

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

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

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.**

## Disrupt

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**.

## 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**.

Because every business could use a polish/boost.

## Being said...

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

Aug 13

## What we're up to

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.

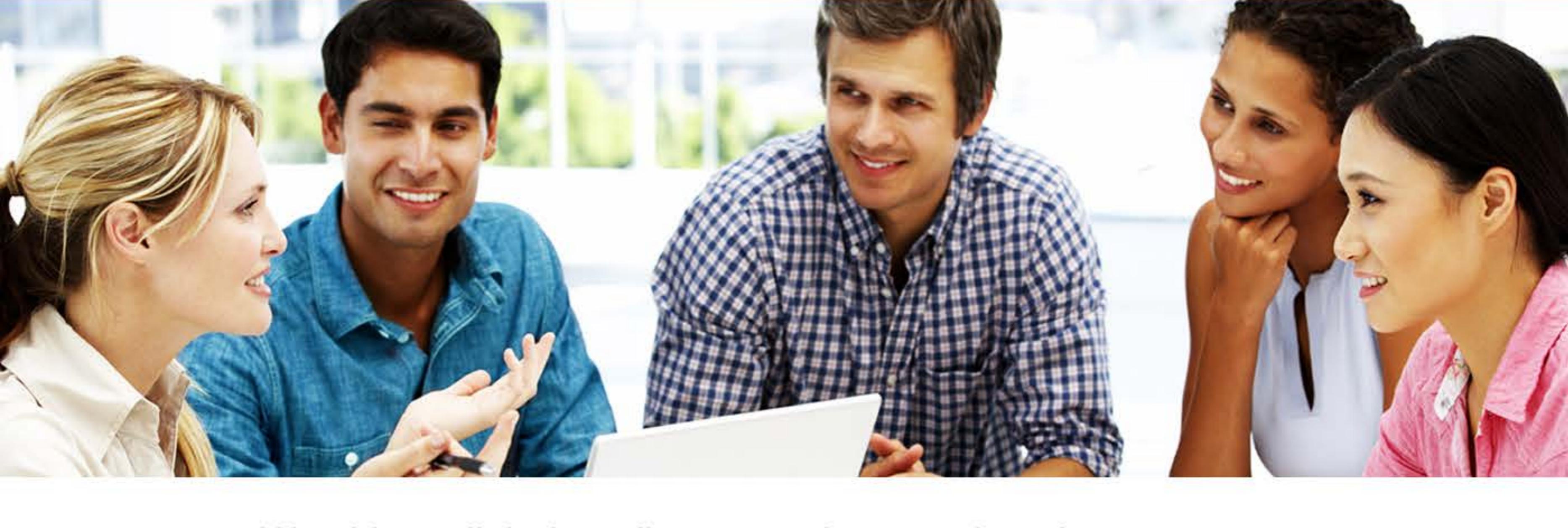
[SEE OUR WORK](#)

### CONNECT

We'd love to hear from (and about) you! Let's meet and tweet.  
+ 913 485-2352

 TWITTER  LINKEDIN

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



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.

#### CORE SERVICES

#### Innovation and Branding

Facilitating the entire process to ensure truly breakthrough and disruptive outcomes.

- 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

#### INDUSTRIES WE SPECIALIZE IN

Agriculture and animal sciences

Well funded startups and tech companies

Non-profit and Humanitarian causes

City government and CVBs

Financial services

Relational e-retailers

#### 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 to market strategies

[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.

5 GOALS WE SEEK TO ACCOMPLISH WITH EVERY PROJECT

### 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

### 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

Texada

Woodley

OP Golf

NRCCUA

#### Challenge

With new players entering the market, myCollegeOptions needed to up their game. Both with a visual refresh, but also with reworking the interactions with their users.

#### Approach

We divided our recommendations into quick wins and a long term plan. This allowed us to quickly improve their existing platform, while setting a vision for a functional overhaul that worked within the framework of their technical backend and platform.

