



/ Dupont: Our Human Nature

With the introduction of new flavors, Dupont needed a new focus. We helped hone

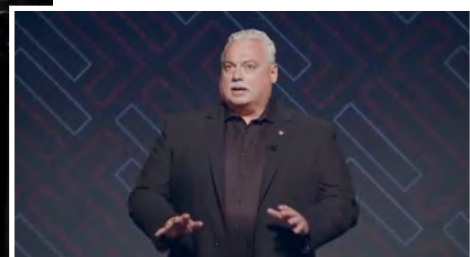
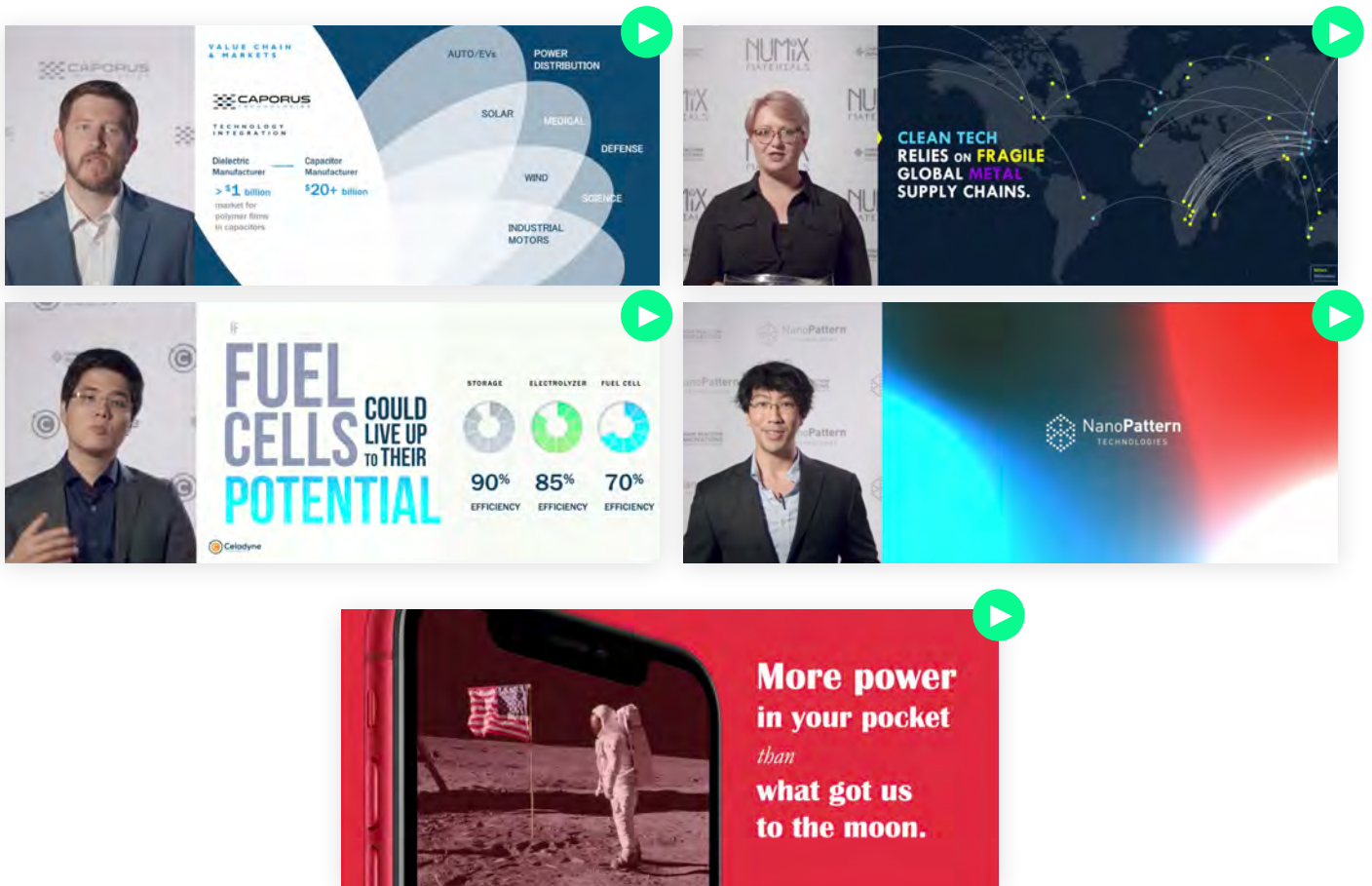
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/ Argonne's Chain Reaction Innovations: Demo Day Virtual Conference

We helped Argonne's CRI Incubator transition their Demo Day to a virtual/blended experience, story-designing their teams' pitches into impactful visual narratives.

