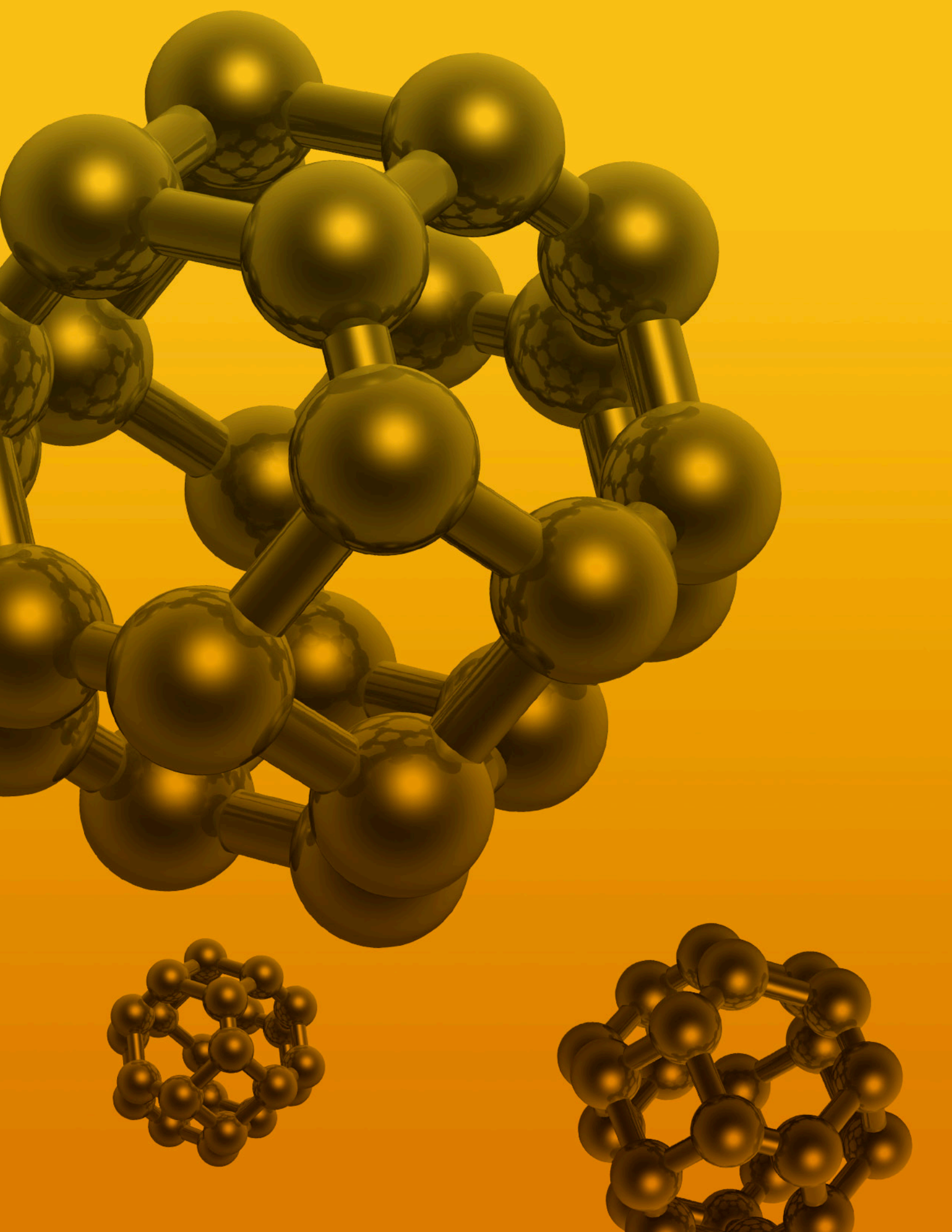




TRANSFORM
YOUR BRAND.

Science.



THE ART AND SCIENCE OF BRAND TRANSFORMATION

When you are losing market share, when sales are soft or when your brand seems dated, less relevant or out of touch with your target audience, it may be time to revitalize your brand and unlock the value trapped within.

