



# BRAND MAKERS FROM SILICON VALLEY

# WE'RE LIQUID AGENCY.

Liquid defines what your brand stands for and creates brand experiences that connect to your customers' hearts and minds. We do this with the passion and inventiveness that Silicon Valley is famous for.

And we'd love to do this for you.

FOUNDED IN  
2000

SILICON  
VALLEY  
PORTLAND  
NEW YORK

70+  
PEOPLE

SIX  
BOOKS ABOUT  
BRANDING  
AND BUSINESS

MARTY  
NEUMEIER

PASSION FOR  
HELPING  
FAST COMPANIES  
BUILD THEIR  
BRANDS

Best-selling author and our director of transformation



# OUR CLIENT EXPERIENCE

Our clients are diverse. But what they share is an unreasonable dream to make a difference. To be amazing. To change the world.



Walmart



NORDSTROM



motorola

KEURIG

Jeep

Microsoft



PayPal



JOHN DEERE

intuit

speck

CUSHMAN & WAKEFIELD

Google



amazon  
Lab126

neato



ORACLE



LexisNexis

jive

facebook



Hewlett Packard Enterprise

aruba



LUMILEDS



Ernest

Nasdaq

Informatica



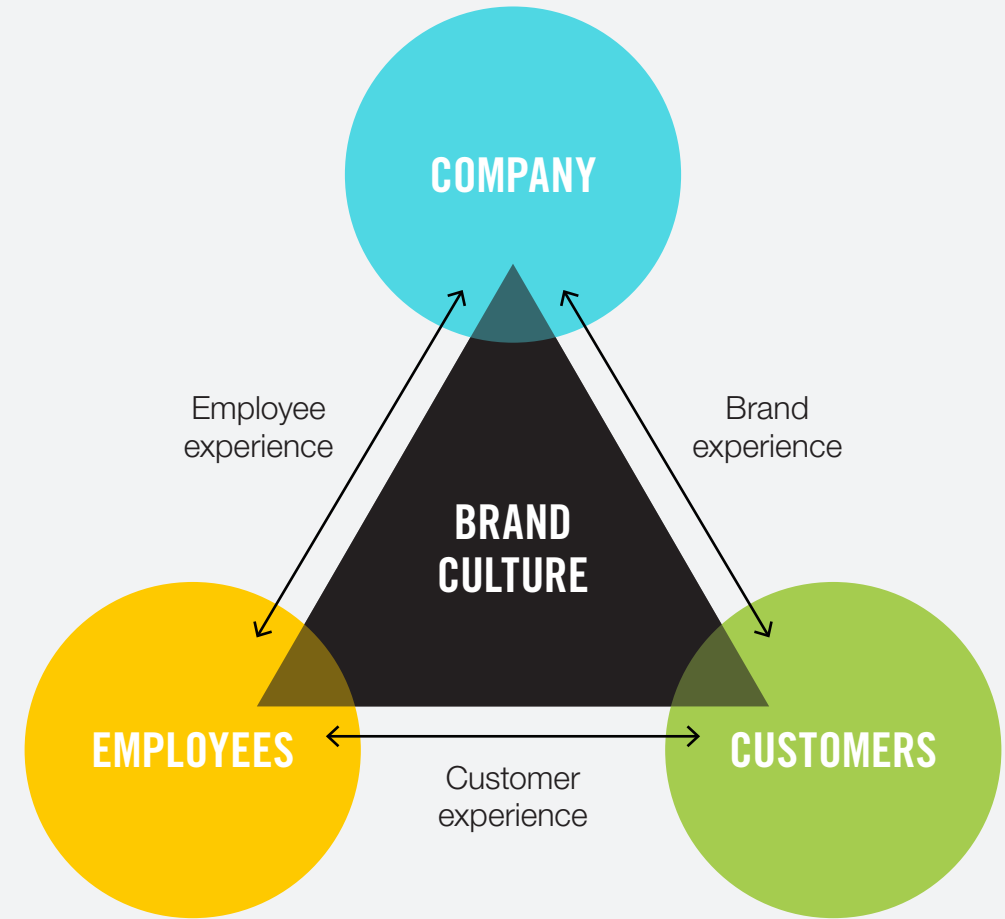
# HOLISTIC BRAND BUILDING

We view branding broadly—as an enterprise activity—rather than just something that “marketing does.”



# BUILDING A CULTURE OF SHARED BELIEFS FOR BRANDS & THEIR TRIBES

When brand values are shared between a company, its employees and its customers, a circuit of authenticity is completed—creating a brand that’s aligned to its core. We call this brand culture.



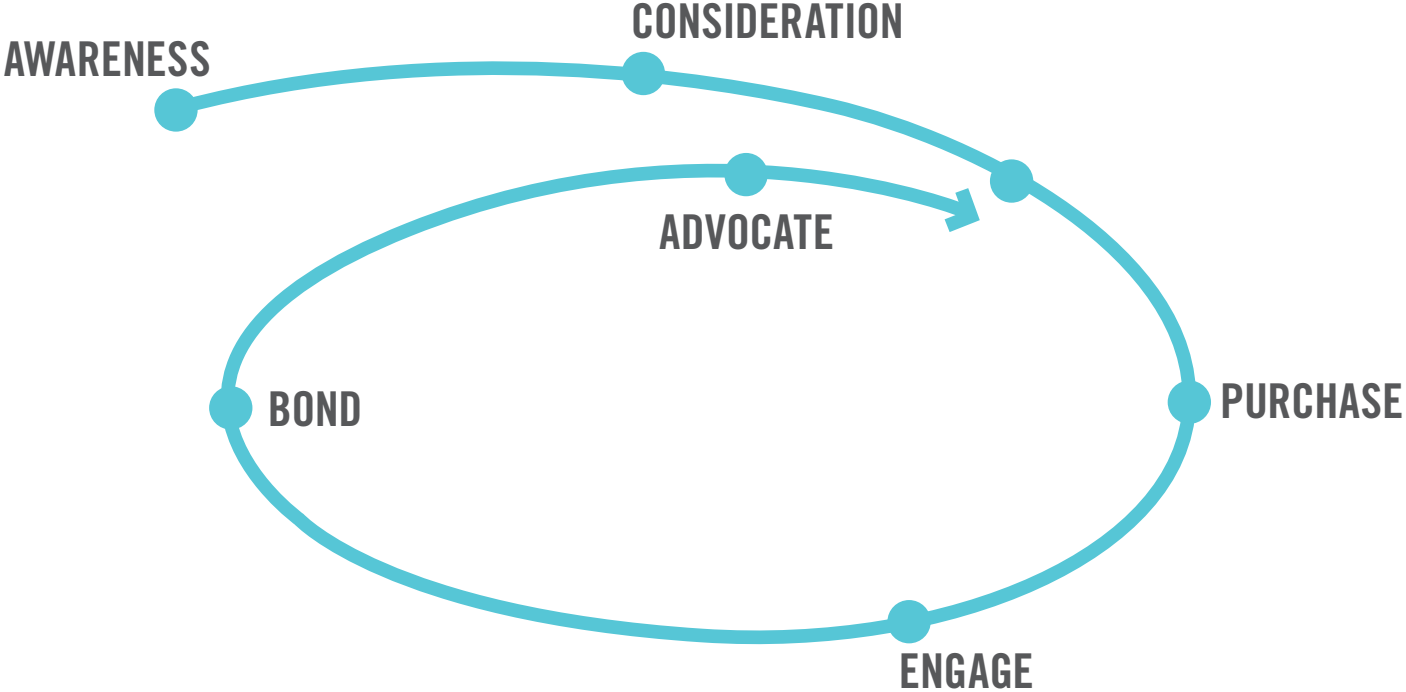
# YOUR BRAND. YOUR ENGINE.

Our brand approach functions as an engine, shaping your brand inside and out, ensuring your brand resonates at every encounter with your tribe.



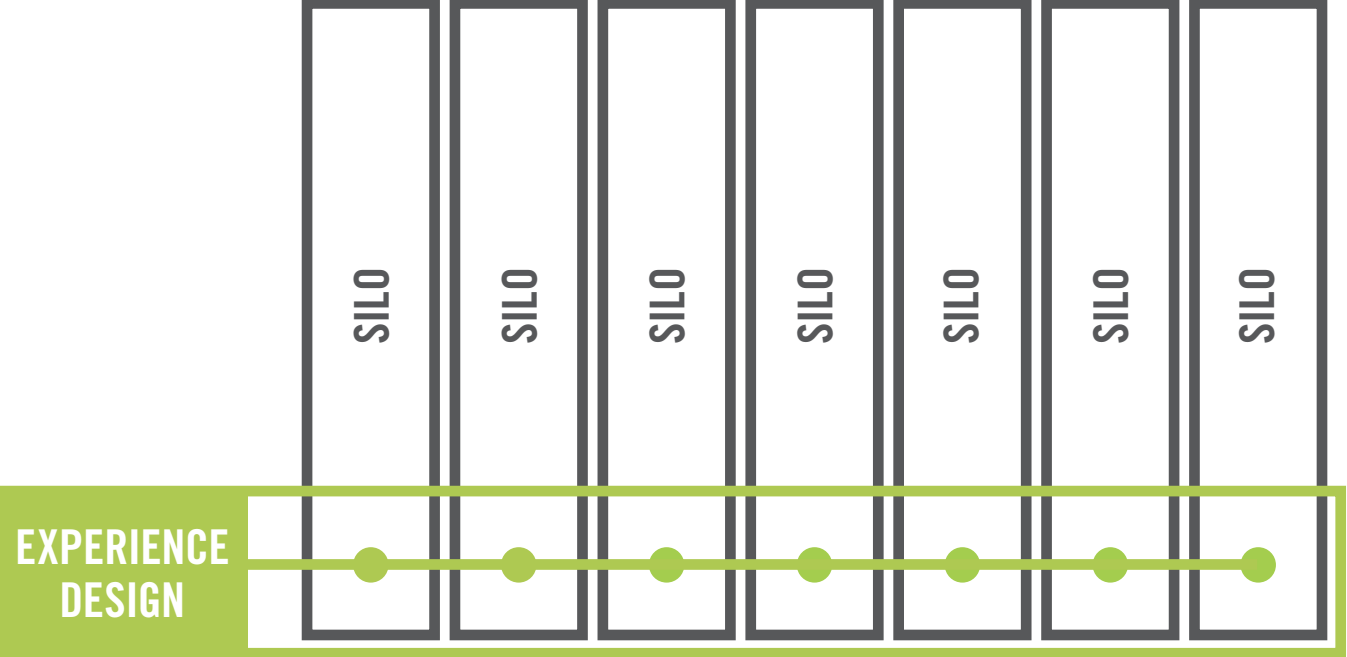
# DROP THE FUNNEL. GROW YOUR TRIBE.

Closing a sale is only the beginning. How your customer experiences your brand from their first encounter to every memory they share, should be designed to deepen your relationship with both the individual and their tribe.



# BUILD BRIDGES FOR EXPERIENCES THAT MATTER.

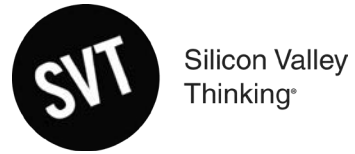
We align your business silos by harnessing cross-functional expertise to solve complex challenges and create seamless brand experiences.





# MAKE IT FAST. MAKE IT REAL.

Silicon Valley Thinking™ is inspired by our experience working with some of the most innovative companies on the planet.



## AGILE STRATEGY

We develop strategic frameworks with the flexibility to adjust on the go—while exploring creative execution in parallel mode.



## RAPID PROTOTYPING

We build quick models, allowing us to test hypotheses, evaluate ideas and make better decisions through an iterative process.



## SWARMING

We tap the talent of a wide range of disciplines, unleashing the power of simultaneous collaboration to solve complex problems.



## IMMERSIVE COLLABORATION

We work side by side with our clients to explore, develop and evaluate ideas and solve challenges together.

# BRAND-DRIVEN INSIDE & OUT

We have every aspect of your brand covered—delivered through four collaborative disciplines.



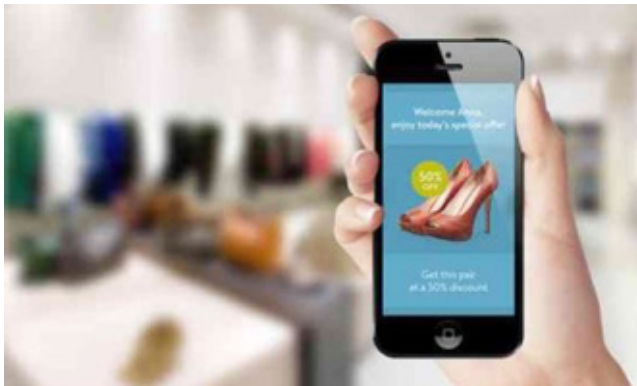
## BRAND DESIGN

We develop brand strategies and identities to create/reposition brands and launch new products.



## CULTURE DESIGN

We develop strategies, plans and programs that influence desired employee behaviors.



## EXPERIENCE DESIGN

We design experiences that amplify your brand seamlessly across your customer's journey.



## CAMPAIGNS & MEDIA

We plan and create campaigns designed to build brand awareness and engagement with a digital-first, integrated approach to media.

# OUR SERVICES

Regardless of what we're doing for our clients, we approach our work with the goal of creating a connected brand experience. Because that's how we build authentic brands that people believe in.

## BRAND STRATEGY

Research, trends and insights  
Brand definition  
Brand architecture and nomenclature  
Messaging and story

## BRAND DESIGN

Naming  
Brand identity  
Visual style  
Sales tools  
Packaging  
Guidelines

## DIGITAL

Websites, mobile and apps  
Content strategy  
User experience design  
Wrap™ mobile platform

## CULTURE

Culture foundation  
Change management  
Internal comms  
Employee experience  
Branded service

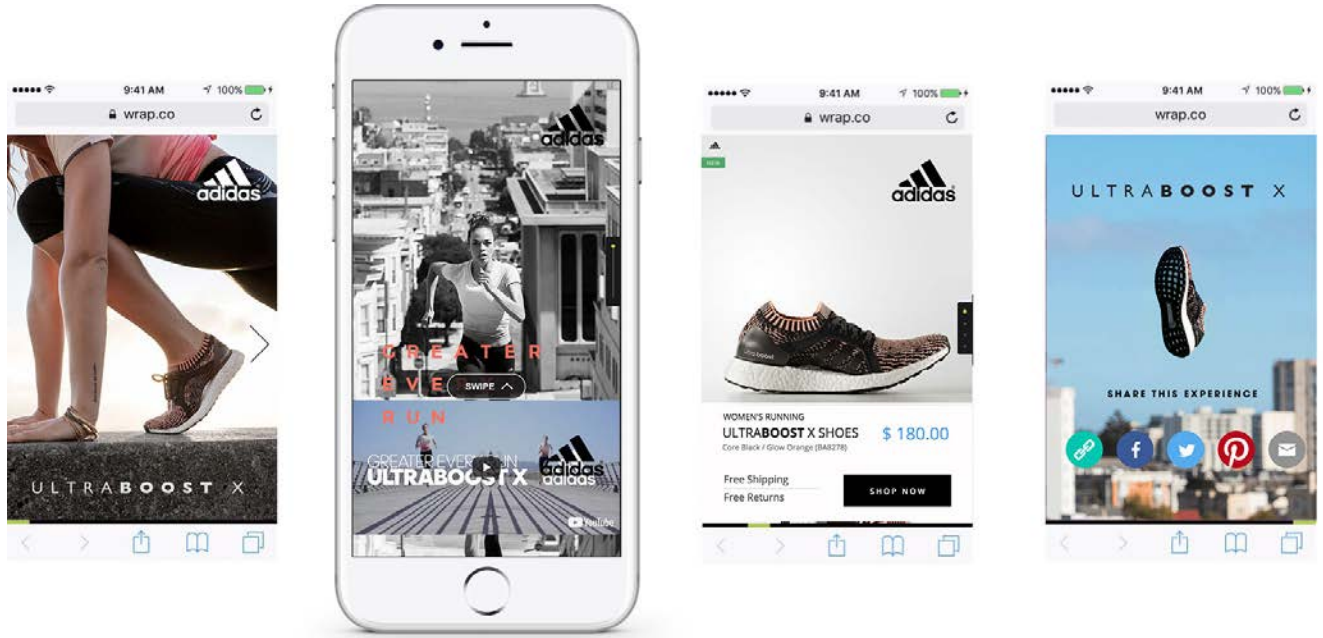
## EXPERIENCE DESIGN

Lighthouse vision  
Journey mapping  
Omnichannel strategy  
Signature experience  
Innovation roadmap

## CAMPAIGNS & MEDIA

Big idea campaign creative  
Campaign toolkit production  
Media strategy, planning and buying  
Analytics and optimization  
Integrated online/offline

# LIQUID & WRAP™: PARTNERING FOR A DEEPER MOBILE EXPERIENCE



Liquid is a Platinum Partner for the Wrap™ mobile platform. It's the most powerful mobile engagement technology for deepening relationships, improving loyalty and driving commerce. From consumer and retail engagement to employee communications to sales tools, there are platform options to advance your business and deliver a wonderful, mobile-first experience. And there is a full dashboard for authoring and managing content as well as a full suite of analytics.

