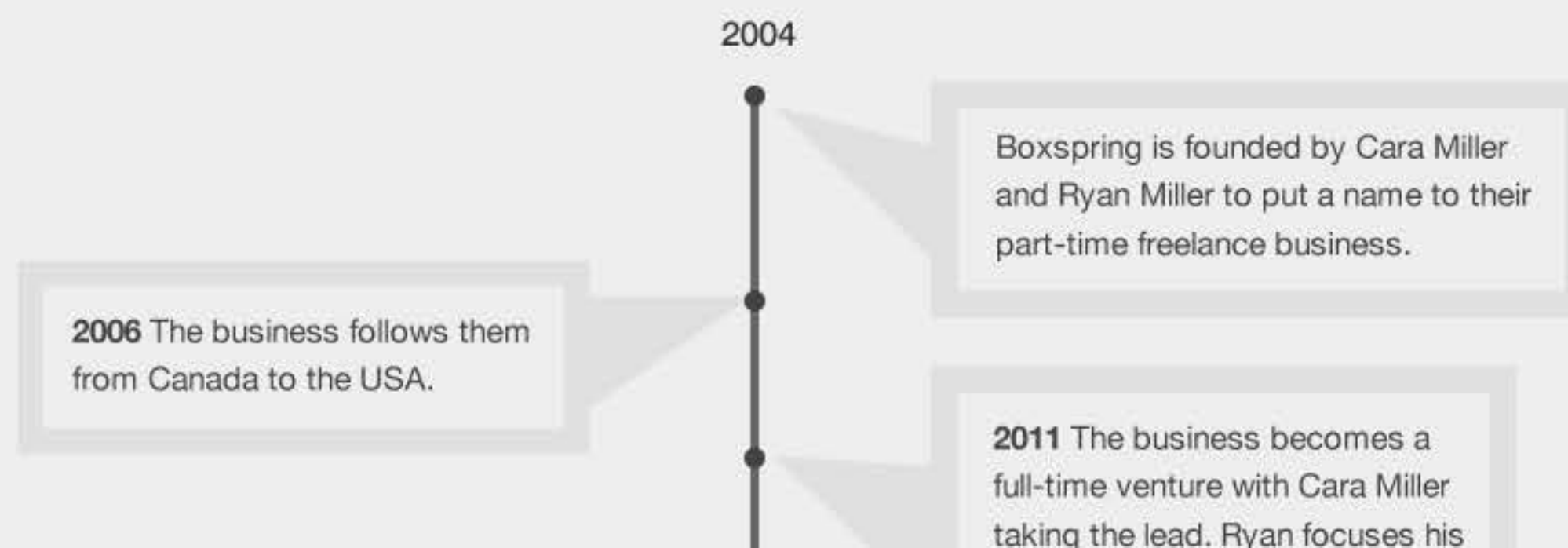
Designer  
Go-to Girl



### KEY DIFFERENTIATOR

**3%** of creative directors are women, yet women make **80%** of buying decisions. Being a woman owned business, we understand what makes women, the key drivers in buying decisions, tick and make sure you connect with them.

### OUR HISTORY





Height 80 >



HOW CAN WE HELP    WORK    ABOUT    CONTACT

Helvetica bold 18 ^  
#666666

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

Helvetica regular 44.5 >  
#444444

We offer experience innovation, inter-disciplinary strategic, creative and technical skills that meet today’s marketing demands.

Helvetica light 24 >  
#444444

Whether it’s creating a brand or implementing a digital solution to disrupt your industry, transforming your customer’s experience to gain loyalty, or executing a marketing strategy for needed growth - **we’ve got you covered.** < Helvetica regular 24

Helvetica light 50 >  
#0073B6

## Disrupt

Helvetica light 20 >  
#333333

Strategy grounded in insight and research is the key to innovation and launching successful products and services. We gather in-depth feedback, analyze, test, retest, and use 30+ years of first-hand user research experience to push into **new market territory.**

Helvetica regular 20 >  
#333333

## Transform

Your customer’s experience and perception determines if they buy from you. We are experts in UX, design, branding, and marketing; ensuring you reach your business goals by building a brand that is relational and meaningful. You’ll gain maximum advantage and **measurable results.**

## Grow

Your business should always be evolving. Powerful brand story-telling, impactful design and valuable content conveyed in engaging new ways means growth with maximum reach and **profitable growth.**

Helvetica light 44.5 >  
#444444

Because every business could use a polish/boost.