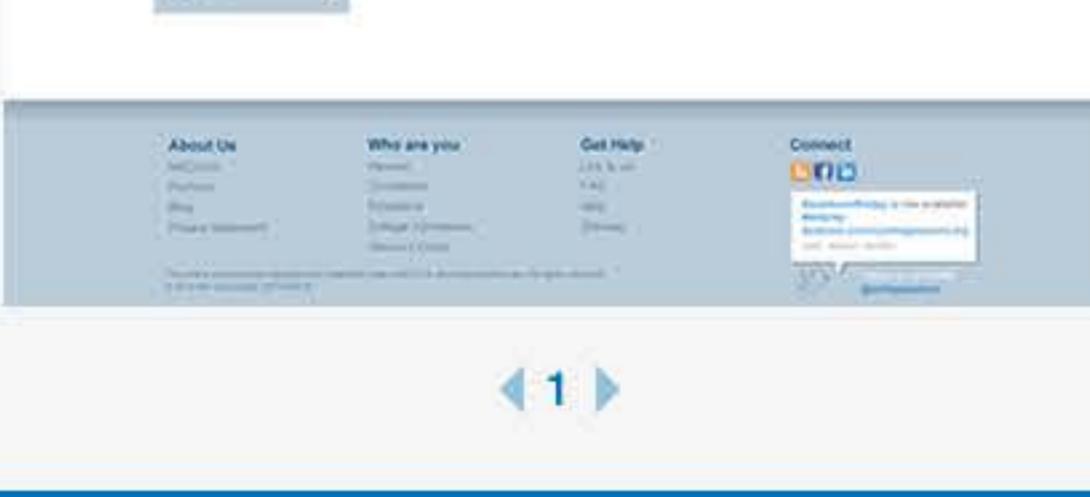
#### Results

The site

#### Capabilities

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

- 
- 
- 



“ 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. ”

Charles Murphy  
Online banking solution

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#### Approach

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#### 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.

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**OVERLAND PARK GOLF**

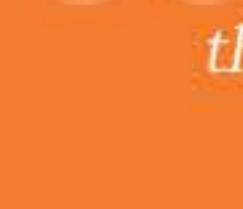
SYKES LADY • ST. ANDREWS  
GOLF DIVISION



**SYKES LADY**  
GOLF CLUB



**St. ANDREWS**  
GOLF CLUB



*"You had about a 1 in 5000 chance of creating something that would meet the City of Overland Park's approval and you did it on all 5 identities."*

Sandy Queen  
Manager of Golf Course Operations  
City of Overland Park, KS



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**Case studies**

Woodley Way stories

Inspired by our solid customer service orientation, every Woodley crew works tirelessly to exceed the already high maintenance standards our customers have come to expect. Our pride goes into every project long before the newly waxed floor wax dries. Customer's are full of stories of how we saved the day. Here's a few of our own stories of how we've helped our customers succeed.

**Global telecommunications campus**

With a campus that comprises multiple, multi-floor office buildings, including restaurants, retail and recreation spaces it was a big job. 3.9 million square feet big. 11,000 employees work, eat and play there all week while our team has ensured a clean work environment for the last 15 plus years. As their partner in building maintenance, we have employed numerous different plans as their needs evolved.

**Large retail complex**

With a long time to prepare the building and renovations. With retail, office and entertainment spaces in a downtown setting, their complex encompasses 65-acres and welcomes more than five million visitors each year. Over the years we have flexed with our client's changing budget and maintenance needs.