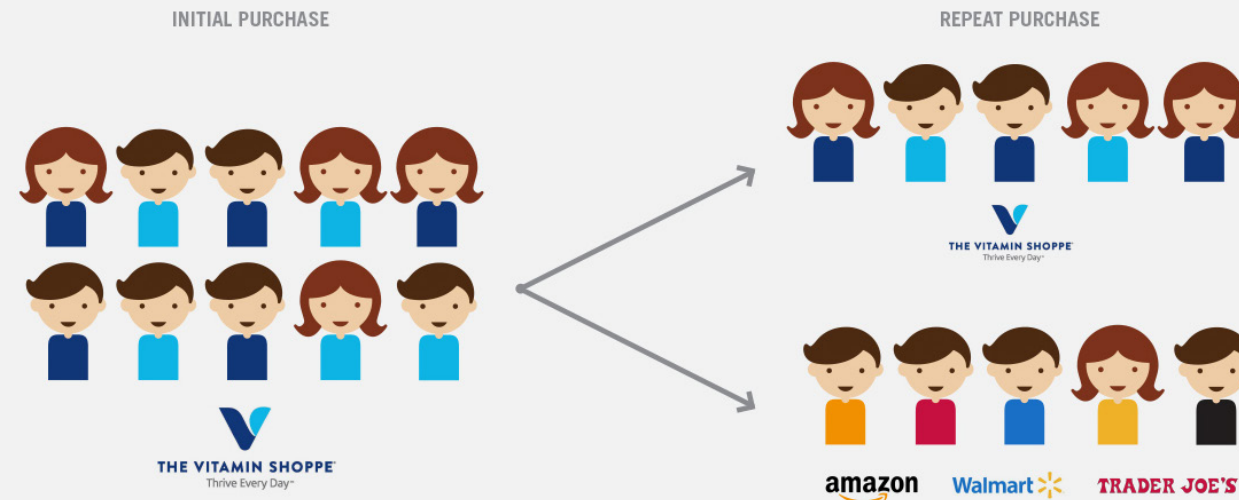


**OUR WORK**

# SPARK AUTO DELIVERY™

EXPERIENCE DESIGN

The Vitamin Shoppe, one of the nation's leading specialty retailers of vitamins and supplements, sought to create an auto-delivery service that could foster repeat purchases and stave off competitors, from GNC to Amazon. Through our discovery phase, we learned that only 50 percent of customers making an initial purchase returned once their products were consumed. With three opportunity platforms as our starting point, we brought 30 diverse stakeholders together across numerous silos. The team collectively developed 300+ ideas, leading to 12 prototypes, and of those, we selected six for feasibility analysis. A unifying and insight-rich concept around the idea of "Discovery, delivered" provided the guidance for a range of products and services that collectively make up SPARK AUTO DELIVERY™. In the first two months since launch, over 300,000 people (and counting) have signed on as subscribers.



### WELLNESS LAB



### YOU, OPTIMIZED



### CHARTING YOUR COURSE



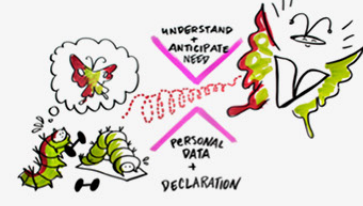
### HEALTHY CLUB



### YOUR JOURNEY, SIMPLIFIED



### METAMORPHOSIS



### LEARNING LAB

The Learning Lab is an inspiring and playful environment, where auto delivery subscribers can learn more about products they already use and experiment with new products to discover first hand what works for them.

- PLATFORM PILLARS
- 1 CONTINUED LEARNING
- 2 KNOWLEDGE IN ACTION
- 3 PLAYFUL EXPERIMENTATION

CONTEXT

- 63% "love learning about health and wellness" (the best)
- 68% "want to learn about new things"
- "Vitamins are very personal. You have to try them to find a solution that works for you."

RIGHT TO PLAY  
We are known for our Health Enthusiasts — their product knowledge, passion and dedication to helping customers learn what works for them.

ANALOGIES

- Appy Service: "I'm a health enthusiast, I want to know more about my products."
- Blue Apron: "I want to learn how to cook healthy meals, but I don't have time to cook."
- Brunch: "I want to learn how to cook healthy meals, but I don't have time to cook."

THOUGHT STARTERS

- How might we make product exploration an engaging experience?
- How might we reward joy and excitement for our customers as they learn?
- How might we encourage current auto delivery subscribers to discover new products that are one-of-a-kind?

### EVERY DAY COACH

Always looking for opportunities to reinforce a goal, removing obstacles and ensuring that they have everything they need, the Every Day Coach is there for the subscriber on their journey to a future self.

- PLATFORM PILLARS
- 1 SELF-DIRECTED
- 2 ADAPTABLE CHOICES
- 3 CONSIDERED RECOMMENDATIONS

CONTEXT

- 71% say that their goal is to live as healthy a lifestyle as possible.
- 61% admit that they are at least somewhat competitive when it comes to health and wellness.
- Customers use interactions with Vitamin Shoppe to reinvigorate their motivation.

RIGHT TO PLAY  
Customers view Vitamin Shoppe as a trusted partner in their journey, and welcome their advice and support.

ANALOGIES

- Brink: "I want to learn how to cook healthy meals, but I don't have time to cook."
- Multitask: "I want to learn how to cook healthy meals, but I don't have time to cook."
- Hydrate Coach: "I want to learn how to cook healthy meals, but I don't have time to cook."

THOUGHT STARTERS

- How might we be a consistent source of motivation for auto delivery subscribers?
- How might we turn subscribers' goals into achievable steps?
- How might we measure consumption health goals?

### PERSONAL PATH

The Personal Path is a flexible and empowering space that gives people ownership over their own journey through freedom of choice, flexibility and confident guidance.

- PLATFORM PILLARS
- 1 SELF-DIRECTED
- 2 ADAPTABLE CHOICES
- 3 CONSIDERED RECOMMENDATIONS

CONTEXT

- 82% say that it's very important to have freedom to select which items are in auto delivery.
- 79% say it's very important to have the ability to change auto delivery shipments at any time.
- "I could see the benefits if I could tailor the service to my needs."

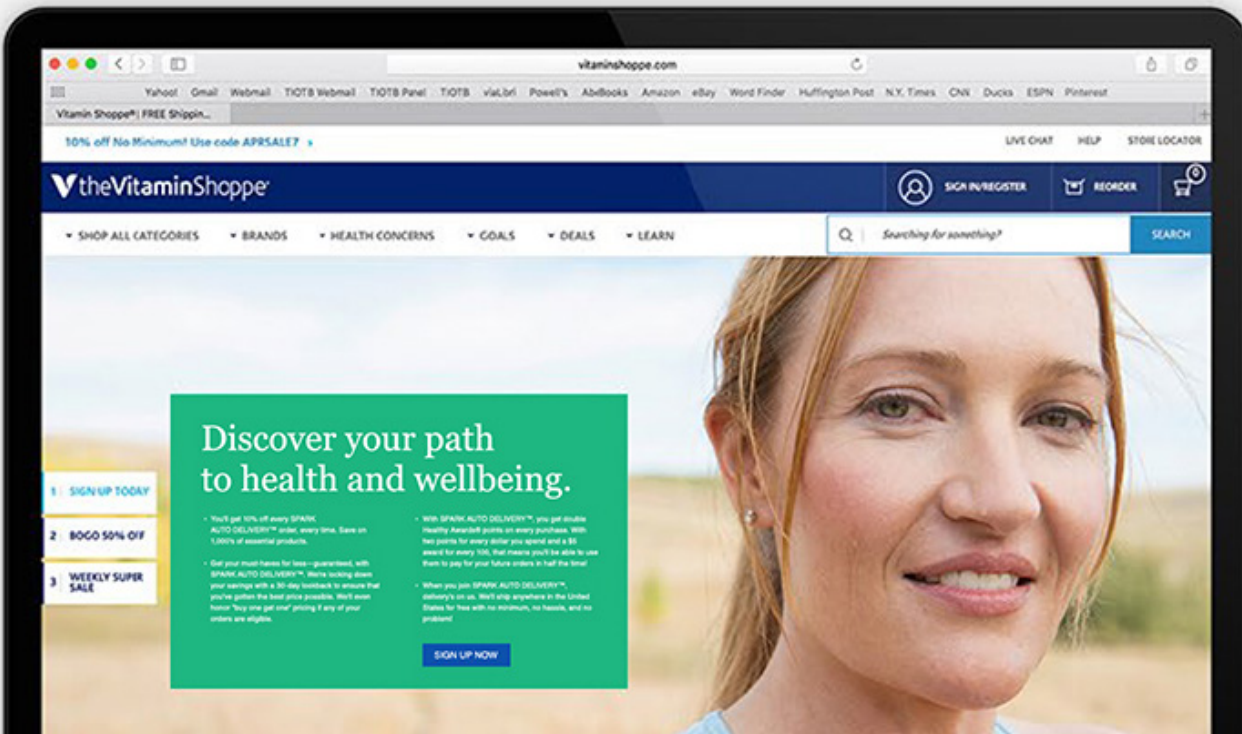
RIGHT TO PLAY  
Vitamin Shoppe is a trusted partner that provides a safe space for customers to explore their options.

ANALOGIES

- Wine Marathon: "I want to learn how to cook healthy meals, but I don't have time to cook."
- Headphones: "I want to learn how to cook healthy meals, but I don't have time to cook."
- Fidelity One: "I want to learn how to cook healthy meals, but I don't have time to cook."

THOUGHT STARTERS

- How might we be a source of positive motivation for auto delivery subscribers?
- How might we tailor auto delivery solutions to customers as their needs change?
- How might we help customers overcome their needs before they do?



# VIVITI

BRAND DESIGN

Hitachi launched Viviti—the big splash that led to the big acquisition. When Hitachi set out to rebrand their hard drive storage division toward, a younger and more tech-savvy demographic, they knew they needed a progressive agency that could combine brand, experience and campaign design in a way that would align with their new tribe's ethos. Enter Liquid Agency. Armed with a unique perspective on building tribe-centric brands and an unmatched expertise bringing brands to launch, We tackled big challenges ranging from designing and implementing a new visual language to delivering a launch campaign that generated ample brand enthusiasm. The reaction to this new positioning? In 2012, Western Digital Corporation chose to acquire Viviti Technologies for \$4.8B in lieu of competing directly against them.







# ELLIE

BRAND STRATEGY, BRAND DESIGN,  
EXPERIENCE DESIGN, DIGITAL,  
CAMPAIGNS & MEDIA

When you have a brilliant new UV-C technology that performs hospital-grade sterilization, but lack the knowledge of how to introduce it to the public, what's your best course of action? Contact Liquid Agency. That's what RayVio did in 2016, when they chose us to create not only a brand campaign and identity, but help design the product itself and launch it in a breakthrough way. It began by devising a brand strategy and a proprietary name for the technology: TRUVIOLET™. Next, we enlisted the help of the award-winning industrial design firm, Whipsaw, to create a prototype that sterilized baby bottles, pacifiers and other household items in just 60 seconds. After arriving on a name for the product—Ellie—the world's first ever digital UV sterilizing pod was born. And the last step? Launch an amazing social campaign and send out the announcement to the crowdfunding world on Indiegogo. RayVio exceeded their funding goal by 300 percent and is now busy developing their next consumer product with TRUVIOLET™ inside.

## Ellie has arrived.

The world's first portable digital  
UV sterilizing pod that kills 99.9%  
of germs in 60 seconds.



6|||6

ellie



Virulence meets violence.



Massive layoffs in Staph.



R.I.P. E.COLI



We're gonna count to 60, germs.

Ellie  
December 20, 2016 ·

From baby products, to toddlers toys, to any of your items. If it fits, it's sanitized!