Great brands don't just happen. They are strategically created and aligned with your business, carefully planned, designed and built with a clear purpose. Successful brands cut through the clutter, get noticed and connect with customers and prospects on many levels.

Great brands tap into emotional drivers, are built on authenticity, credibility and trust, deliver on their promise every day, are singularly focused, clearly know what they stand for and what they don't, and most of all, produce economic value. At the end of the day, a brand is an intangible financial asset that drives dollar value and market capitalization and a differentiator that leads to competitive advantage.

CONNECTING IDEAS AND CREATING OPPORTUNITIES

Creativity is the engine of innovation in building brands and revitalizing brands. We create innovative marketing communications with imaginative strategy, fresh creative ideas and inventive use of social engagement and digital technology that engage audiences, drive response, grow sales and strengthen brands.

Science Creative is a virtual creative agency of senior-level designers, writers, marketing strategists, producers, programmers and technology specialists that provides clients with decades of brand and creative experience earned at award-winning agencies and with major corporations.

SERVICES

BRAND IDENTITY

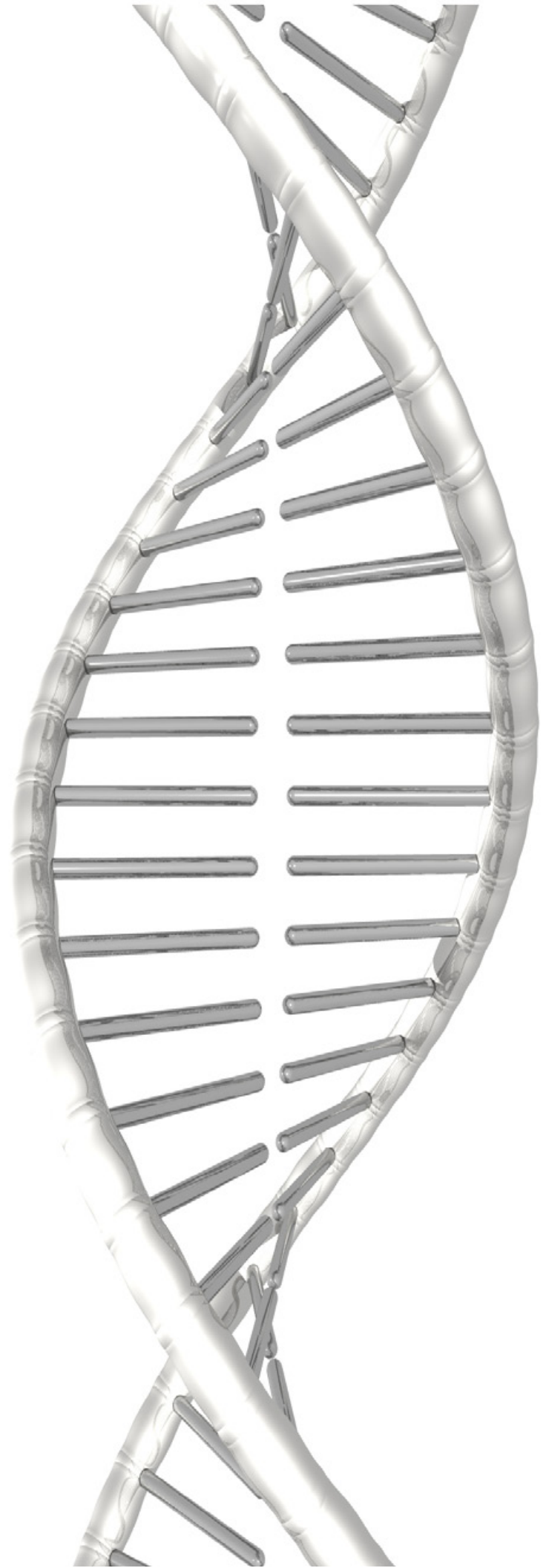
- LOGO DESIGN
- PACKAGE DESIGN
- PRODUCT NAMING
- TAGLINE DEVELOPMENT

WEB DESIGN + ONLINE MARKETING

- WEBSITE DESIGN + DEVELOPMENT
- BLOG + CONTENT MANAGEMENT SYSTEMS
- ONLINE PRODUCT DEMOS + VIDEOS
- DIGITAL ADVERTISING
- SOCIAL MEDIA SOLUTIONS