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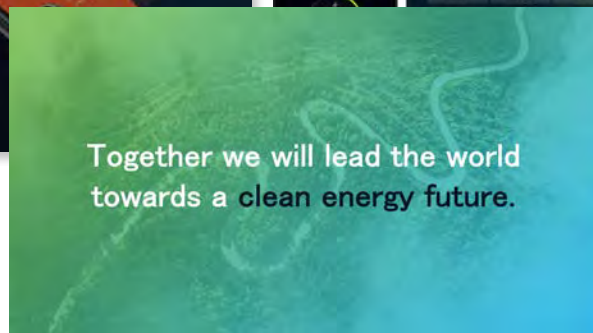
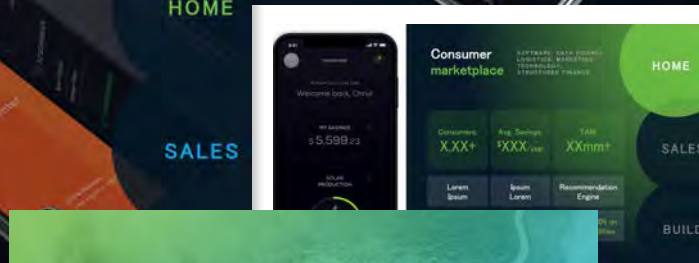
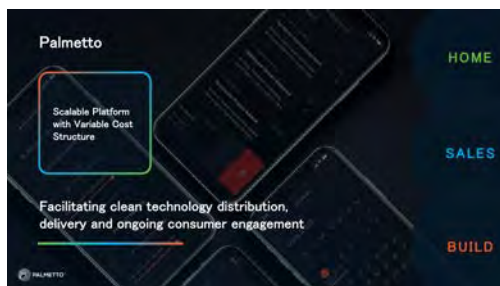
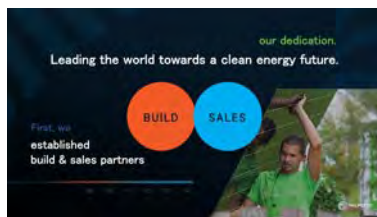




/ Palmetto: Our Dedication

Palmetto needed to show potential investors not only their incredible traction, but to also convey their true dedication to leading the clean energy future in a framework that championed their immense ecosystem of product offerings, and how they evolved to that point.

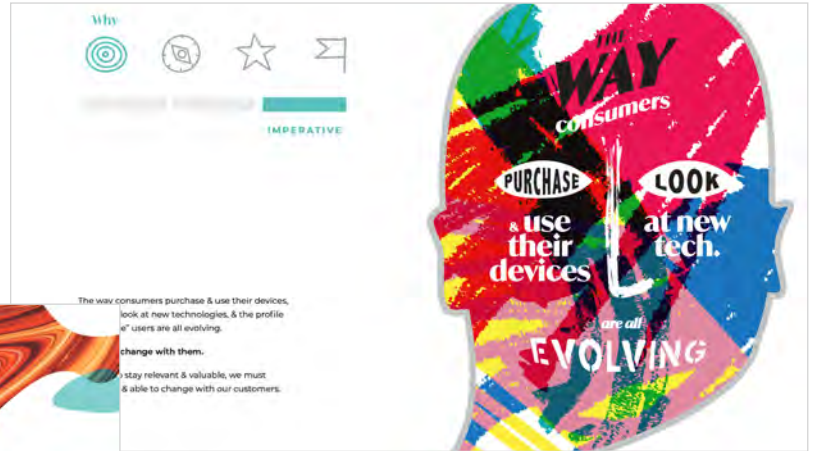
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/ U.S. Cellular: Innovation Manifesto

With the coming of a new CEO, new innovation standards had to be communicated effectively.



CHAPTER ONE
Internal Disruptive

Leadership charged the newly-formed team to **disrupt** the core business offering.



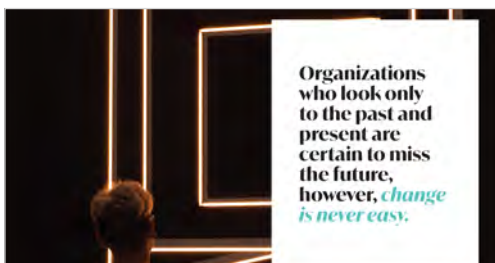
Challenge

Mobile customer experience experts were primarily designed to give every branded L2/C2 item to customers who visited that local store during one of the quarterly weekends throughout the year.

This strategy provided a low-key service marketing team with a chance to engage customers in a capacity that would build advocacy and loyalty.

Although some customers valued the branded products, store traffic was not incrementally driven by these appreciation cards.

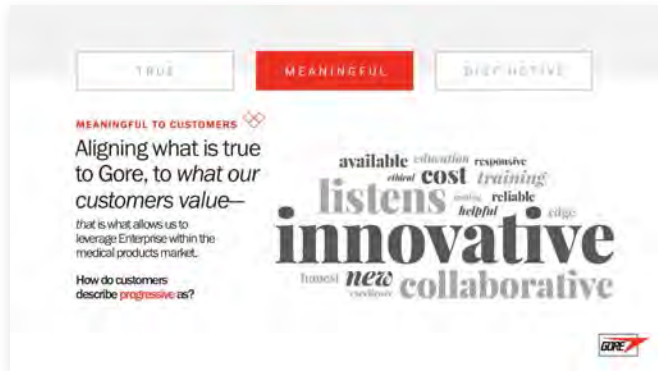
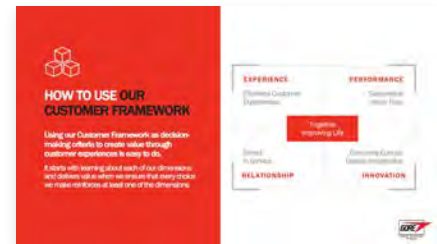
With a desire to revitalize the events into engagement experiences beyond transactional giveaways, the Lifecycle team enlisted Innovation to help ideate new concepts.