Like Comment Share

Ellie  
December 3, 2016 ·



Ellie. The first ever digital UV sterilizing pod. Know some new parents or have friends who are expecting? Give the gift of health. <http://bit.ly/ellieindiegogo>

Ellie  
@ellie\_suvv  
Following

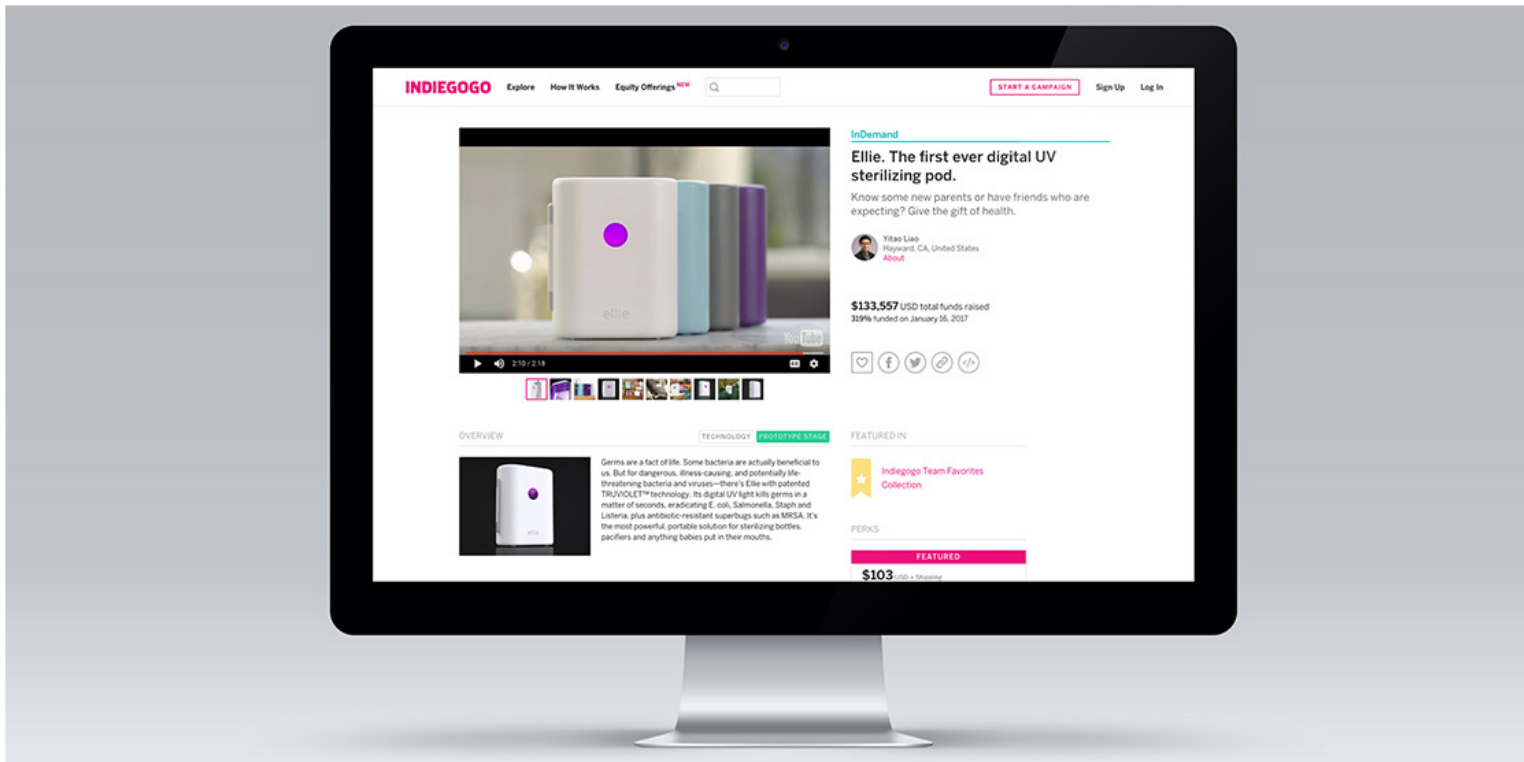
Ellie is not just for newborns and toddlers. Rely on Ellie to clean your toothbrush, make up kit or anything else that fits. #germfreein60



RETWEET 1 LIKES 3



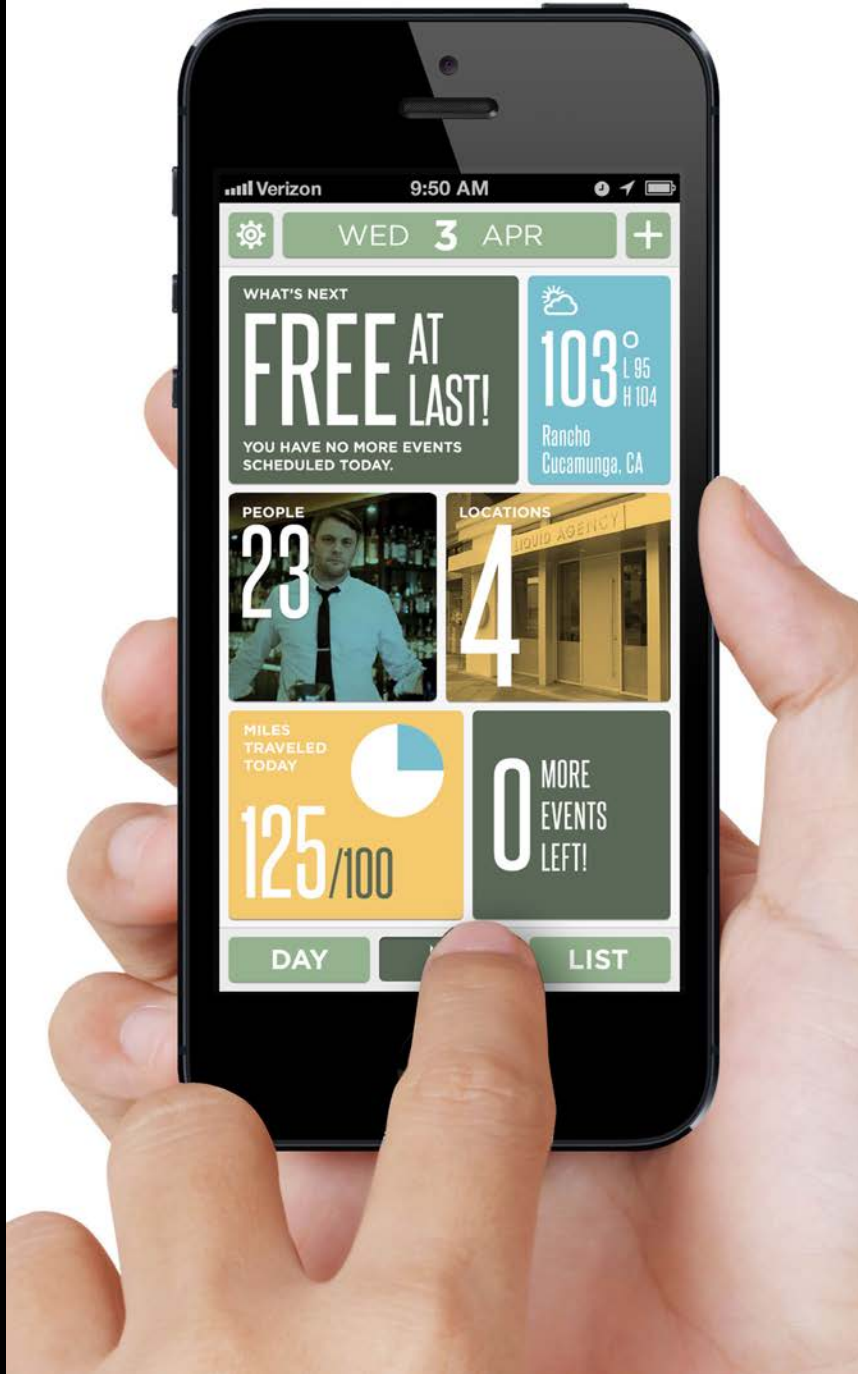
Ellie @ellie\_suvv · 23 Dec 2016  
You can't control what newborns and toddlers put in their mouths, but you can control how clean those items are. #germfreein60 #ellieindiegogo



# MYND

EXPERIENCE DESIGN

With over 5,000 calendar-related apps crowding the App Store, Almindr knew they needed help rising above the fold. They also knew that delivering a better app experience was key to doing this. Who to call? None other than the brand experience agency born in the hotbed of collaboration, Liquid Agency. Working in tandem, our team investigated a variety of critical touchpoints—from identity to user interface and beyond—in each case, optimizing the experience for better engagement. Beyond the product experience, we also crafted the brand strategy and even developed the name. The result? Mynd—a much improved app and brand that quickly garnered praise from Fast Company, C|Net and Wired.



# ARUBA NETWORKS

BRAND STRATEGY, BRAND DESIGN,  
DIGITAL & CAMPAIGNS

Aruba Networks built a global reputation providing smart, powerful mobile networks with a customer-centered approach. But by the fall of 2013, the company's brand no longer reflected its business proposition. Aruba offers integrated, software-enabled solutions to optimize mobile network capability. So, we were hired to reposition the brand, develop a new messaging strategy and refresh its brand identity. As a result, HP announced its intent to acquire Aruba, in a deal valued at approximately \$3B.



**ARUBA**<sup>®</sup>  
networks

**aruba**<sup>®</sup>  
NETWORKS

THE LOGO / BEFORE AND AFTER

Welcome to  
the New Aruba  
ATMOSPHERE 2014

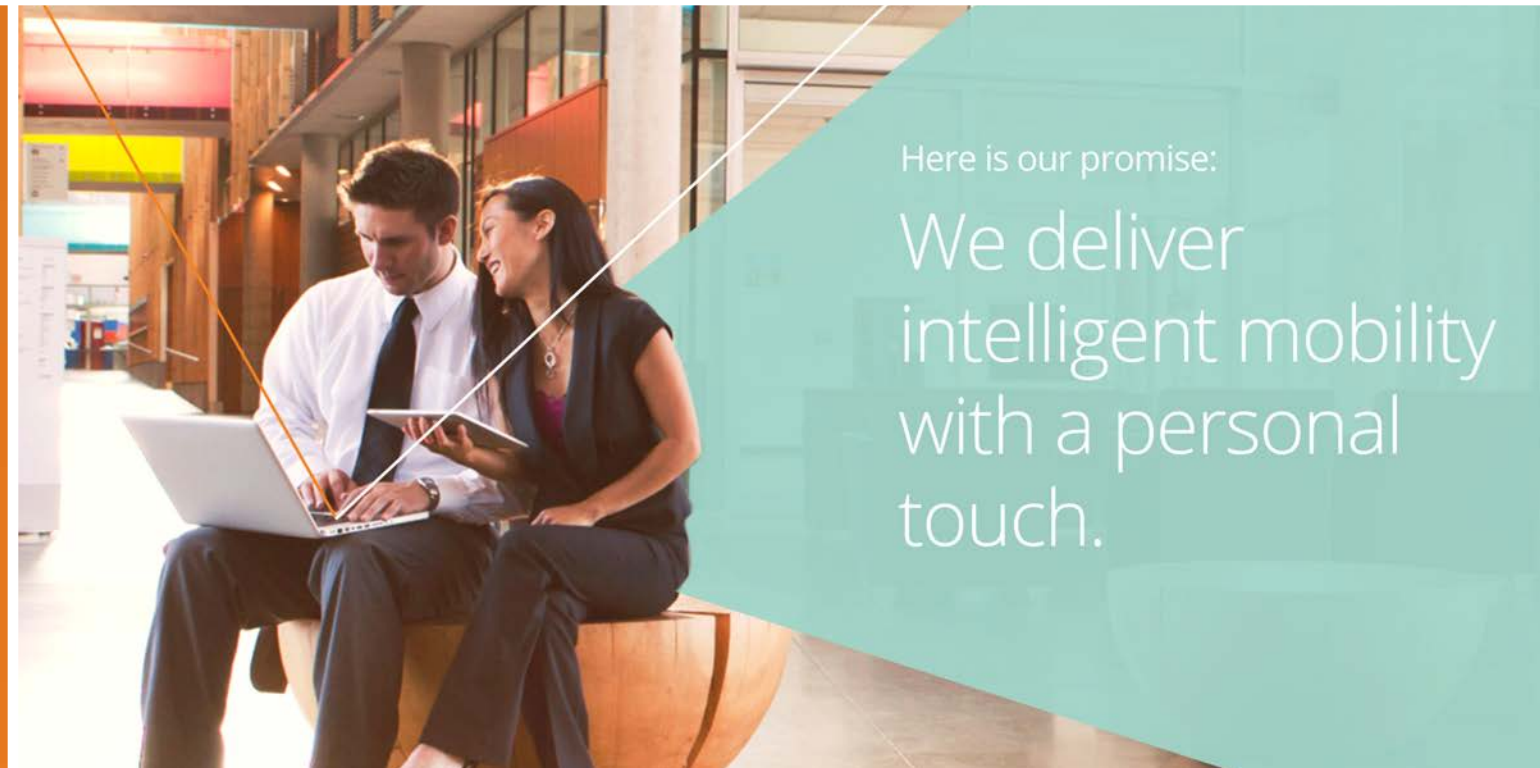
SECURE

INTELLIGENT

**PEOPLE MOVE.  
NETWORKS  
MUST FOLLOW.**



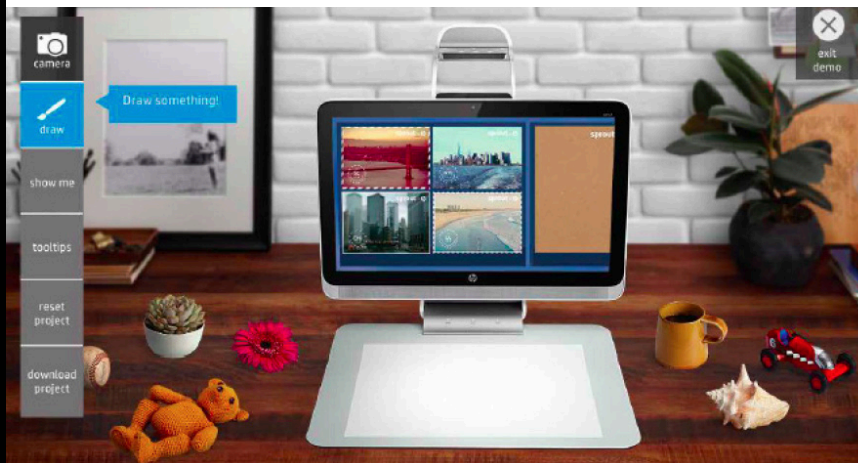
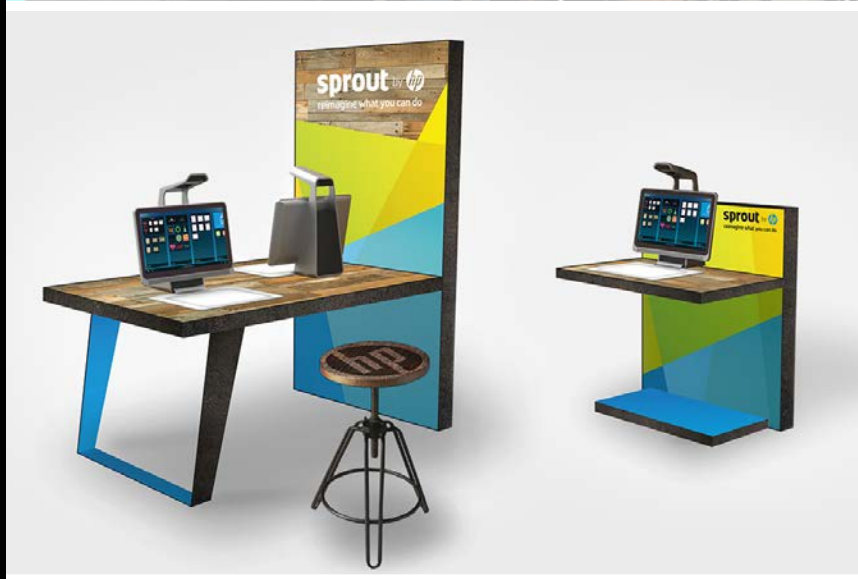
# MOBILE