INTEGRATED MARKETING

- BROADCAST + VIDEO
- PRINT ADVERTISING
- PROMOTIONAL DESIGN
- COLLATERAL DESIGN



BRAND AND CLIENT EXPERIENCE



AJ WRIGHT
 ALABAMA PUBLIC TELEVISION
 APPLIED ULTRASONICS
 ARIZONA DIAMONDBACKS
 ASSETPLANNER.COM
 BASHAS' GROCERY
 BIO IT WORLD MAGAZINE
 BIOTECH INC.
 BONNEVILLE COMMUNICATIONS
 BOYS AND GIRLS CLUB
 THE BOSTON FOUNDATION
 BRUNO'S SUPERMARKETS INC.
 BUFFALO ROCK BOTTLING COMPANY
 BULLHORN.COM
 CACHET HOMES
 CARR AUTOMOTIVE GROUP
 THE CHRISTIAN SCIENCE MONITOR
 CONCERTO SOFTWARE
 CONCORD PACIFIC
 DESHAZO CRANE COMPANY
 DILLARD'S
 DISTRIBUTIVE NETWORKS
 ENVY WORLDWIDE
 EMPIRIX
 ESTARA
 FIRST COMMERCIAL BANK

FOOD WORLD
 GENESEE BEER
 HANDYMAN ONLINE
 HIGHER GROUND ROASTERS
 HOMEGOODS
 HONDA
 INTUIT
 L-3 COMMUNICATIONS
 LAS PALAPAS RESTAURANTS
 THE MARCH OF DIMES
 MARS PETCARE USA
 MASS HORTICULTURAL SOCIETY
 MASSAGE ENVY
 MAZDA DEALERS ASSOCIATION
 MCDONALD'S CORPORATION
 MEIJER
 MERITAGE ACTIVE
 MOTUS MOTORCYCLES
 NW VOLVO DEALERS ASSOCIATION
 ORCA BAY SPORTS
 PARISIAN
 PEDDLER'S HOME DESIGN
 PHOENIX INTERNATIONAL RACEWAY
 PHOENIX SUNS
 PLAID PANTRY
 POCKET WIRELESS

POLARTEC
 QUIVIRA LOS CABOS
 RAYTHEON
 REEBOK GOLF
 RHODE ISLAND EYE INSTITUTE
 SALOMON SPORTS
 SAN ANTONIO SPURS
 SEARCHANDISE COMMERCE
 SEC BASEBALL
 SERVISFIRST BANK
 JANE SEYMOUR HOME
 SEAFOOD FOR THE FUTURE
 SHERATON HOTELS
 SPEC PERFORMANCE CLUTCHES
 SPECTRUM ATHLETIC CLUBS
 TAYLOR MORRISON
 TOYS "R" US
 UNITED STATES BAKERY
 UNIVERSAL MUSIC GROUP
 THE VALERO TEXAS OPEN
 VAIL RESORTS
 VERYFINE PRODUCTS
 VOLKSWAGEN
 WCVB-TV
 WESTERN STEVEDORING

BUILDING A BRAND WITH A CONSCIENCE

PROJECT

Brand identity, Product Packaging, Print Advertising & Signage, Website, Social Media Platform

CHALLENGE

Higher Ground Roasters is an environmentally responsible and socially connected company that follows its heart in business: to make the world a better place by providing 100% fair trade, organically and shade-grown premium roast coffee through honorable and ethical business practices. A small company of young entrepreneurs based in Alabama, Higher Ground Roasters is dwarfed in size and marketing resources by giant brands in the coffee business like Starbucks and Green Mountain.

Higher Ground Roasters needed a branding platform and socially connected website to engage wholesale buyers to gain a retail foothold in grocery stores and to reach eco-conscious coffee connoisseurs to drive consumption and build a loyal following.

SOLUTION

A simple expression of nature, honesty and integrity became the center of the brand design we created for a new communications platform that included a retail focused, socially engaging, e-commerce website to drive both trade and consumer sales and new retail packaging to establish a strong shelf space presence for the brand.