**Government offices**

A 29 story skyscraper building for a local city government with XX square

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HOW WE CAN HELP

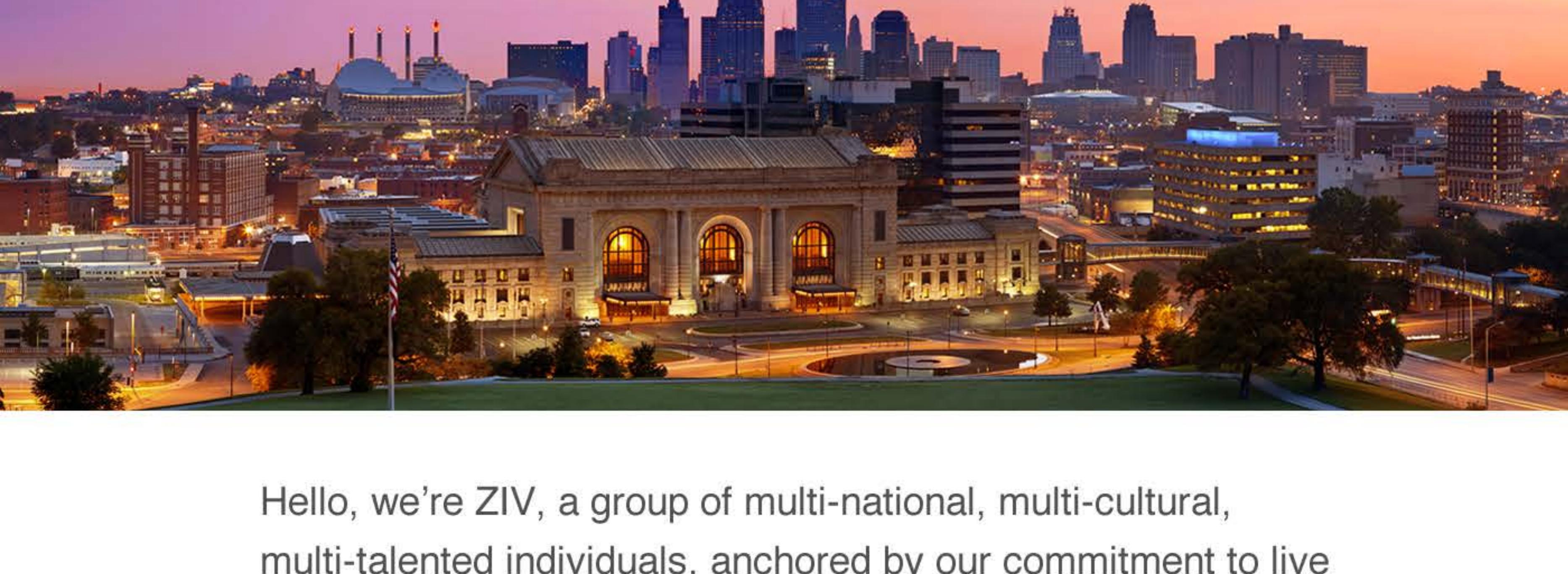
RESULTS

ABOUT

CONTACT

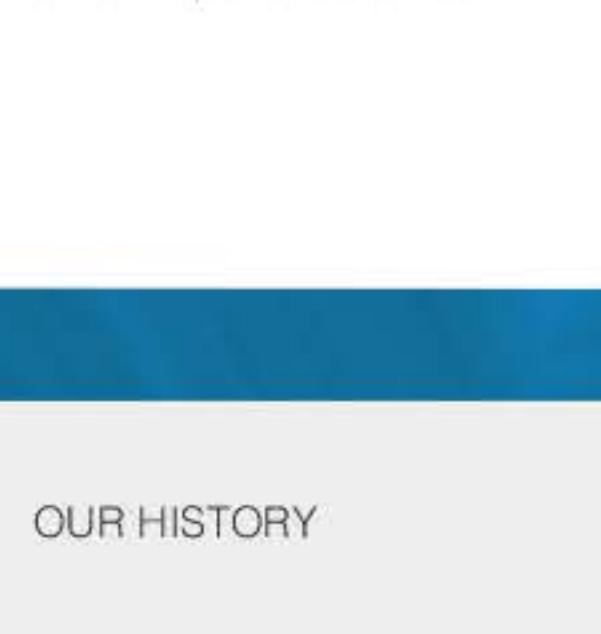
(concepts/initiatives) (click/resonate/thrive)

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

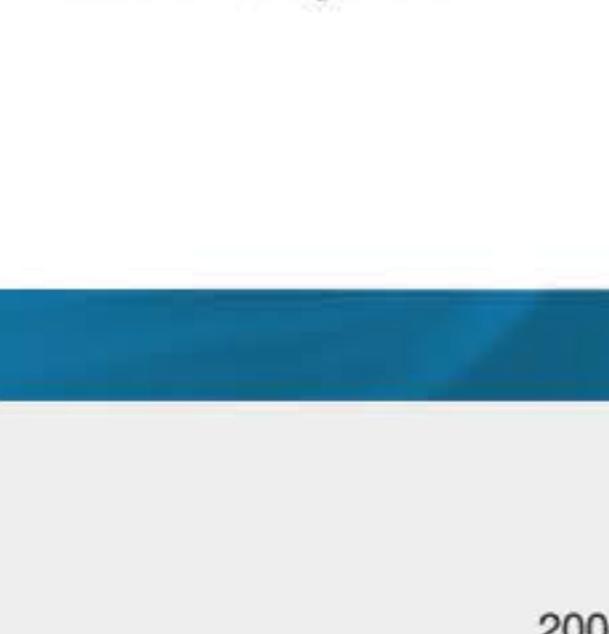


Hello, we're ZIV, a group of multi-national, multi-cultural, multi-talented individuals, anchored by our commitment to live exceptional lives and create extraordinary work and having an impact all over the world. Nice to meet you!