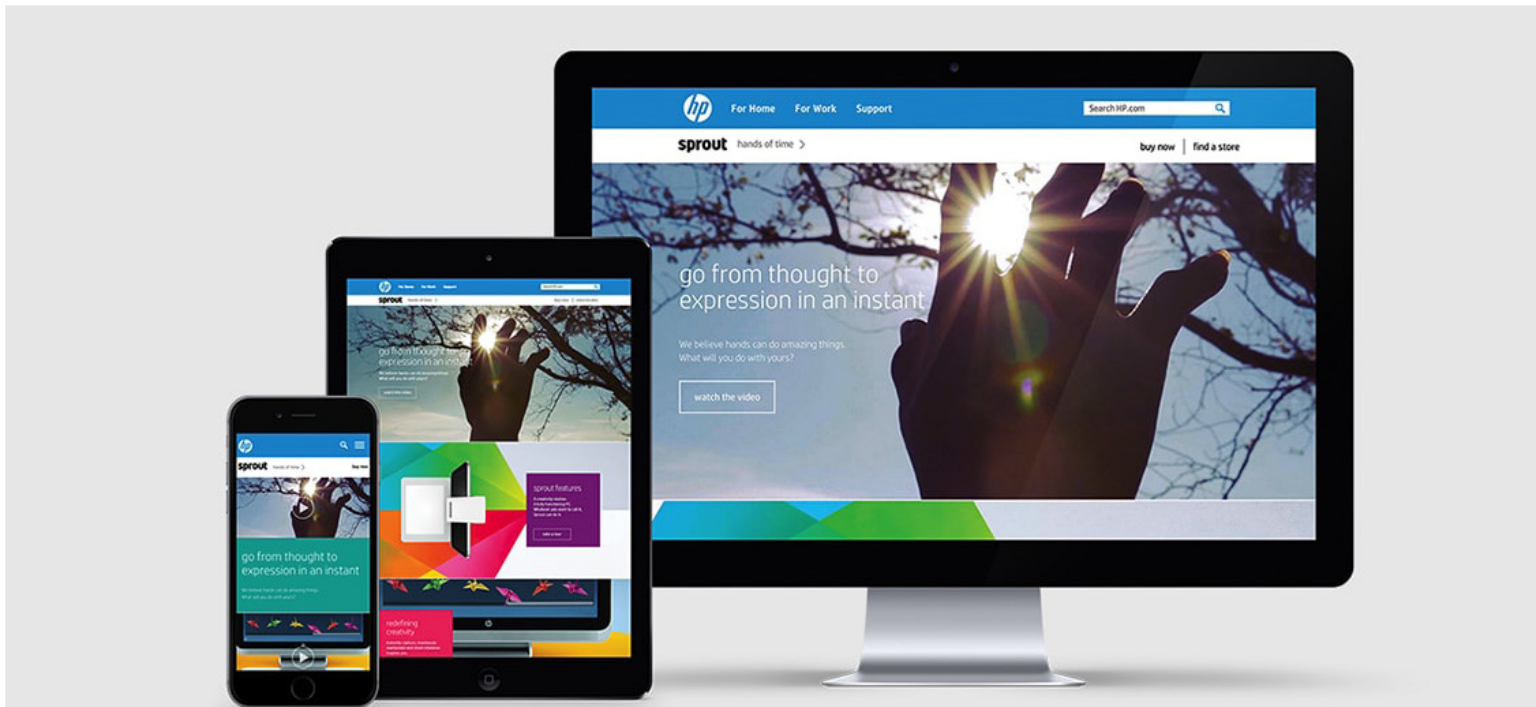


# HP SPROUT

EXPERIENCE DESIGN,  
DIGITAL & CAMPAIGNS

The HP Sprout retail launch introduced a whole new dimension in computing. “This is going to change everything,” the HP executive said on the phone, his voice betraying his excitement. “We can’t tell you much about it right now, but it’s going to be big, and we’d love your help to launch it at retail.” That’s how we were told about the HP Sprout. Shortly after, we signed NDAs, sat through demos and realized this was a product that could reinvigorate HP’s heritage of innovation.



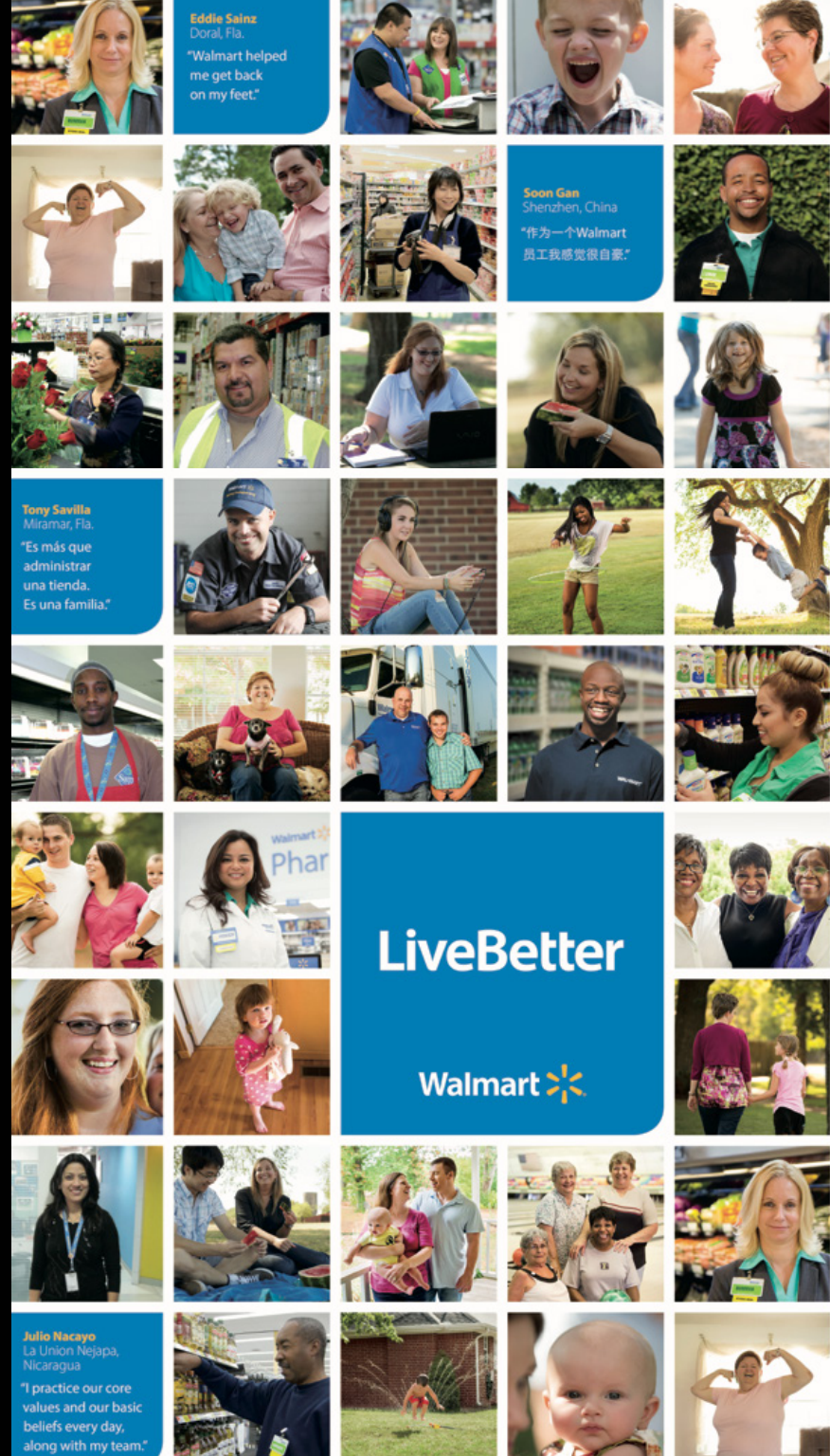




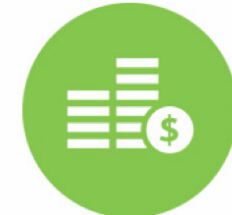
# WALMART LIVE BETTER

## CULTURE DESIGN

After collaborating with Walmart's leaders and conducting independent research, Liquid Agency discovered that the science of well-being rests on a combination of five pillars: physical, financial, emotional, career and community. This information led to the long-term strategy known as "LiveBetter" and was rolled out in four stages. First, we built awareness by creating a simple tagline, visual style and photo library featuring real Walmart associates. Second, we personalized and planned events to encourage associates to take ownership of their own health and well-being. Third, we featured associates' success stories on a dedicated website, and we created a mobile app to encourage sharing. Lastly, we developed strategies to introduce the concept to external audiences. In the end, Walmart received more than an internal campaign. LiveBetter became a movement—empowering associates to take ownership of their well-being and challenge others to make positive changes in their lives.



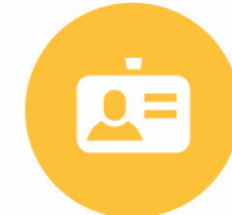
Physical



Financial



Emotional



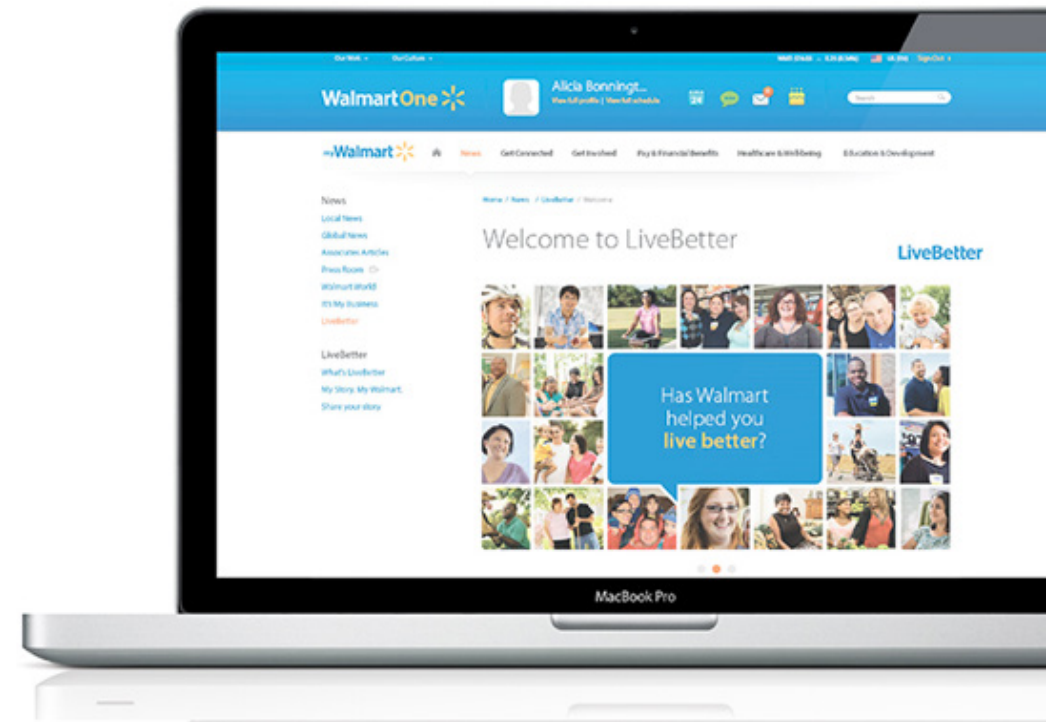
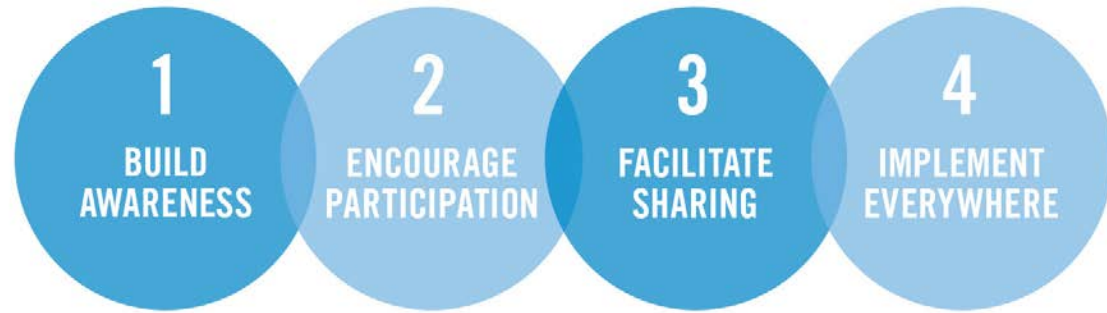
Career



Community



LiveBetter | Walmart



# FICKS

BRAND STRATEGY &  
BRAND DESIGN



Liquid Agency doesn't usually take college students as clients. But when Scott Gardner, Liquid's CEO, got a call from a Santa Clara University undergrad who wanted help bringing a new beverage product to market, Gardner couldn't refuse. "I started a business in college," says Gardner, "and I love entrepreneurs." Gardner offered the student and his two business partners, all college mates, the opportunity to participate in Liquid Express™—our streamlined brand development solution for startups and small companies. The result of the collaboration was Ficks, a first-in-its-category cocktail fortifier that's hitting the shelves of bars, restaurants and retailers, including Urban Outfitters.



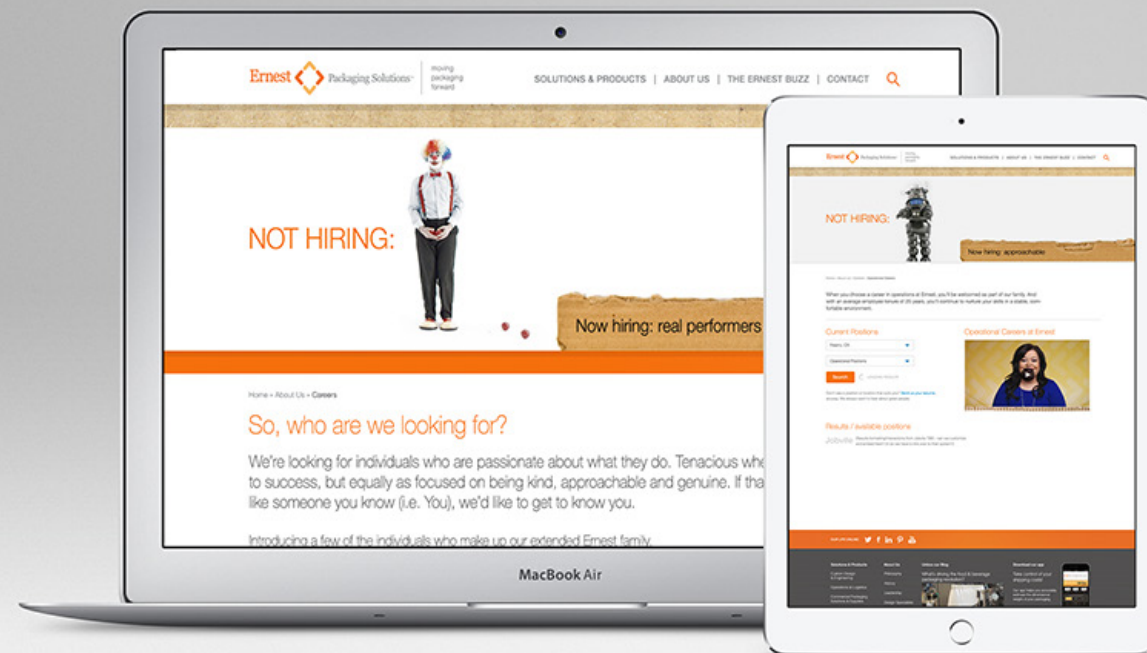
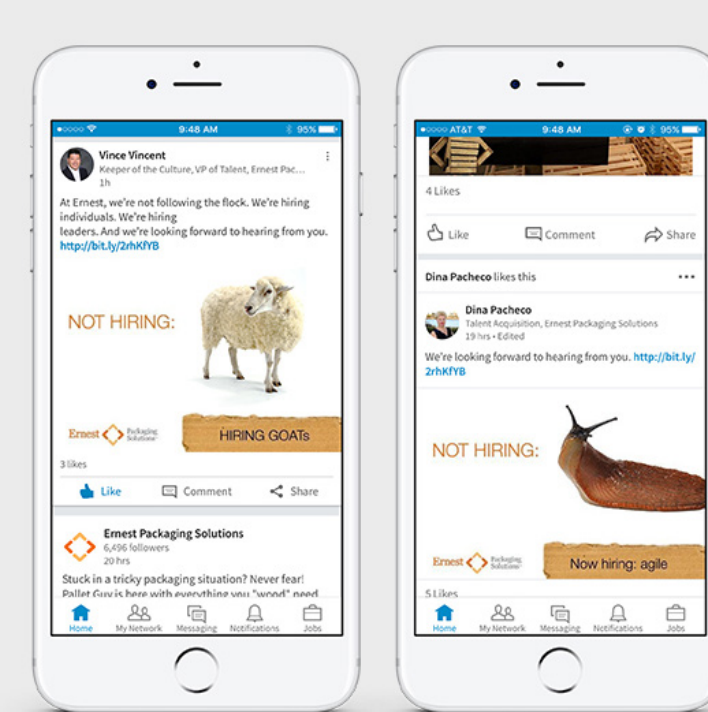
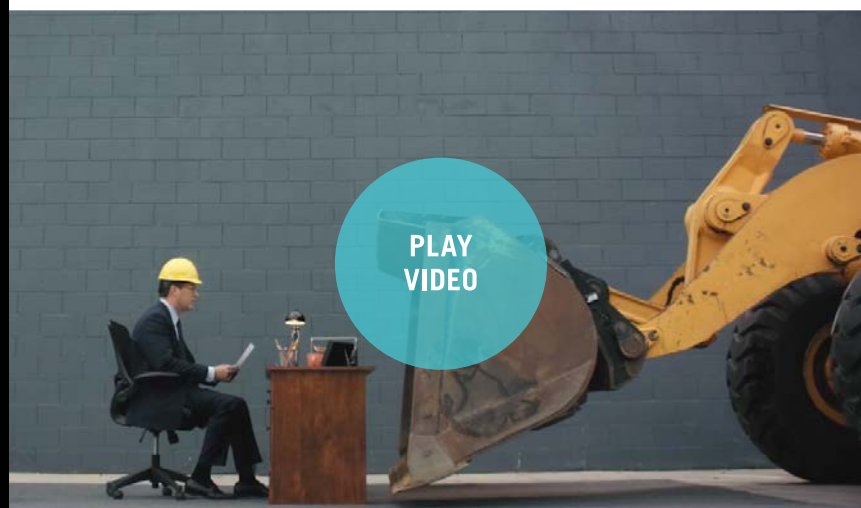
# FICKS