Helvetica regular 45 >  
#FFFFFF

## Being said...

Georgia 23 > The lowdown on emotional branding  
#FFFFFF ow.ly/zvozU

Helvetica regular 16 > Aug 13  
#FFFFFF

## What we’re up to

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

Aug 13

Helvetica regular 38 > **How can we help you?**  
#666666

Helvetica regular 25 > We’re happy to have a conversation. **Connect with us.** < Helvetica regular 25  
#666666 #0072B6

Helvetica regular 15 > ABOUT US  
#AAAAAA  
Helvetica regular 15 >  
#888888

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

TWITTER LINKEDIN

< Helvetica regular 14  
#888888



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



Helvetica regular 35 > We shine a light in a discovery phase and study your business landscape. This research sparks innovation that we synthesize into digital, branding or marketing solutions, that are sustainable and profitable.

Helvetica regular 20 > CORE SERVICES #444444

- Helvetica bold 35 > #0072B6 **Innovation and Branding**
- Helvetica regular 20 > #00A5E3 Facilitating the entire process to ensure truly breakthrough and disruptive outcomes.
- Helvetica regular 20 > #333333
  - Ideation & Product management
  - Naming and branding
  - Product Licensing
  - Manufacturing
  - Brand and collateral design

**Experience Design**  
Experiences for your customers that grows your business and a loyal consumer base.

- Information architecture
- Content Strategy
- UX (Customer experience design)
- User Research
- Interface & Visual Design
- Front-end development

**Strategic Consulting**  
The right growth in the right direction with the ability to pivot in an evolving market.

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

**Relational Marketing**  
Making sure every touchpoint works to retain the customer.

- Social Media Strategy
- PR Strategy
- SEO
- Advertising
- Content Marketing

#F6F6F6 background

Helvetica regular 20 > INDUSTRIES WE SPECIALIZE IN #444444

- Helvetica regular 25 > #535353 Agriculture and animal sciences
- Well funded startups and tech companies
- Non-profit and Humanitarian causes
- #CCCCCC > City government and CVBs
- Financial services
- Relational e-retailers



- HOW WE PARTNER WITH OUR CLIENTS < Helvetica regular 20 #FFFFFF
- Support internal teams or agency staff < Helvetica regular 24 #FFFFFF
  - 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 to market strategies

See how we have partnered with past clients < Helvetica bold 24 #FFFFFF

Helvetica regular 38 > #666666 **Need a partner for your next initiative?**  
Helvetica regular 25 > #666666 Let's talk. [Connect with us.](#) < Helvetica regular 25 #0072B6 #0072B6



Your goals + our expertise = results



Helvetica regular 35 > We work with innovative companies who understand that well crafted human experiences are good for business.

Helvetica regular 20 > 5 GOALS WE SEEK TO ACCOMPLISH WITH EVERY PROJECT

Helvetica bold 30 > Communicate well

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

Stand out with excellence

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

Set 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)

Helvetica bold 25 > Zoomin Market

Texada

Woodley

OP Golf

NRCCUA

#FFFFFF

Helvetica bold 20 > 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 increased their social media reach by 1000% over 6 months, allowing them to hit their 3 month projections out of the gate.

Capabilities

- Consumer & Business Insights (VOC)
- Branding, Naming & Identity
- Relational marketing



Blue line

#0071B6, 10h



Helvetica regular 25 > Wanted to let you know the solution went to beta last week with our first retail client. Feedback has been very favorable on the design and intuitive nature of the product. Thanks for all the help and guidance in creating a good product and user experience.

Orange section

#F47D30, 277h

Helvetica regular 20 > Charles Murphy

Online banking solution

Helvetica regular 38 > Looking for results?

Helvetica regular 25 > Explore our capabilities and see what we do. < Helvetica regular 25

Footer

#484848, 271px h

ABOUT US

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

OUR WORK

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

CONNECT

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

+ 913 485-2352

LEARN MORE

SEE OUR WORK

TWITTER LINKEDIN



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



Helvetica regular 35 > Hello, we’re ZIV, a group of multi-national, multi-cultural, multi-talented individuals, anchored by our commitment to live exceptional lives and create extraordinary work and having an impact all over the world. Nice to meet you!