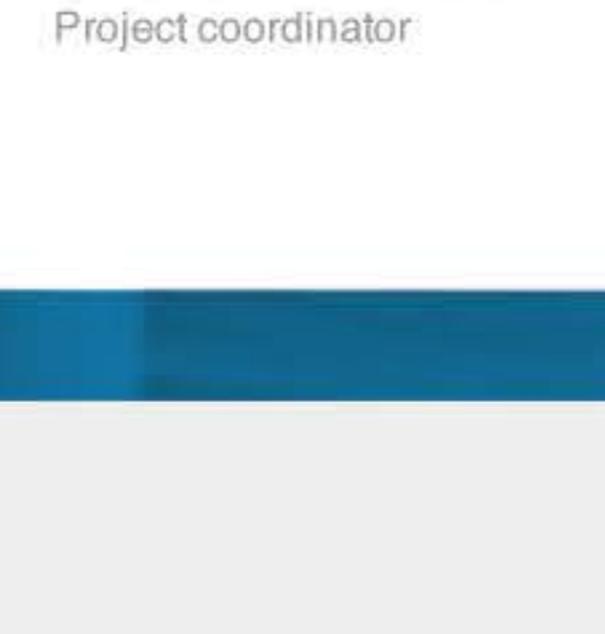
### Meet your team



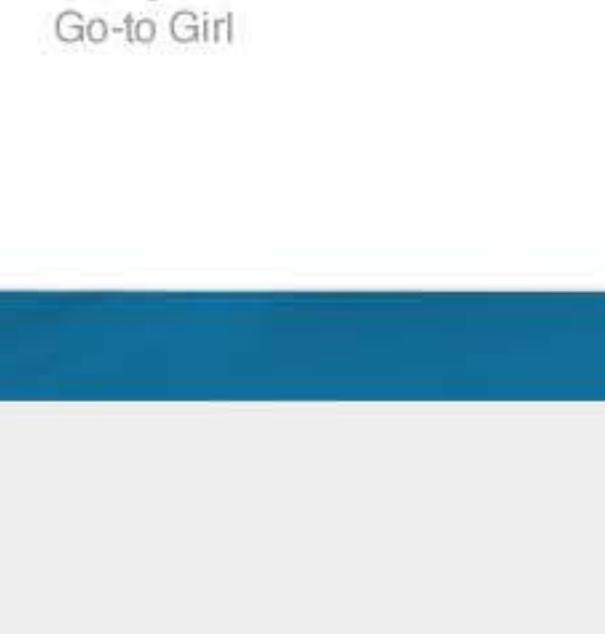
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Chief Experience Officer



Lyssa Surface  
Account Management



DeAnn Garret  
Office Administrator and  
Project coordinator



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.

World Vision

Strong Women Strong World Fund

Women's Employment

NETWORK

### Need to grow your reach?

Great! We'd like to talk with you. [Reach out to join our team.](#)

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CONNECT

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

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

Name

Email

Subject

What can we do for you?



Sign me up for the quarterly email

SEND

You can find us here

KANSAS CITY

12460 S Gallery St  
Olathe, Kansas 66062

[Get Directions](#)

BOULDER

25501 West Valley Parkway,  
Suite 300  
Boulder, Colorado 80061

[Get Directions](#)

Call us

913-393-2053

Email

[info@zivinc.com](mailto:info@zivinc.com)