# ERNEST NOT HIRING

CAMPAIGNS & MEDIA

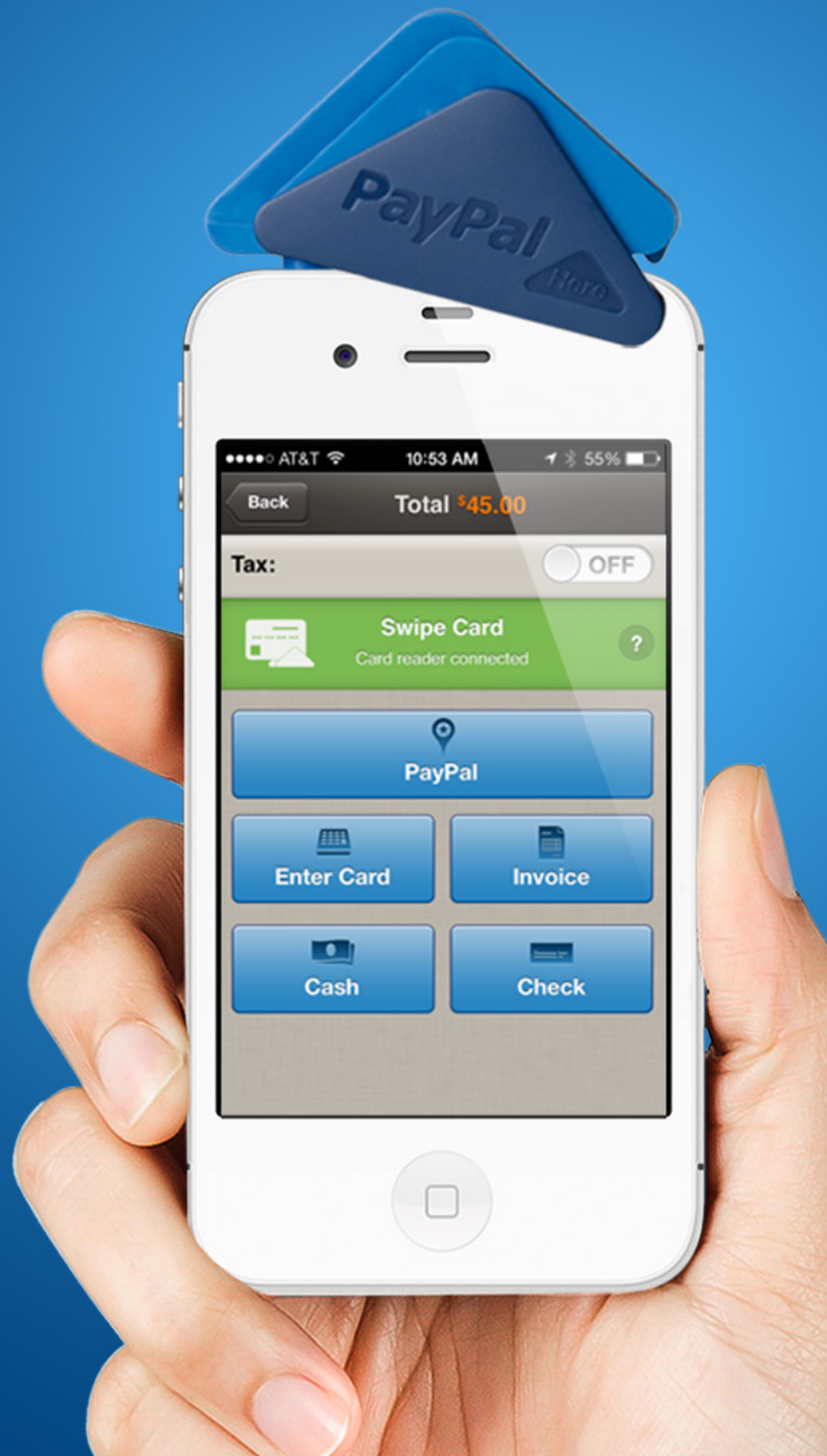
You can bet that if Ernest Packaging Solutions and Liquid Agency teamed up to create a campaign to support the company's hiring, it would be far from ordinary. In true Ernest fashion, the "Not Hiring" integrated digital campaign was created to draw attention to the key characteristics the company was looking for in candidates, as opposed to what they didn't want. The digital campaign included ad units for career sites LinkedIn and Indeed, as well as a toolkit for Ernest recruiters with email and social media assets. A key focus to draw attention to the campaign were five 20-second spots driving interested candidates to the company careers page to learn more about open positions and apply.



# PAYPAL HERE

EXPERIENCE DESIGN

The truth? Retail is a lot like a relationship. And although every step along the customer journey is important, the point of transaction is crucial in that it can (when executed correctly) secure loyalty and kinship with customers. That's why, when PayPal asked Liquid Agency to create a microsite for its PayPal Here app and services, we didn't solely focus on creating a beautiful webpage. Instead, we leveraged specific attributes derived from PayPal's credit card swiping hardware—seamlessness, smoothness, delight—and applied them to the site's design. The resulting elegant and informative microsite treats business owners and consumers alike to an environment that feels fast and clutter-free.



CREDIT &  
DEBIT CARDS



CASH



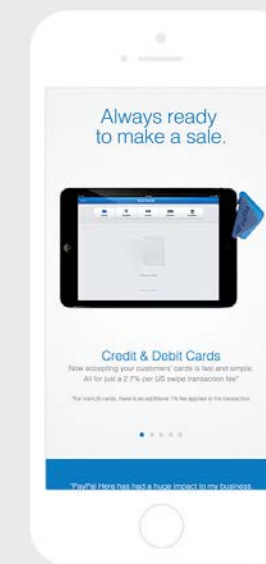
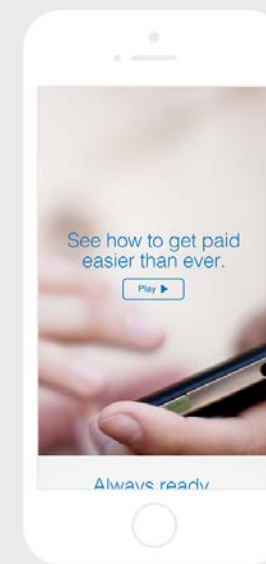
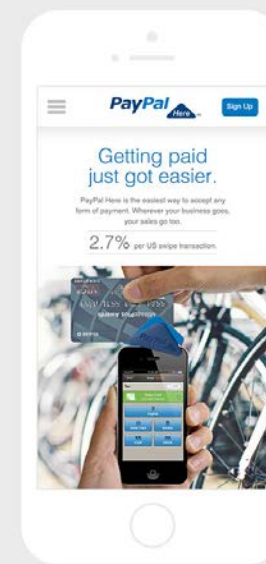
CHECK



MOBILE  
PAYMENTS



INVOICE  
PAYMENTS



PayPal ™



# JEEP

BRAND STRATEGY &  
BRAND DESIGN

Liquid Agency worked closely with The Licensing Company to define and develop a brand architecture for Jeep-branded products that captured the diverse qualities of the Jeep brand and created opportunities for branded product development in categories ranging from apparel to consumer electronics. Ultimately, we settled on four sub-brands, each designed to appeal to a different market segment, and developed visual styles, templates for packaging systems and traditional as well as digital marketing tools. The core deliverables of the licensing initiative were a set of guidelines by sub-brand for product development, packaging and merchandising used globally by Jeep merchandise partners and resellers.



# Jeep®

Jeep Master Brand

## Jeep®

Jeep

## JEEP SPIRIT

AUBURN HILLS  
ESTD 1941

Jeep Spirit

## JXP

JEEP XTREME PERFORMANCE

Jeep Xtreme Performance



J is for Jeep







J is for Jeep  Summer 2012



# ADIDAS MEGA

EXPERIENCE DESIGN

Adidas, B.o.B and Liquid Agency teamed up to deliver a world-class retail experience. A key part of Silicon Valley Thinking™ is collaboration. So, when we had the opportunity to collaborate with Adidas' ad agency and digital agency and the amazingly talented B.o.B, we only had one question—when do we start? And so our team embarked on the creation of a retail branding campaign featuring Adidas' new MEGA shoes that included in-store merchandising and window displays for stores across the country. The result? An amazing retail experience made possible by frequent collaboration and a keen understanding of the Adidas tribe.

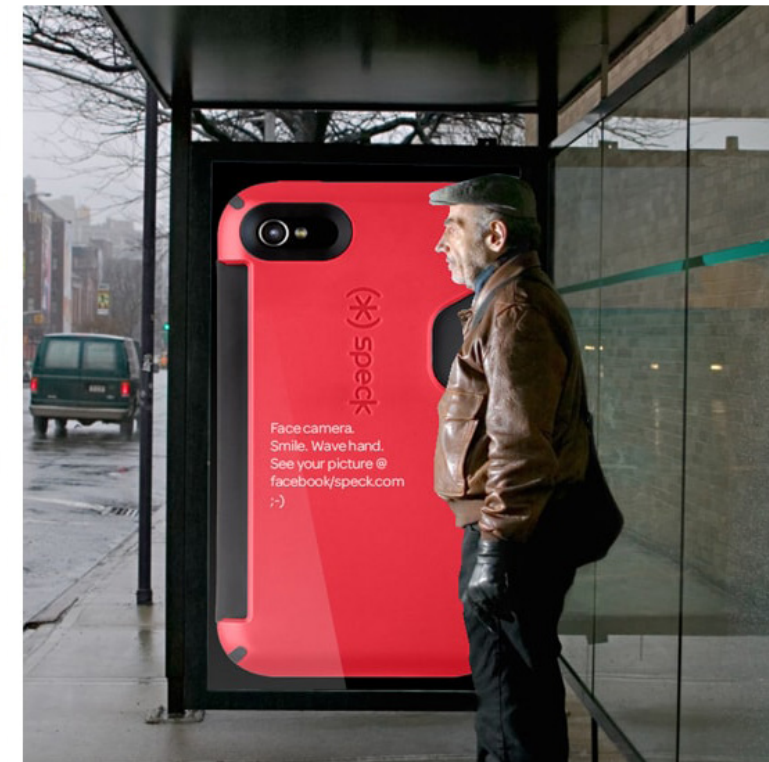
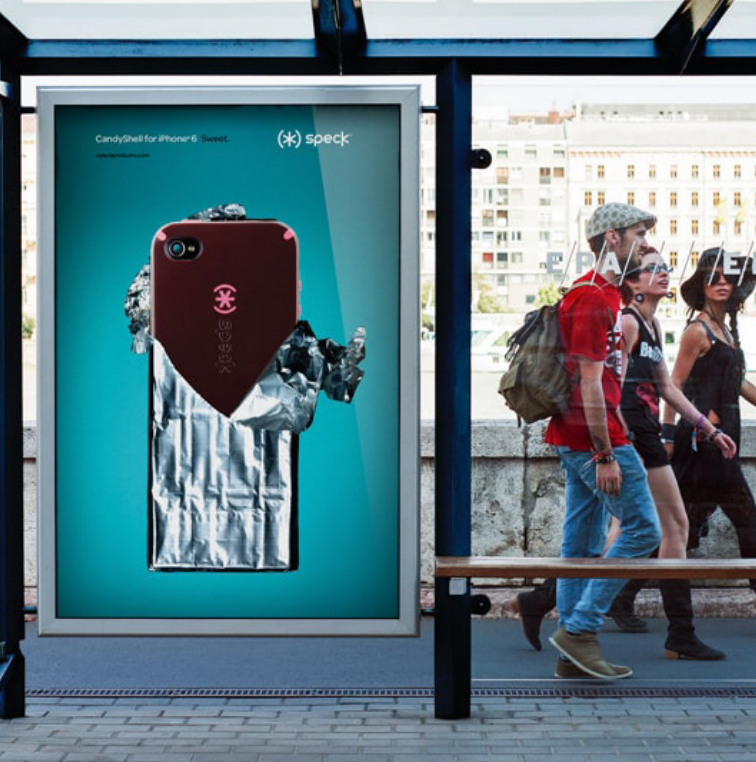


# SPECK

BRAND STRATEGY &  
BRAND DESIGN

Our relationship with Speck—the leader in protective cases for phones, laptops and more—goes back to their early days, when we helped them develop their brand identity. So, a few years later, when VMG Partners (their private equity investor) turned to us to propel the brand to their next stage in growth, we knew they needed a visual language where “fun” and “function” went hand in hand. We took this motto and applied it to the full brand system—from brand strategy and messaging to visual style, packaging, website design, campaigns and more. The result? Speck continues to turn the protective case industry upside down—so much so, in 2014, they were acquired by Samsonite.