Helvetica regular 35 > Meet your team

in

Cara Miller

Chief Experience Officer

in

Lyssa Surface

Account Management

in

DeAnn Garret

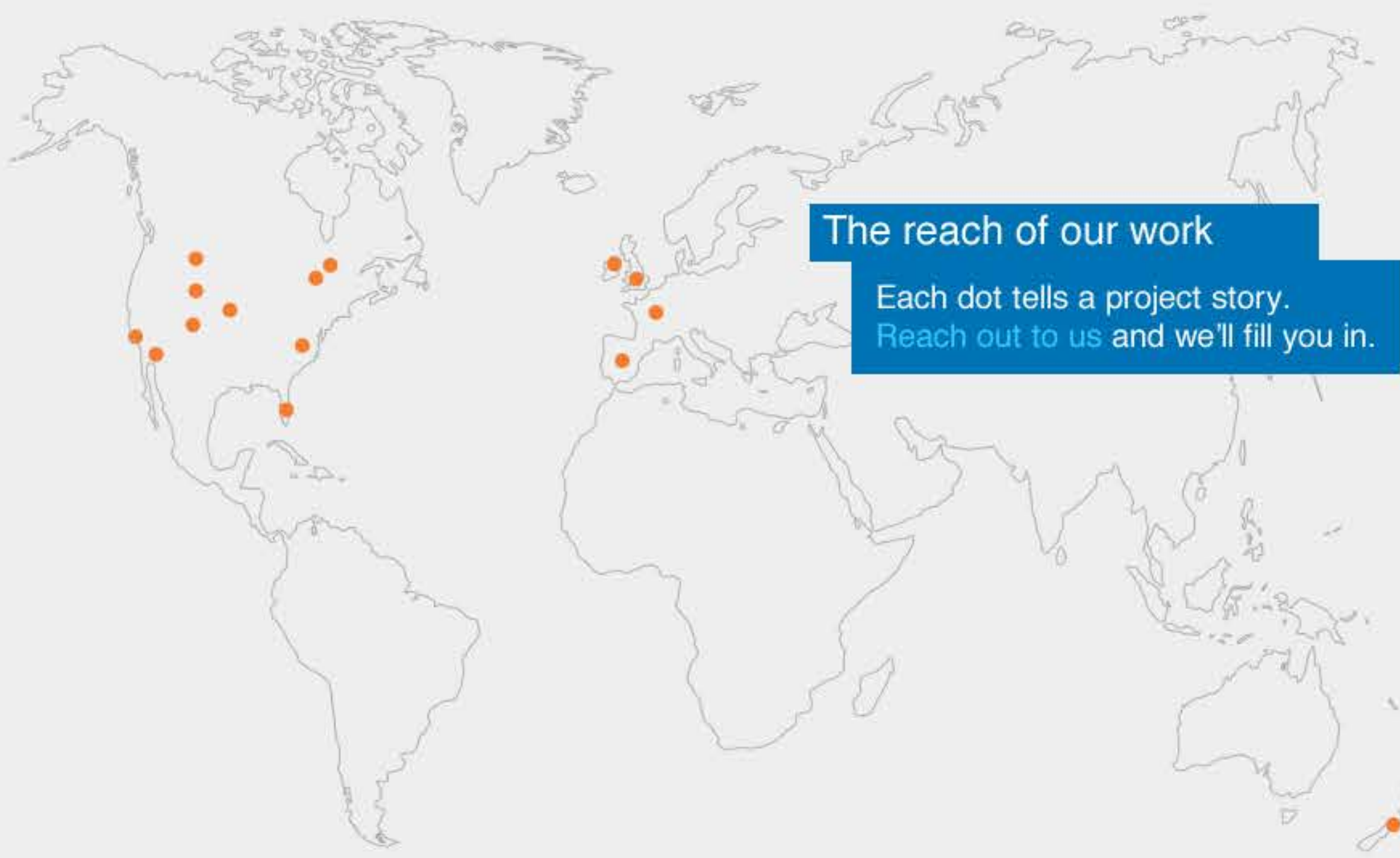
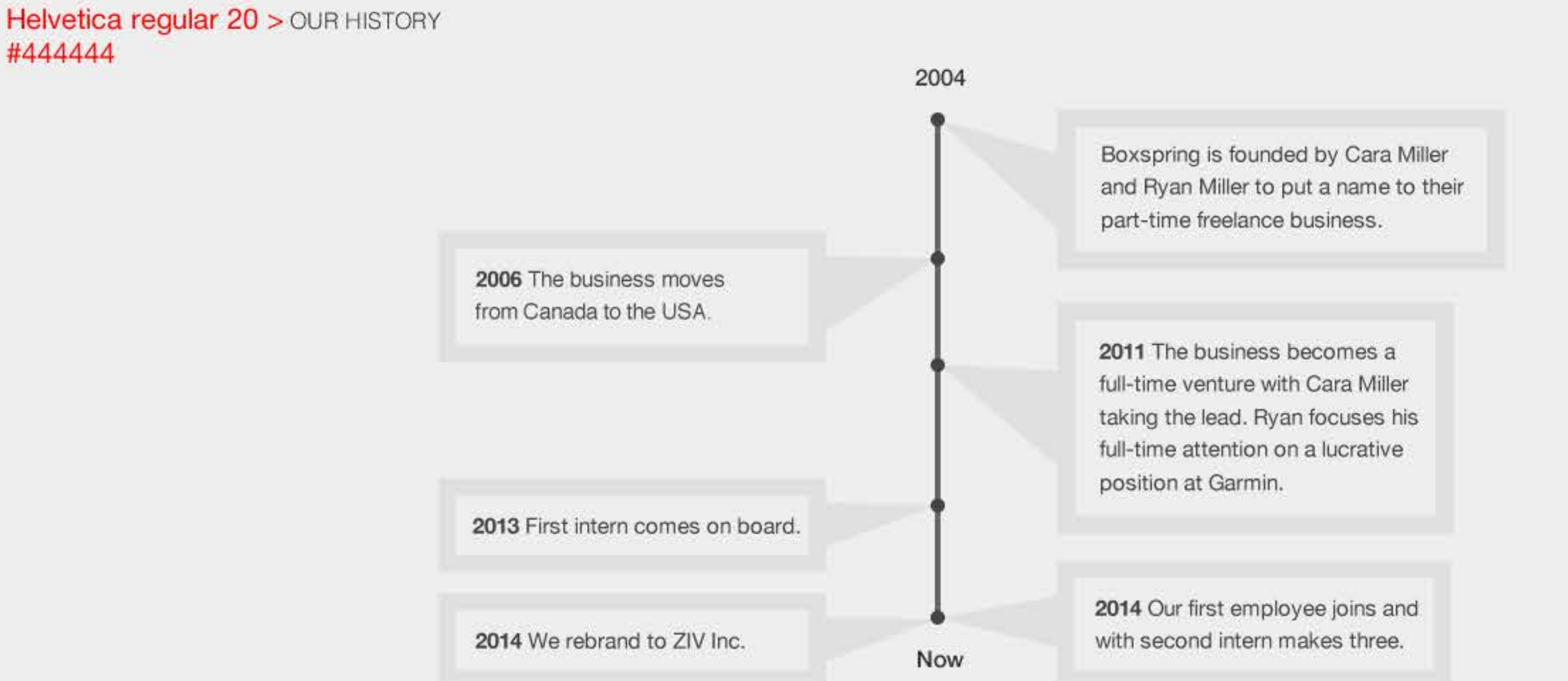
Office Administrator and Project coordinator