Keep informed on  
all things ZIV

SIGN UP

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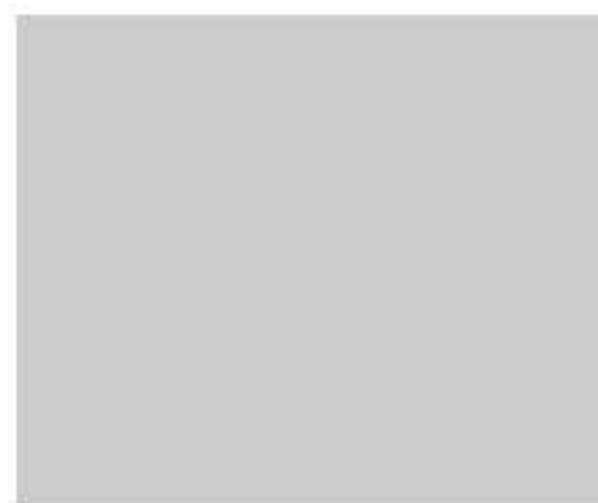
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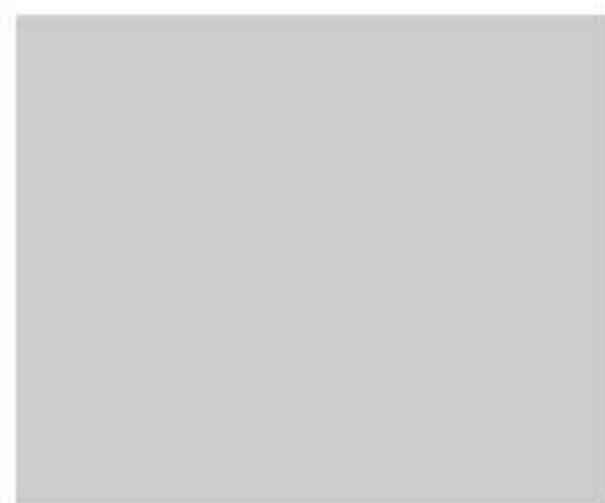


influence. Our user-process integrates research, interaction design, strategy, and visual communication and content marketing from ideas to execution so that marketing spend is maximized.

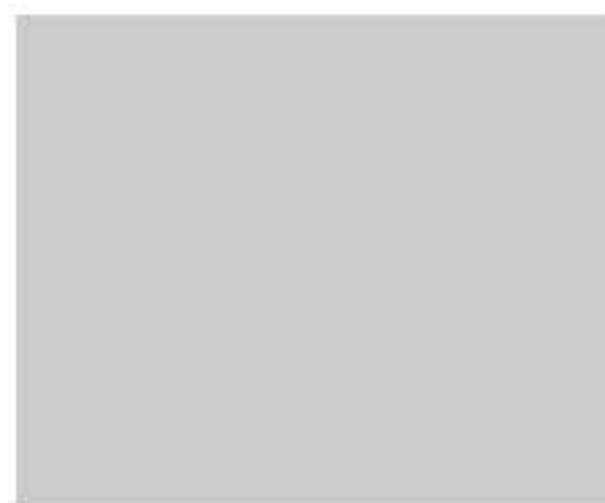
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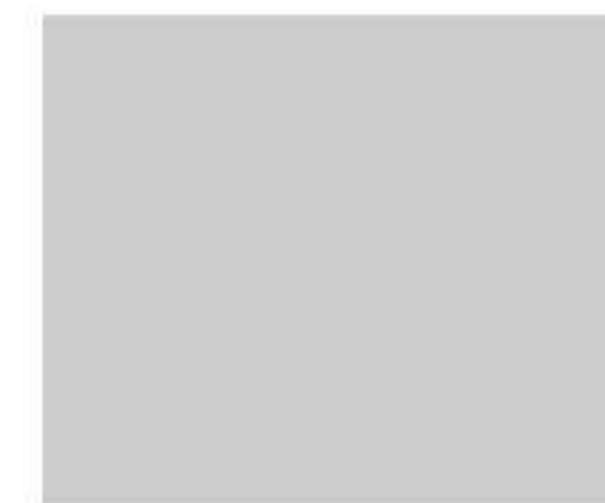
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### KEY DIFFERENTIATOR

**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

2004

Boxspring is founded by Cara Miller and Ryan Miller to put a name to their part-time freelance business.