# WINDOWS 8

EXPERIENCE DESIGN

Windows 8 was a huge leap for Microsoft—the biggest product launch since the Windows OS in 1995. Liquid Agency was hired to manage the worldwide retail product launch, including design, production, marketing and branding. This demanded an intimate knowledge of where the brand stood and where it was headed. After working in tandem with Microsoft, one thing stood out: the brand needed to become more human. In developing the launch materials, we leveraged approachable lifestyle photography, a bold color palette and confident copy. The next step? Hero the interface. In all Windows 8 marketing tools, we elevated the live tiles to set them apart from any other OS—all in a modern and energetic way. For retail, this intuitive experience created scalable merchandising solutions highlighting the OS functionality across all devices. Finally, to ensure consistency, we delivered a toolkit of marketing assets for retailers worldwide.

## EMPATHETIC

We listen to customers and partners and identify with their hopes and fears. In ways big and small, we are caring and compassionate.



**Justin Wilcox**  
Senior Lead, S&M/C  
Went from college intern to Test Lead in three years. Admins love his skill, learning, and loves it.



## EASY

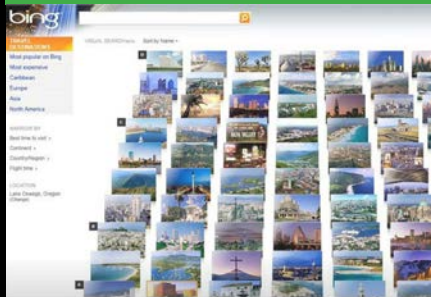
Easy is about being intuitive, approachable and familiar. Easy means you don't have to think too much about it; it's simple to learn and just makes sense. We believe in developing products and services that work the way people do.

## PASSIONATE

We are genuinely motivated, inspired and excited by the potential of technology and how it can change the world. We are optimistic and have an insatiable desire to find a better way. It fuels our pursuit of breakthrough goals and big dreams.



**Dare Obasanjo**  
Project Manager, Content  
Discontinued his wildly popular blog to achieve better focus on building software, years to work on software impacts millions of people.

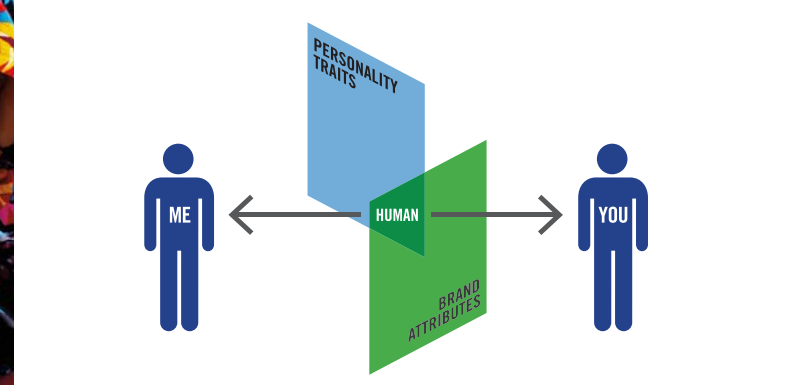


Understanding how to use Bing takes little or no effort. It feels familiar but offers revolutionary features that edit results so you don't have to. Search results are provided in categories and can be parsed based on a great number of criteria, so users can search based on their own preferred methods.

## FITS MY NEEDS

Being deeply rooted in customer understanding helps us create products and services that are exactly what our customers want and need. To do this, we are inquisitive, adaptive and constructive in our approach. We believe people will accomplish more when solutions match their needs.





# LEXISNEXIS

## BRAND STRATEGY & CAMPAIGNS

In the 1970s, LexisNexis pioneered the electronic accessibility of legal and journalistic documents. But in the Google age, the LexisNexis brand was lagging far behind its advanced legal search technology platform. With a new CMO at the helm, LexisNexis hired Liquid Agency to reboot its brand. For our inspiration, we tapped into the ethos of the new breed of lawyer who is leading change in the legal profession. This led us to the core brand idea of “Unprecedented.” By taking a familiar legal term and flipping it, “Unprecedented” became the watchword for the individuals who embody the spirit of the new LexisNexis brand. We activated the strategy through bold, integrated campaigns that set a new tone in the legal industry—by authentically embracing the innovative roots of this search pioneer.



**Partner / Managing Partner:** You want to change the world? Here's where you start. It's time to take a look at the future. And redefine what it means to practice in a rapidly changing landscape. Evolving to keep pace with today's legal needs and tomorrow's challenges, the new Lexis Advance platform is your best place to start. Go ahead and change the world. Lexis Advance is right with you. Learn more at [lexisnexis.com/beingunprecedented](http://lexisnexis.com/beingunprecedented). #BeUnprecedented. LexisNexis

**Young Associate:** You want to change the world? Here's where you start. It's time to take a look at the future. And redefine what it means to practice in a rapidly changing landscape. Evolving to keep pace with today's legal needs and tomorrow's challenges, the new Lexis Advance platform is your best place to start. Go ahead and change the world. Lexis Advance is right with you. Learn more at [lexisnexis.com/beingunprecedented](http://lexisnexis.com/beingunprecedented). #BeUnprecedented. LexisNexis

**Librarian:** You want to change the world? Here's where you start. It's time to take a look at the future. And redefine what it means to practice in a rapidly changing landscape. Evolving to keep pace with today's legal needs and tomorrow's challenges, the new Lexis Advance platform is your best place to start. Go ahead and change the world. Lexis Advance is right with you. Learn more at [lexisnexis.com/beingunprecedented](http://lexisnexis.com/beingunprecedented). #BeUnprecedented. LexisNexis

PARTNER / MANAGING PARTNER

YOUNG ASSOCIATE

LIBRARIAN

**#BeUnprecedented**

LexisNexis

I do solemnly swear that I will not be just like everyone else. I will not take the same cases, write the same opinions and think the same thoughts as everyone that came before me—because life does not reward imitation. I will learn from the past to help inform the future. But I will choose to shape history, not just cite it.

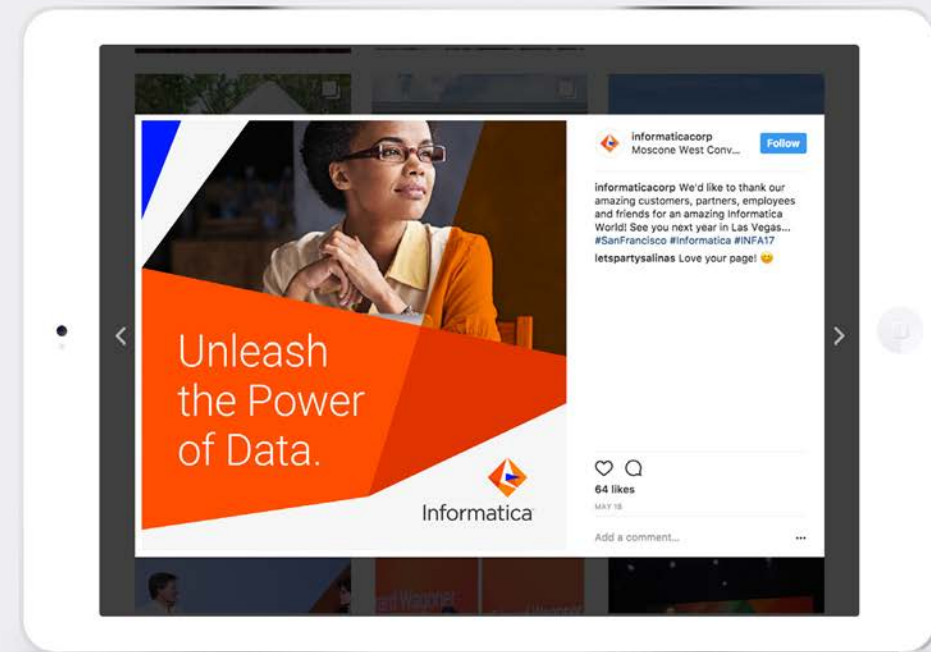
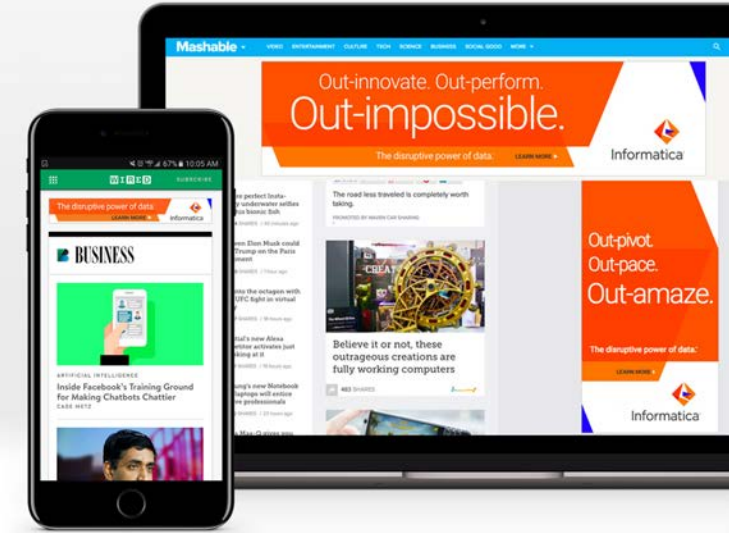
**I will Be Unprecedented.**

#BeUnprecedented at the LexisNexis booth #100

# INFORMATICA

BRAND STRATEGY, BRAND DESIGN  
& CULTURE DESIGN, CAMPAIGNS  
& MEDIA

Informatica, the \$1B pioneering brand and leading provider of data management solutions, was removed from the public markets in a private equity event in 2016. The management team was replaced, from the CEO down, with the goal to create a path to value through a public offering in the future. In early 2017, we were tasked with rebranding the company over a 90-day period. The new brand was crafted from strategy to creative execution prior to the annual Informatica user conference. Key to creating the brand was the company culture. Branding from the inside out, we worked to create the new purpose, values, ways of working and employee value proposition. This led to a companywide campaign to ignite the evolved culture called "Impossible Lives Here," which embodies the gigantic leaps that Informatica enables for its customers through data.

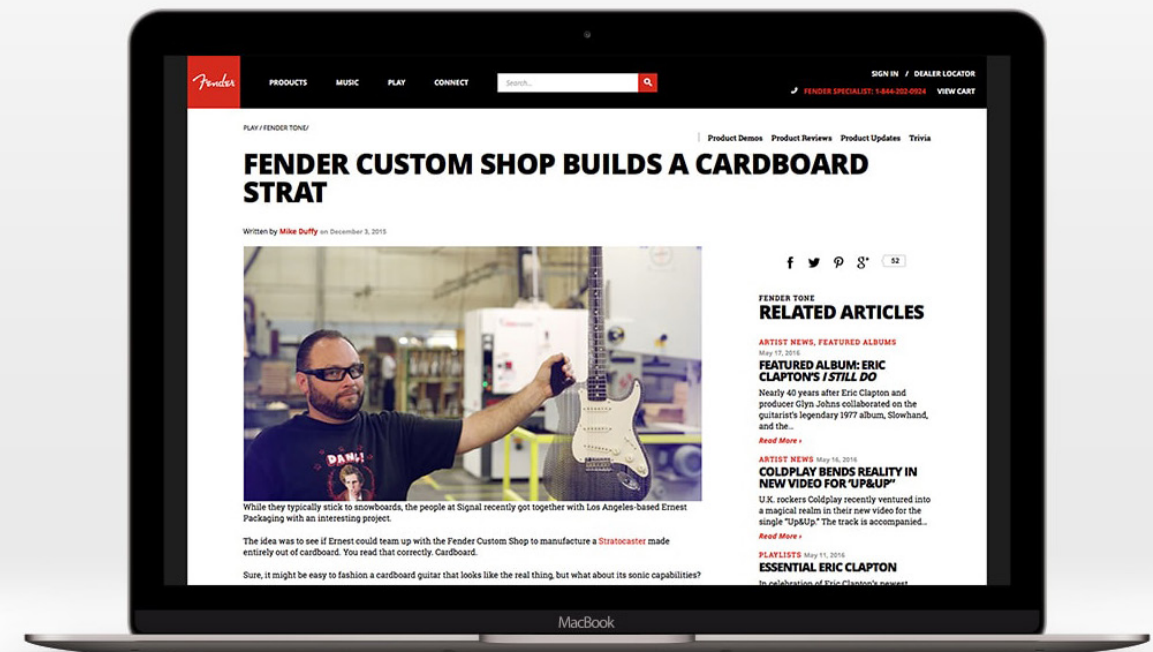


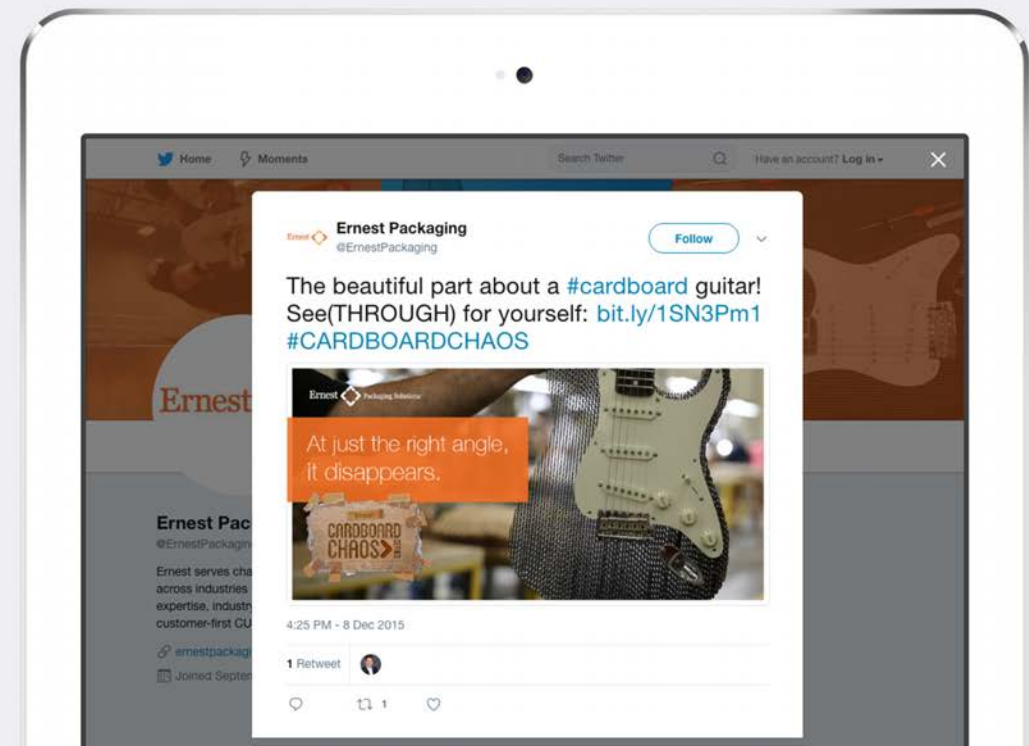
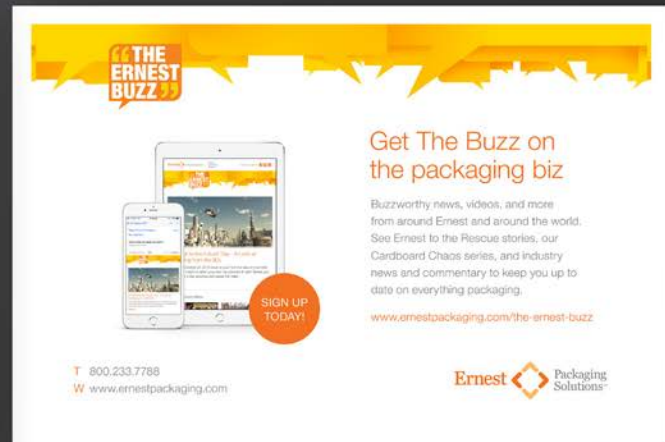
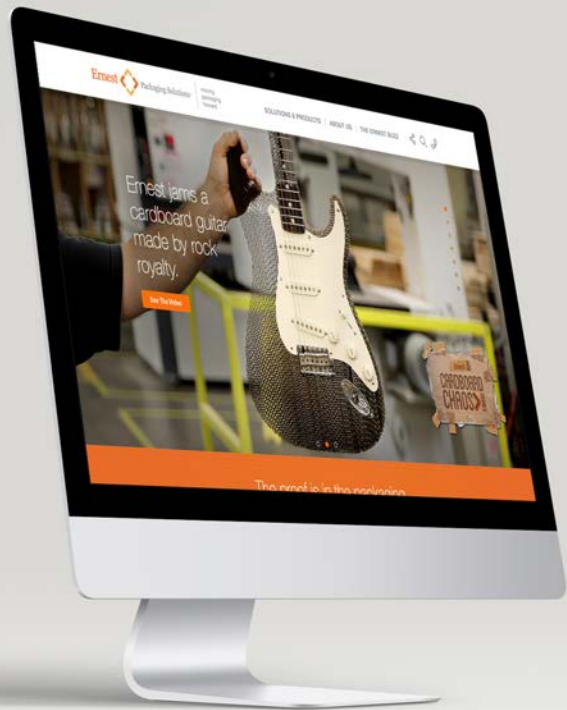