in

Lindsay Lovejoy

Designer Go-to Girl

OUR HISTORY



WHY WE DO WHAT WE DO

70% of the 1.6 billion people living in extreme poverty are women. We give back by investing in disadvantaged women so they are empowered to change the world.



Did you know? Studies have shown that with every dollar a woman in a developing nation earns, she invests 80 cents into her family, versus men who invest only 30 cents. (Half the Sky)

When women earn more, they spend it on food, healthcare, and education for their children.

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



Need to grow your reach?

Great! We’d like to talk with you. Reach out to join our team.



We'd love to hear from you. (work with/talk with)

Helvetica regular 25 > We create products and build ideas that redefine markets, delight users and  
#444444 drive innovation. Looks like you are ready to talk about your next project.

Helvetica light 24 >  
#0073B6

Name

Helvetica regular 15 > KANSAS CITY  
#666666

Email

Helvetica regular 13 > Get Directions  
#0066CC

Subject

What can we do for you?



Sign me up for the quarterly email < Helvetica light 15  
#868686

SEND

You can find us here < Helvetica light 24  
#0072B6

KANSAS CITY  
12460 S Gallery St  
Olathe, Kansas 66062 < Helvetica regular 20  
#666666

Get Directions

BOULDER  
25501 West Valley Parkway,  
Suite 300  
Boulder, Colorado 66061

Get Directions

Call us

913-393-2053 < Helvetica regular 20  
#666666

Email

info@zivinc.com

Keep informed on  
all things ZIV

SIGN UP