2006 The business follows them from Canada to the USA.

2011 The business becomes a full-time venture with Cara Miller taking the lead. Ryan focuses his

Height 80 >



HOW CAN WE HELP WORK ABOUT CONTACT

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#666666

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Helvetica regular 44.5 > We offer experience innovation, inter-disciplinary strategic, creative and technical skills that meet today's marketing demands.

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Helvetica light 50 > **Disrupt**

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Georgia 23 > The lowdown on emotional branding  
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Helvetica regular 16 > Aug 13  
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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 #0072B6

Helvetica regular 15 > ABOUT US  
#AAAAAA

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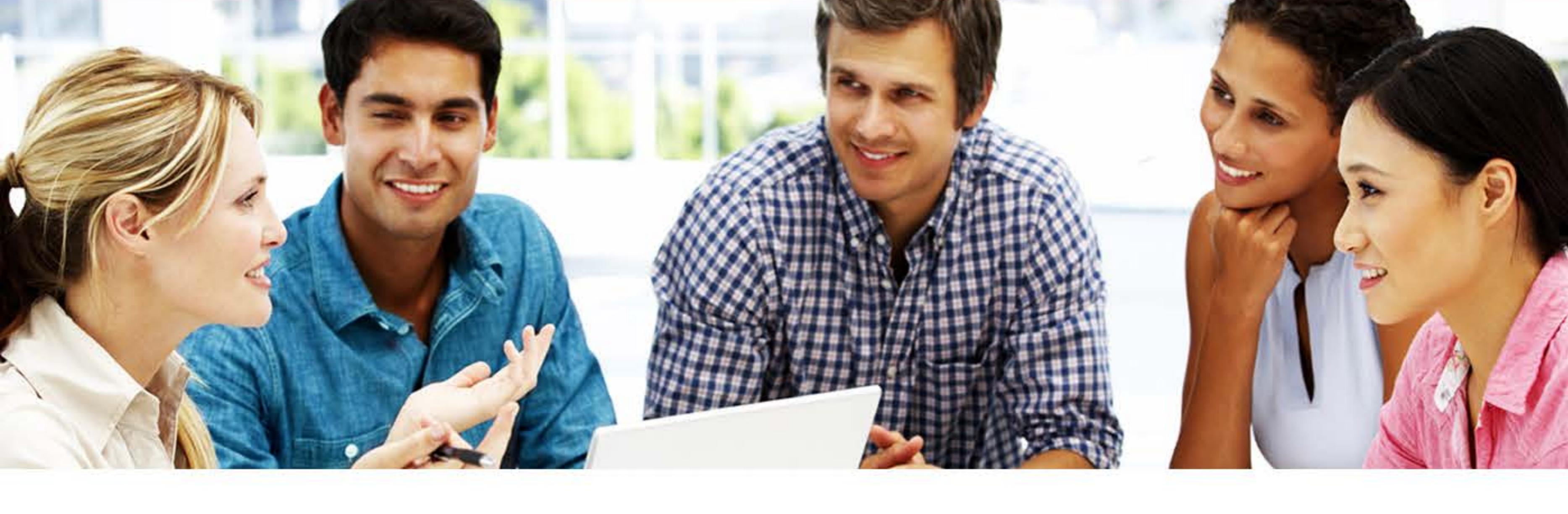
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#444444

### Helvetica bold 35 > Innovation and Branding #0072B6

Helvetica regular 20 > Facilitating the entire process to ensure truly breakthrough and disruptive outcomes.

Helvetica regular 20 > • Ideation & Product management  
#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 > Agriculture and animal sciences  
#535353

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 > Need a partner for your next initiative?

Helvetica regular 25 > Let's talk. Connect with us. < Helvetica regular 25  
#666666 #0072B6

Footer  
#484848, 271px h

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

Height 80 >



Helvetica bold 16 > HOW WE CAN HELP RESULTS  
#0073B6

Helvetica bold 16 ^

ABOUT CONTACT

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  
#444444

### Helvetica bold 30 > Communicate well

#0071B6

Helvetica light 25 > 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

#FFFFFF

Texada

Woodley

OP Golf

NRCCUA

Helvetica bold 20 > Challenge

#444444

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



◀ 1 ▶

Helvetica regular 25 >  
#FFFFFF, make italic

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  
#FFFFFF

Online banking solution

## Hevetica regular 38 > Looking for results?

Hevetica regular 25 > Explore our capabilities and see what we do. < Hevetica regular 25  
#666666 #0072B6

