

Client Profiles



U.S. brand launch

Cogmed – Swedish software firm launches product in the U.S. to help children, adolescents and adults improve their mental focus. Crafted the story of how a breakthrough working memory training program changes lives and told it through traditional media, white papers, microsites, e-newsletters, illustrations and online video.



Information engagement

U.S. Army – Public Affairs and Information Operations officers search for a more effective way to tell the U.S. Army story in a challenging media environment. Conducted a series of seminars at senior leadership forums to educate them on the technique of Narrative Mapping™ and how to cut through the clutter.



Brand refresh


Harris Private Bank – Wealth Management business unit refreshes brand identity in a challenging economy to stand apart from struggling competitors. Built a cohesive strategic narrative with senior leadership team and designed message guidelines and executive videos to rally the organization around a more compelling positioning.




Integrated marketing

iDirect – Manufacturer of satellite communications technology identifies new vertical markets around the world to sell its hardware platform. Designed industry-specific messaging that was packaged in online video, animated illustrations and client case studies to showcase how their innovations are relevant in new segments.





 Narrative Mapping

 Graphic Design

 Online Video

 Message Guidebooks

 Content & Collateral

 Online-Interactive

 Social Media

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Employee communications campaign

Jones Lang LaSalle – Global real estate management firm is poised to make the business case for diversity and inclusion. Designed a “smart management” campaign storyline that's packaged in a four-color employee mailer, e-newsletters and a video podcast series featuring the senior leadership team.



Video client testimonials

Metavante – Financial services technology leader wants a cohesive message platform that unites diverse business units under a strategic brand positioning. Led thirteen lines of business through Narrative Mapping workshops that culminated in capturing video testimonials at an annual client conference that all echo the brand story.



Video corporate overview

Rayner and Rinn-Scott – Manufacturer of wood products and custom mouldings is poised to relaunch its Website and needs to grab its audience. Designed two short-form videos that tell the story of how a 150-year-old company has managed to preserve its rich tradition while finding countless ways to innovate.



Strategic messaging

SAP – Global software provider needs to explain the value of several high-profile strategic alliances and partnerships internally and externally. Led a series of Narrative Mapping sessions in the U.S. and Europe that united partner teams to capture and tell a single story of the business value they create together.