/ Define > Design > Align. Gore was going through a paradigm shift as an organization, and as such, needed to align company-wide. We collaborated with Gore to help define their vision to a digestible narrative, set to dynamic design that not only kept the content engaging, but elevated the Gore brand as whole. Deliverable included HTML5 export + video.

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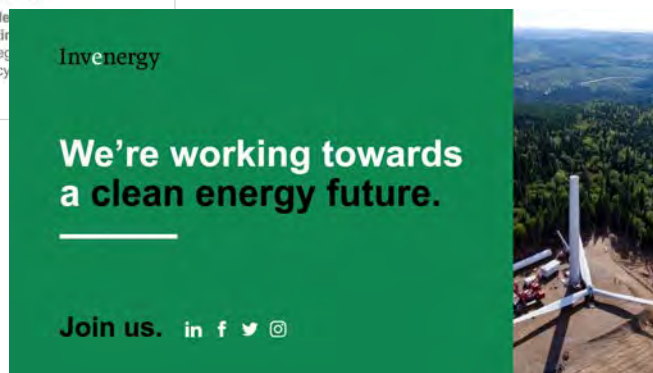
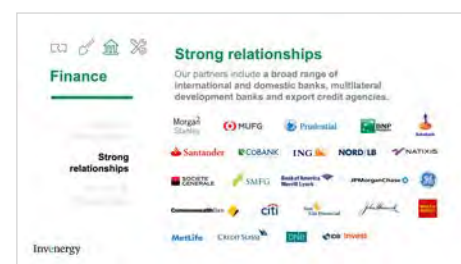
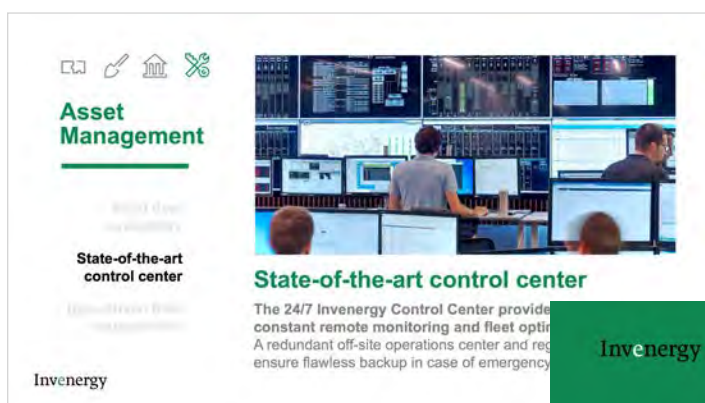
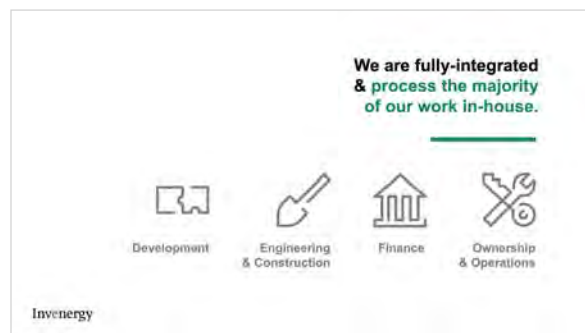
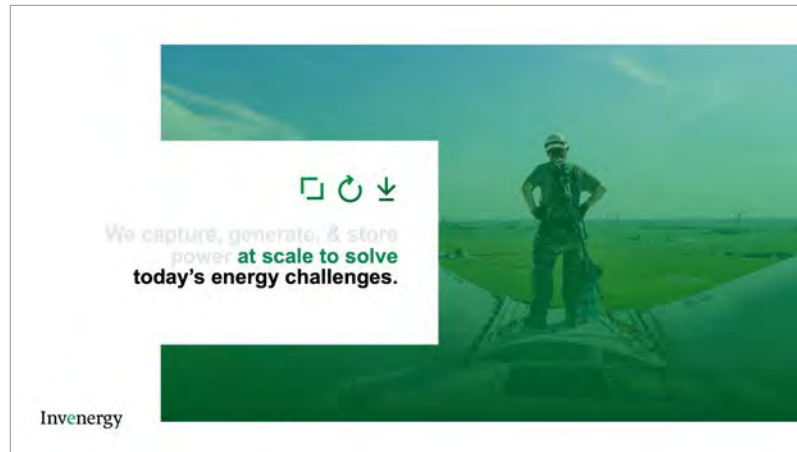


Invenergy

/ Invenergy Capabilities

We helped the premier private energy company align communications from top-down.

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