Footer

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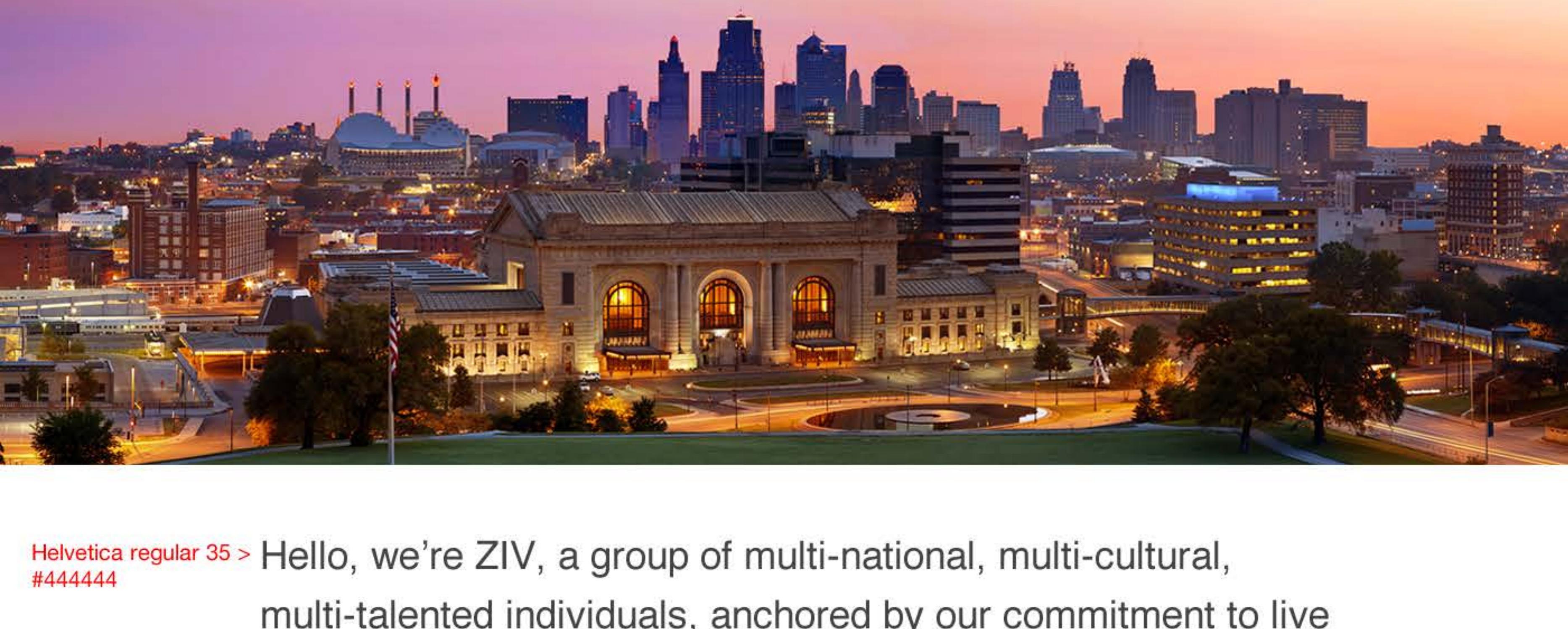
TWITTER LINKEDIN

Height 80 >



Helvetica bold 16 > HOW WE CAN HELP RESULTS ABOUT CONTACT  
#0073B6 (concepts/initiatives) (click/resonate/thrive) #00A5E3

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



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!