RESULT

The trade and consumer markets responded favorably and profitably with increases in awareness, sales growth, distribution in key retail outlets like Publix and Whole Foods, and expanded web sales. Higher Ground Roasters was awarded Roast Magazine's "Micro Roaster of the Year" for 2008.

RETURN ON INVESTMENT

- 20-30% annual sales increase goals met or exceeded in first two years since brand launch
- Galvanized a loyal following with wholesale and consumer audiences
- Immediate impact in marketing and selling efforts
- Established clear point of interest and competitive difference

www.highergroundroasters.com



SCOPE OF WORK

- Brand strategy and marketing strategy consultation
- Logo design, product package design, tagline & messaging development, website design
- Custom social media platform design

KEY BENEFITS

- Stands apart from the competition and stands up for its beliefs
- Content is easily shared between a variety of social media outlets
- Custom shopping system allows wholesale and direct customers sales with ease

TECHNOLOGY

- Custom PHP commerce system
- Integrated company blog

REALIZING AN AMERICAN DREAM

PROJECT

Brand Identity, Website

CHALLENGE

There's a growing population among American motorcycle riders who are disenchanted with slow, rumbling, V-twin engine behemoth motorcycles like Harley-Davidson and have flocked to sport touring motorcycles. The sport touring market, once dominated by foreign manufacturers, will now have to contend with a start-up American manufacturer that's building a new All-American high performance sport touring motorcycle.

Motus Motorcycles is developing the first V4-powered, lightweight, high performance, long distance sport touring motorcycle, a next generation All-American bike that provides an incredibly comfortable ride, delivers an extraordinary exhaust note, is engineered in Michigan and is designed and built in Alabama. The new 2011 MST-01 sport tourer with a 1650cc V4 engine could put America back on the map as a builder of high performance, sport oriented motorcycles.

Motus needed a logo, a brand identity and a website to communicate the early stage development and production of its new motorcycle, crucial marketing elements to build a following of potential investors and future buyers.

SOLUTION

During our exploration into the Motus brand and investigation of the potential buyers of the MST-01, we uncovered the simple truths about riding enthusiasts of sport touring bikes and the Motus brand DNA. Tapping the brave, hard working, non-conformist and fearless attitude of the Motus brand, we created a new brand architecture that includes a logo that works as both a badge and shield, a bold, iconic design and a scalable website with a content management system that easily accommodates updates in product imagery, details, photography and video.

RESULT

The fresh modern brand design and new website enabled Motus to quickly capture the attention of the motorcycle industry and engage the audience of riders anxious to experience the promise of a new All-American motorcycle with a first look at the MST-01 on its way to the production line. Site visits grow daily with a consistent flow of requests for buyer and investor information. Motus has received frequent mentions in prominent motorcycle blogs and industry trade publications.

RETURN ON INVESTMENT

- Growing community of enthusiastic followers and investors
- Increased attention, buzz and frequent mentions in motorcycle press and blogosphere
- Instant transformation from invisible to very visible in a highly saturated market
- Organic and direct visits and time spent have increased exponentially since the launch of the new site



SCOPE OF WORK

- Brand strategy and marketing strategy consultation
- Development of a brand “road map” to lead branding, design and communications
- Iterative staging and build-out of the new website
- Logo design, messaging development, website design and programming

KEY BENEFITS

- Boldly presents a new concept and brand and establishes a clear point of difference
- Design and aesthetics translate well on both the motorcycle and in communications
- Website is easily manageable for frequent content updates

TECHNOLOGY

- Expanded navigation includes product information, videos and downloads
- Content management optimized for multi-media content
- Coding to accommodate increasing data collection of visitor information

A PRACTICAL LESSON IN THE SCIENCE OF STRENGTH

PROJECT

Brand Identity, Website, Product Video, Print Advertising

CHALLENGE

Applied Ultrasonics provides a revolutionary application of ultrasonic energy in a practical high powered tool that substantially strengthens and extends the useful life of metal structures in mining, aerospace & defense, bridges and infrastructure and heavy transportation equipment. These are demanding industries where metal fatigue, corrosion and repair can not only impact the longevity of infrastructure but put lives at risk as well.