# ERNEST CARDBOARD CHAOS

CAMPAIGNS & MEDIA

How can a national packaging business that is 65 years young shine a light on their innovative spirit? More cardboard boxes? No. More “Cardboard Chaos.” Working in tandem, Liquid Agency, Ernest Packaging Solutions, Signal Productions and Raidious created a series of videos and integrated digital campaigns to document the construction of a fully functional paper snowboard, surfboard and skateboard. And, with a little help from skateboarding legend Tony Hawk’s riding ability and social following, the skateboard video surpassed over 250,000 views in its first month. Such success begs only one question... What do we do next? Build a cardboard Fender Stratocaster, that’s what. Three million plus views in the first 90 days, and it’s safe to say the cardboard Fender Stratocaster is the series’ greatest success yet.





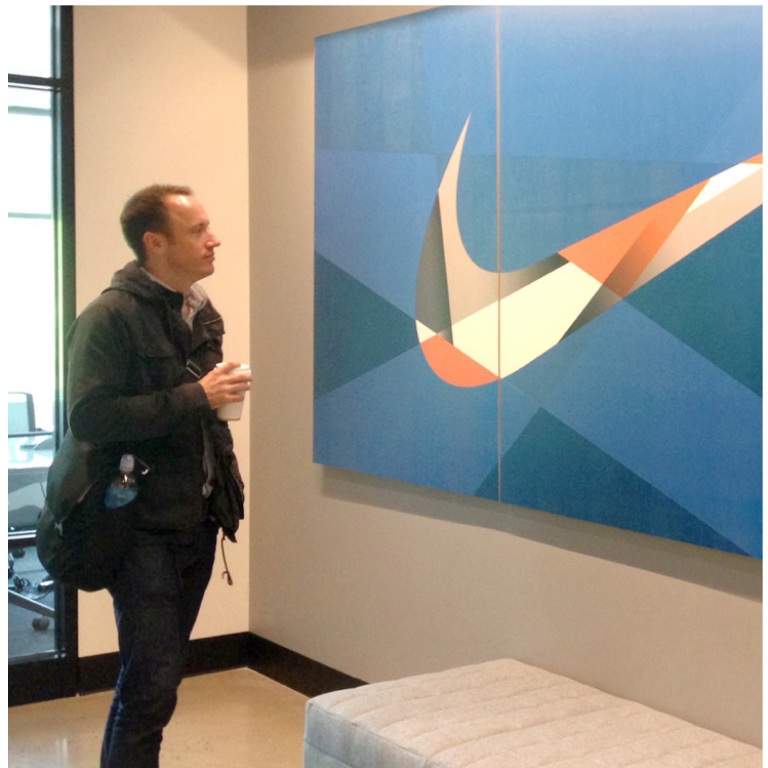
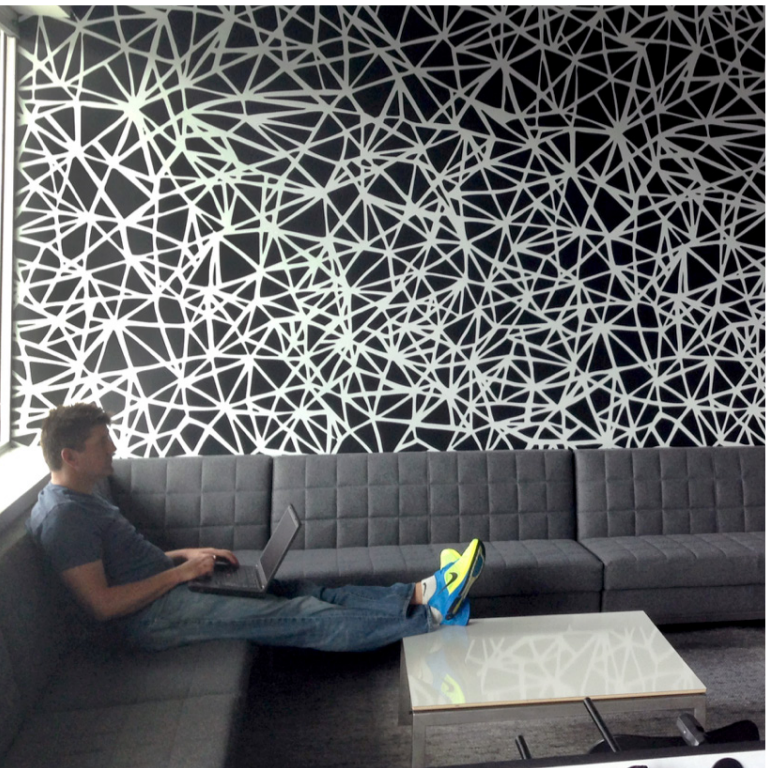
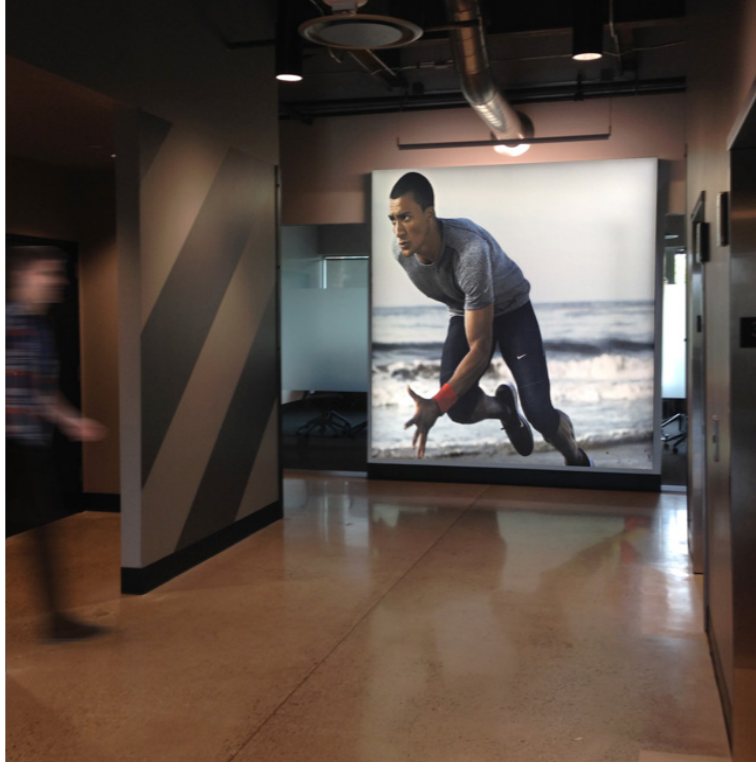
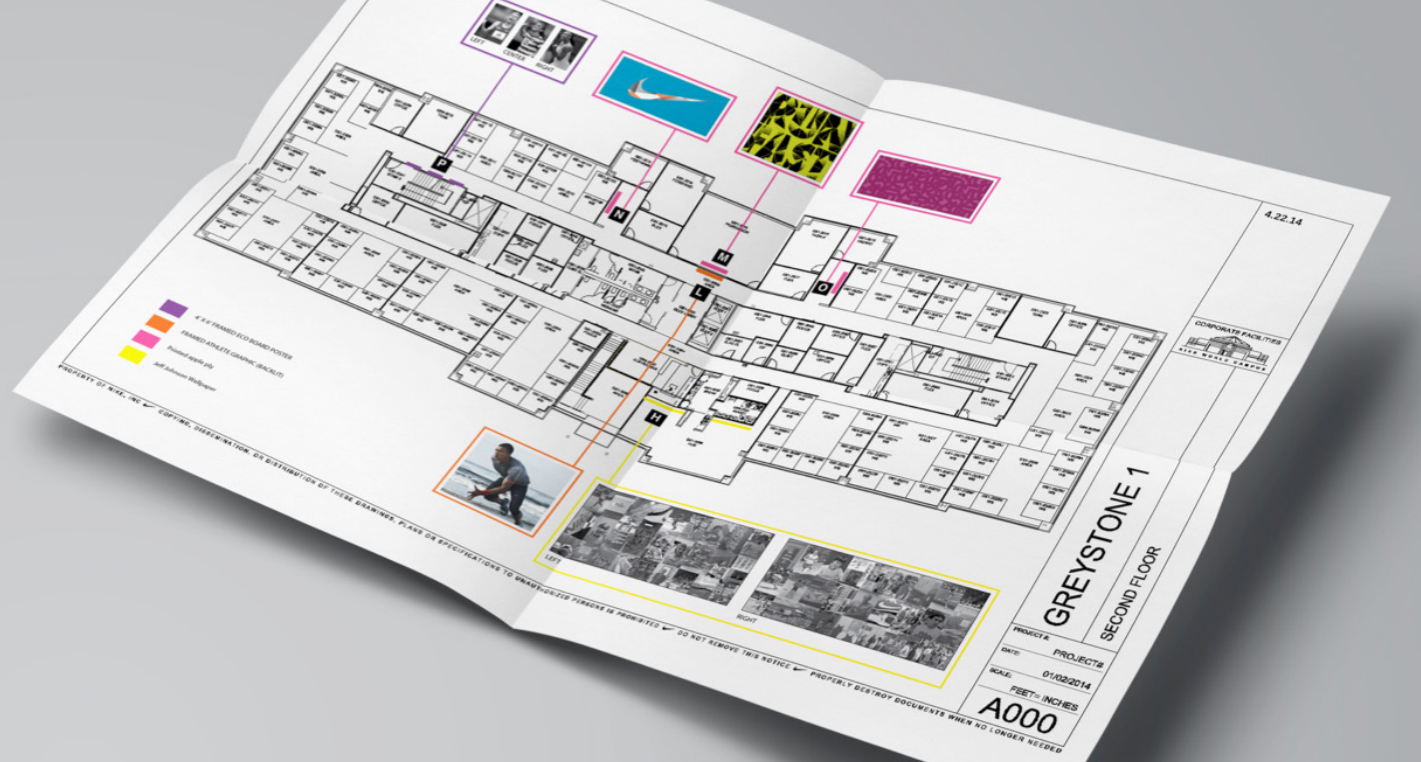


# NIKE

EXPERIENCE DESIGN

Liquid Agency designed an environmental branding solution for one of the office buildings on the famed Nike campus in Beaverton, Oregon. The project included designing wall treatments in entry lobbies, hallways, cafeterias and a variety of other public spaces. By leveraging Nike's extensive archive of historical photos, as well as visuals and patterns from the Nike image library, we celebrated the Nike brand and culture throughout the entire space.

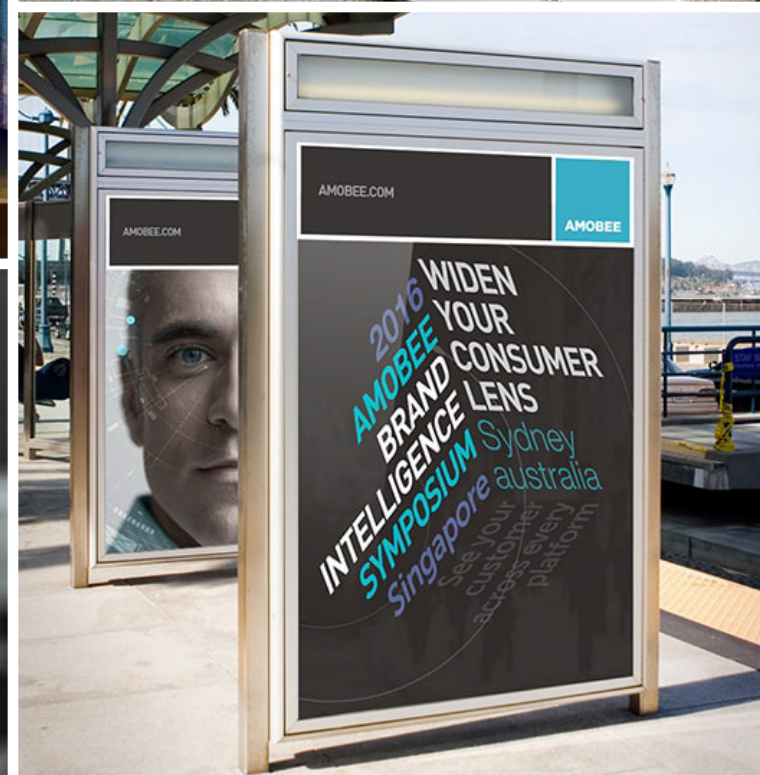


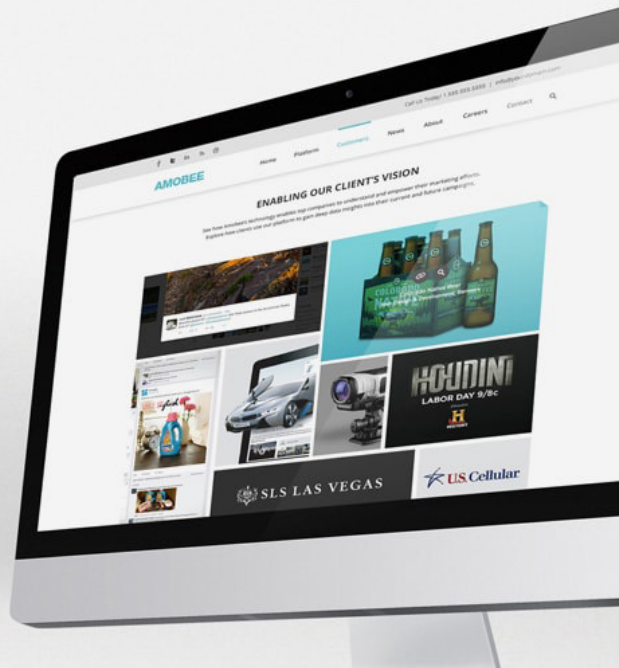
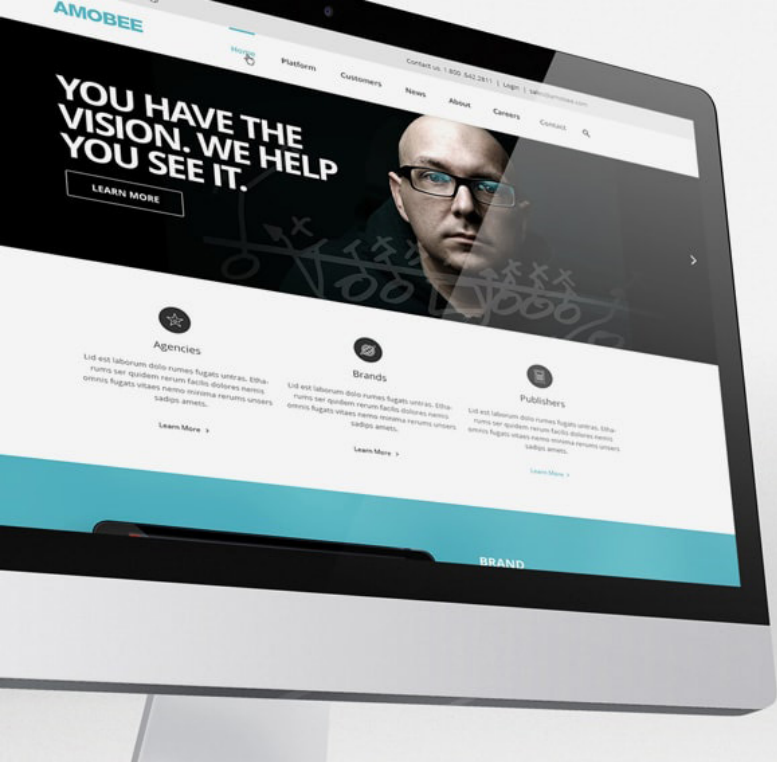