Meet your team

#0073B6

Cara Miller  
#0073B6

Chief Experience Officer  
#999999

in

Lyssa Surface  
Account Management

in

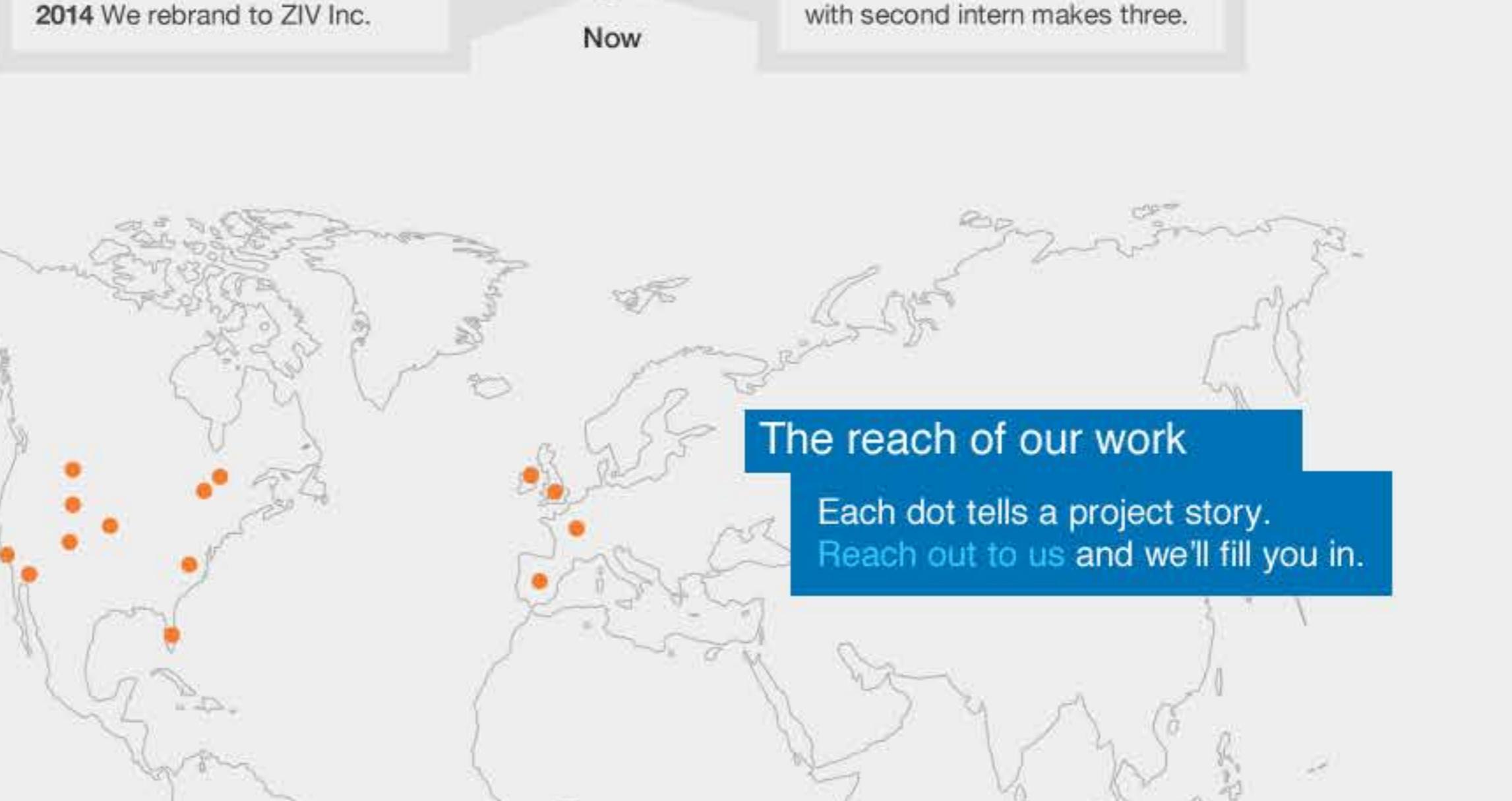
DeAnn Garret  
Office Administrator and  
Project coordinator

in

Lindsay Lovejoy  
Designer  
Go-to Girl

in

OUR HISTORY  
#444444



WHY WE DO WHAT WE DO  
#444444

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?

< Helvetica regular 35  
#FFFFFF

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.

World Vision

Strong Women Strong World Fund

Helvetica regular 22 ^  
#666666

Women's Employment

NETWORK

LEARN MORE

SEE OUR WORK

TWITTER LINKEDIN

Great! We'd like to talk with you. Reach out to join our team. < Helvetica regular 25  
#333333 #0072B6

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Height 80 >



Helvetica bold 16 > HOW WE CAN HELP  
#0073B6

RESULTS ABOUT CONTACT  
Helvetica bold 16 ^  
#00A5E3

# 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 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

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

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