Applied Ultrasonics invested 10 years testing ultrasonic energy treatment and validating the feasibility and cost-effectiveness of the technology to the government, industries and academic authorities and was ready to transition from an R&D focus and to sales and marketing. The company needed a new website to distill the science lesson of ultrasonic energy into a business friendly, non-scientific communications and branding platform.

SOLUTION

The ability to strengthen metal is the overriding core benefit of ultrasonic energy. Stronger metal means enhanced performance, greater reliability, utility and usefulness. Based on the concept of strength, we were able to demystify the company's UIT application technology with a new branding platform that included a new website, high definition product video, flash presentation, and print and online advertising that highlights the key selling points and engages a spectrum of audiences in a variety of industries.

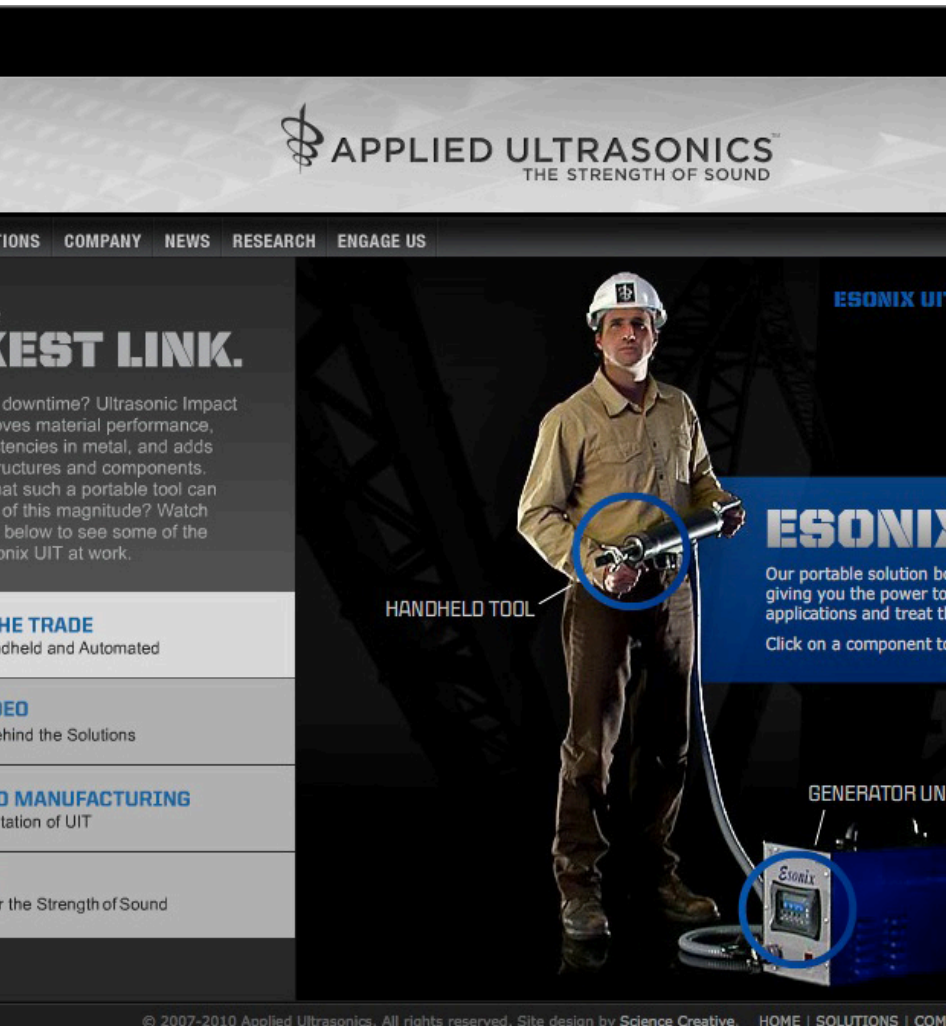
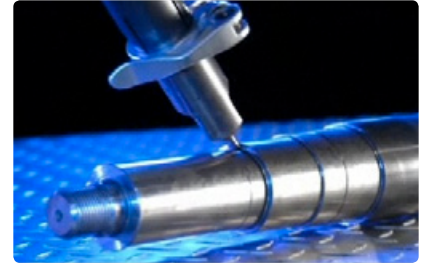
RESULT

As an ownable concept and positioning, strength enabled us to build a brand that captures the essence of the company's brand and conveys its selling proposition in concise, easily understandable language. The new branding quickly raised the profile of the company as a credible and established technology provider, helping to generate a significant increase in traffic to the website and greater demand for sales information, consultation visits and sales presentations.