# AMOBEE

BRAND STRATEGY,  
BRAND DESIGN & DIGITAL

When Amobee, Adconian Direct and Konterra were purchased by SingTel—the third largest telecom company in the world—the goal was to create a dominant global player in marketing technology for big brands. Based in Singapore, SingTel decided that the Silicon Valley Thinking™ at Liquid Agency was best suited to make this dominance known. And the challenge posed to us was not a small one. In fact, it was very complex: to merge the three disparate company brands into one unique brand and shift the focus of the subset offerings from AdTech to MarTech. But we not only rose to the challenge, we surpassed it. Beginning with a comprehensive rebrand and culminating with a go-to-market campaign strategy, we elegantly and eloquently articulated this new brand story to a worldwide audience.





CASE STUDY | AUTOMOBILE

**LEXUS EXCEEDS INDUSTRY BENCHMARKS WITH AMOBEE'S FIRST-TO-MARKET BRAND INTELLIGENCE ACTIVATED 3D CREATIVE.**

SUBHEAD CONTENT GOES HERE.

CASE STUDY | AUTOMOBILE

**CAMPAIGN AT A GLANCE.**

<b>76%</b> CTR INCREASE FOR SMARTPHONE*	<b>74%</b> CTR INCREASE FOR TABLET**	<b>55%</b> EXPANDED AD UNIT REACH*** (BASED ON 2015 BENCHMARK)
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**TEAM ONE'S PARTNERSHIP WITH AMOBEE ALLOWED LEXUS TO ENGAGE LUXURY AUTO INTENDERS AND HIGHLIGHT THE ALL-NEW 2015 LEXUS IS PERFORMANCE FEATURES WITHIN CONTENT THAT WAS BASED ON RELEVANT, REAL TIME AUDIENCE INSIGHTS AND TRENDS. AMOBEE'S ADVANCED CINEMATIC 3D CREATIVE DELIVERED AN IMMERSIVE BRAND EXPERIENCE THAT ENGAGED CONSUMERS AND REFLECTED LEXUS' PASSION FOR INNOVATION.**

CASE STUDY | AUTOMOBILE

**CAMPAIGN GOAL**  
Lexus North America and their advertising agency of record, Team One, partnered with Amobee to generate awareness and consideration for the all-new 2015 Turbocharged Lexus IS 200t and 300t AWD models by providing their target audience with a rich and immersive mobile experience.

**CAMPAIGN BRIEF**  
Amobee's brand intelligence technology analyzed real-time digital content engagement to understand the Lexus IS target audience behaviors to inform audience targeting on relevant, trending content with rich mobile and tablet 3D creative. Leveraging mobile video, interactive mobile interstitial and 3D creative products, the Lexus IS campaign was the first-to-market automotive activation that leveraged Amobee's proprietary Brand Intelligence and 3D technology platforms. Fully rendered 360-degree models of each Lexus IS vehicle was built within Amobee's 3D platform to engage the Lexus IS target audience with an interactive, immersive experience. Vehicle highlights provided users with content about the Lexus IS performance features such as the 255-horsepower, aluminum sport pedals and F SPORT-tuned suspension. Ad effectiveness was measured by how well user engagement converted to qualified traffic on Lexus.com.

**CAMPAIGN RESULTS**  
Amobee was the top-qualified traffic provider on the Lexus IS campaign and exceeded mobile creative industry benchmarks. The 3D creative for smartphone and tablet drove the highest scale and campaign performance in driving an impression rate that beat 500+ other industry benchmarks. The average view time for the 3D ad unit was 19.03 seconds, which was 100% beyond industry standards, further indicating that the target audience was fully immersed with the branded content.

**CONTACT US**  
lexus@engagewithamobee.com

**TO SEE YOUR CUSTOMER ACROSS EVERY PLATFORM YOU'LL NEED A WIDER LENS.**

AMOBEE

AMOBEE

**ILLUMINATION FOR MODERN MARKETING.**

AMOBEE

**YOU HAVE THE VISION. WE HELP YOU SEE IT.**



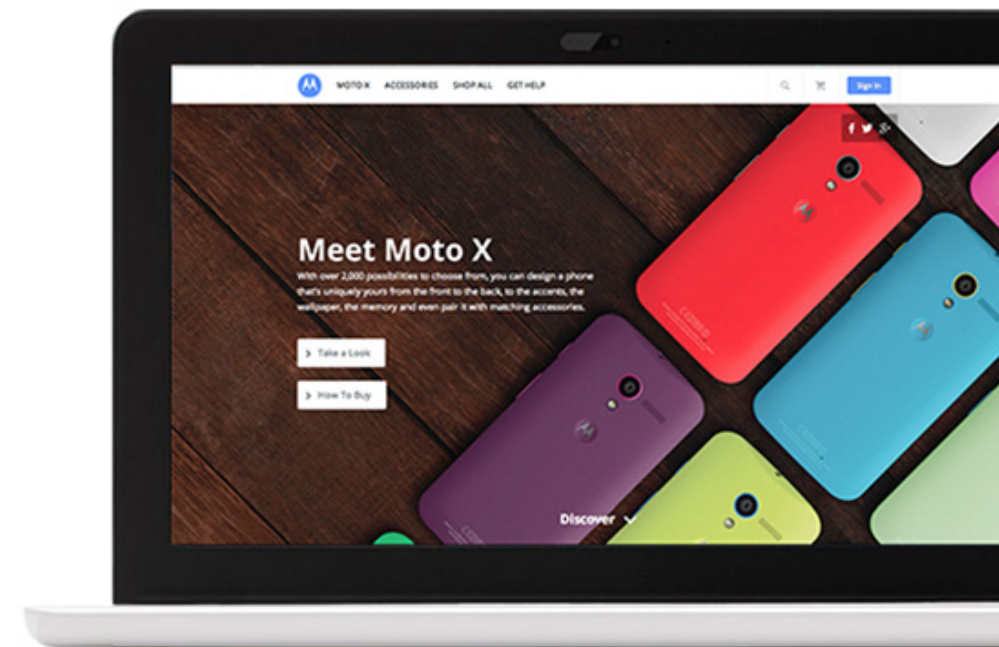




# MOTO X

BRAND STRATEGY, BRAND DESIGN,  
DIGITAL & EXPERIENCE DESIGN

Hello, MOTO! When Google hired Liquid Agency, we were ready by the transaction close date to drop into Libertyville, Ohio, and meet with their new global marketing team and consider how the storied Motorola brand would fit into the Google world. Initial work assignments included strategy, brand identity exploration, packaging, conference and tradeshow design, carrier presentations and retail experience explorations. After catching up with Droid-branded phones in the chute, we eventually focused most of our attention on helping with the much-anticipated launch of the MOTO X brand. This launch represented the rebirth of Motorola since its purchase by Google. In the first two years, Motorola's global market ranking moved from 18 to 10. Eventually, we also launched MOTO's first smart watch—the MOTO360.



You use your voice  
not your hands.

# HP CHROMEBOOK 11

BRAND DESIGN

When HP and Google came together to create the HP Chromebook 11, the ultra-minimalist and super affordable laptop designed to give more people access to the internet, they knew they needed a packaging solution to match. Liquid Agency was happy to help. With a little inspiration from a takeout box and collaboration with structural packaging designers at Uneka, our team was able to develop an innovative solution using tree-free, compostable pulp made from rapidly renewable plant fibers—about the same cost as plastic, but much better for the environment. Jordan Shapiro from *Forbes* summed it up best when he said, “I was immediately struck by the packaging. There’s a story in it. This box isn’t just for shipping. It also begins a relationship.” Now there’s a compliment.

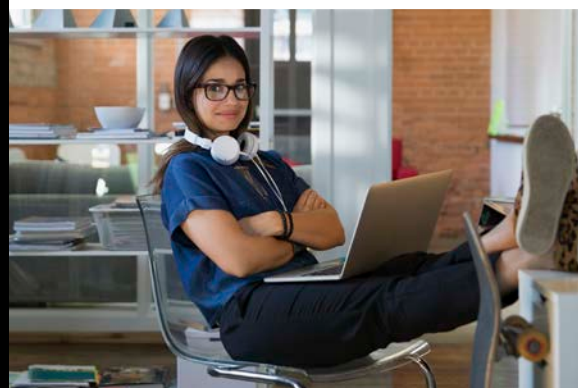




# GE PREDIX

BRAND STRATEGY, BRAND DESIGN & EXPERIENCE DESIGN

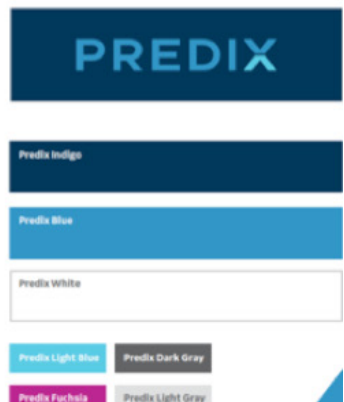
For 140 years, GE has been best known as an industrial giant. But in today's world, GE is striving to become a nimble, digitally driven company fueled by the Industrial Internet of Things. To capitalize on this, GE created Predix, a new operating system for Industry. Predix represented an opportunity for GE to break from the past and develop serious credentials in software—something GE has not been famous for. So, GE hired Liquid Agency to build a brand for Predix that would both act as a standalone brand, but also provide much needed digital equity for GE's evolution as both a brand and a business.

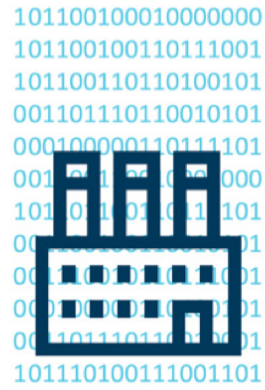


# PREDIX



Predix GE Inspira Sans  
The world runs on industry, and industry runs on Predix.





Industry is transforming and GE is at the heart of the shift



Industrial organizations work differently today

IT  
+  
OT  
v  
IIoT

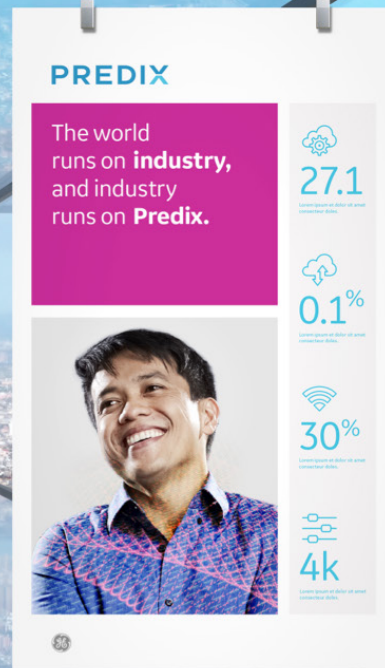
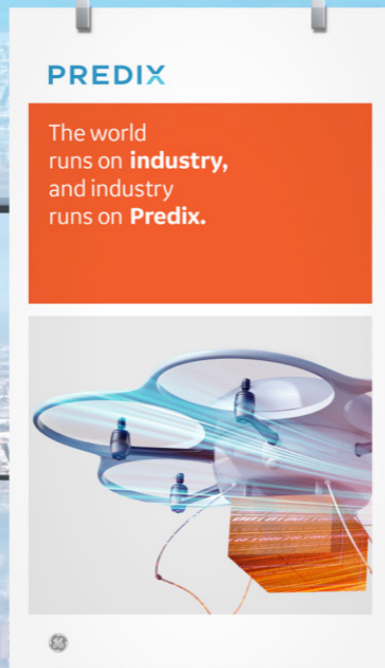
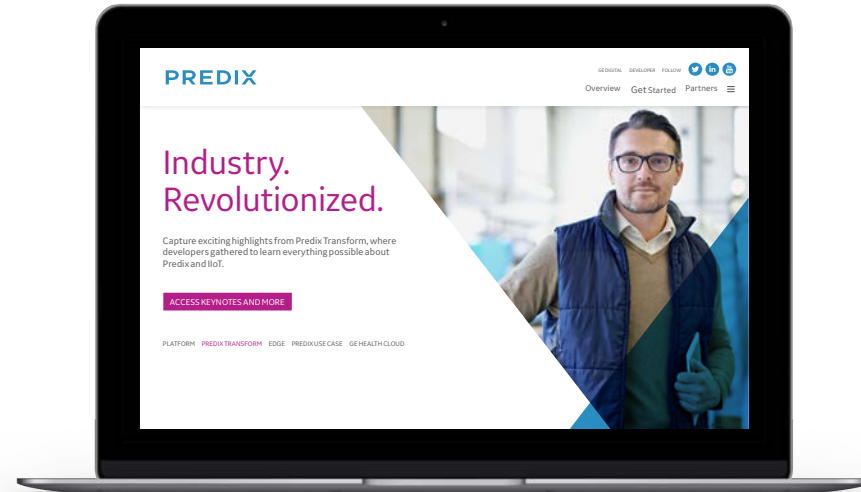
Information Technology + Operations  
Technology > Industrial Internet  
of Things



Industry.  
Revolutionized.

PREDIX

About Predix  
Predix is the industrial internet platform that connects data from physical assets to generate insights. Predix can operate on any physical assets, allowing companies to quickly and securely connect their assets, collect data and build new applications.  
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predix.io  
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Inspiring a community of **builders**  
to make the world run better.

**PREDIX**  
By builders. For builders.

# WE'D LOVE TO HEAR FROM YOU.

If you're interested in learning more about Liquid and how we can help you create an amazing brand experience, please feel free to contact us at [hello@liquidagency.com](mailto:hello@liquidagency.com).

# EXPERIENTIALLY YOURS, LIQUID AGENCY



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