RETURN ON INVESTMENT

- Immediate impact in brand credibility and image of authority
- Comprehensive presentation to assist sales efforts
- Increased awareness, recognition and sales inquiries

www.appliedultrasonics.com



SCOPE OF WORK

- Brand strategy, web strategy
- Hosting consultation, content creation, website design and programming
- Print and online advertising development
- Flash animation design, development and production
- HD video design, development and production

KEY BENEFITS

- The power of strength is expressed with clear messaging and heroic images.
- The company's marketing position and point of distinction are clearly defined.
- Complex technology is demystified through use of interactive showcase of photography, flash animation and HD video.

TECHNOLOGY

- Flash animation, simple navigation on the website
- Multimedia to tell the story of technology in practical terms
- Optimized for scale of additional content needs and future growth

INSPIRING SUSTAINABILITY WITH BRAND STEWARDSHIP

PROJECT

Brand Identity, Website, Magazine, In-Store Signage

CHALLENGE

A non-profit advisory and certification program sponsored by the Aquarium of the Pacific in California, Seafood For The Future works closely with chefs, retailers, fisherman, scientists and consumers to ensure that sustainable seafood is readily available and easy to identify at local restaurants, fish markets and grocery retailers like Whole Foods and Trader Joe's in Southern California. Success of the program is measured by growth of participating restaurants and retailers, changes in consumption of seafood, awareness, name recognition and education.

Seafood For The Future lacked a credible, authoritative brand image that both business audiences and consumers could instantly recognize and trust along with a simple articulation of their mission. They also needed a scalable website that could grow as their content expanded.

SOLUTION

Enlightenment about seafood sustainability is a combination of inspiration and interest - an innate curiosity and delight in seafood cuisine, a sense of responsibility in environmental and health issues and a human inquisitiveness about the world of aquaculture and marine biology. The organization's spirit of community advocacy, progressive action and healthy social responsibility became embodied in new brand transformation with a logo that symbolizes social movement, a call-to-action tagline, a socially engaged website to mobilize participation, an e-newsletter to stay connected with a growing population of followers, a cooking magazine to celebrate the simple art of cooking sustainable seafood and an education poster to raise awareness in the restaurant industry.

RESULT

With a new brand platform, Seafood For The Future has quickly elevated the program to a prominent regional stature that rivals its largest competitor, Monterey Bay's 10 year old SEAFOOD WATCH program, in awareness, recognition and credibility, clearly positions and differentiates its message and engages a diverse audience that includes restaurant professionals, retailers, wholesalers and consumers.

RETURN ON INVESTMENT

- Steady growth in acquisition of partners, including restaurants, suppliers and retailers
- Measurable improvements in consumption behavior, lower levels of consumption of endangered species at participating restaurants and retailers
- Greatly increased online activity including searches, website traffic and unique visits, time spent and downloads



SCOPE OF WORK

- Brand strategy, creative strategy
- Brand manifesto
- Logo, website, blog, e-newsletter, magazine, posters and Signage
- Design, copy and content creation

KEY BENEFITS

- Established credibility, brand recognition and a clear point of difference.
- Provides essential brand assets and key marketing tools to generate awareness and mobilize participation
- Allows for easy client-side content management

TECHNOLOGY

- Customized and flexible CMS solution based on WordPress
- Created modular, gallery style environment to accommodate constant flow of new information and updates
- Integrated downloadable online magazine with "flip book" functionality

Science.

www.sciencecreative.com

design + marketing

Lee Gustafson

617.733.8498

lee@sciencecreative.com

Edward Munro

480.677.0074

ed@sciencecreative.com

