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## BRAINSTORM

At Brainstorm, our course is guided by a unique passion for excellence in benefit-driven solutions. Our positioning statement, "because we think harder," speaks to the fact that we think strategically on behalf of our clients in solving their communication challenges and enhancing their marketing opportunities. Our goal is to help each client to accomplish outlined objectives. Whether those goals include increasing revenues, advancing efficiencies, lowering expenses or fostering new and repeat business, we always look to positively affect the quality of our clients products and services. Through our proprietary, strategic, market-driven process, called THINK benefit™, we provide tangible, quantifiable results that give our clients the competitive edge. That's why *U.S. News & World Report* called Brainstorm: "a new breed of consultant."

Brainstorm offers a complete approach to marketing needs that is rooted in analysis as well as creativity. Before we begin a project, we first consider what the finished product should accomplish, not simply what graphic elements it should contain. From conception to completion, our integrated, strategic design services include corporate, brand and product identity; print collateral; multimedia presentations; web development; consumer packaging and sales collateral materials including business-to-business as well as business-to-consumer based initiatives.

Our vision is to be a creative partner for our clients, to deliver innovative and effective solutions that meet every marketing challenge and to expand organizations to encompass new and limitless opportunities.

**FUSING** brand strategy and proven business solutions with integrated web, print, multimedia and concept development



1

- 1. Indy 500 Brand Identity
- 2. Motorola Interactive



2



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- 1. CMK Collateral
- 2. Thomson Interactive
- 3. SpotCast Collateral
- 4. RCA Dome Brand Identity
- 5. 2Die4 Collateral

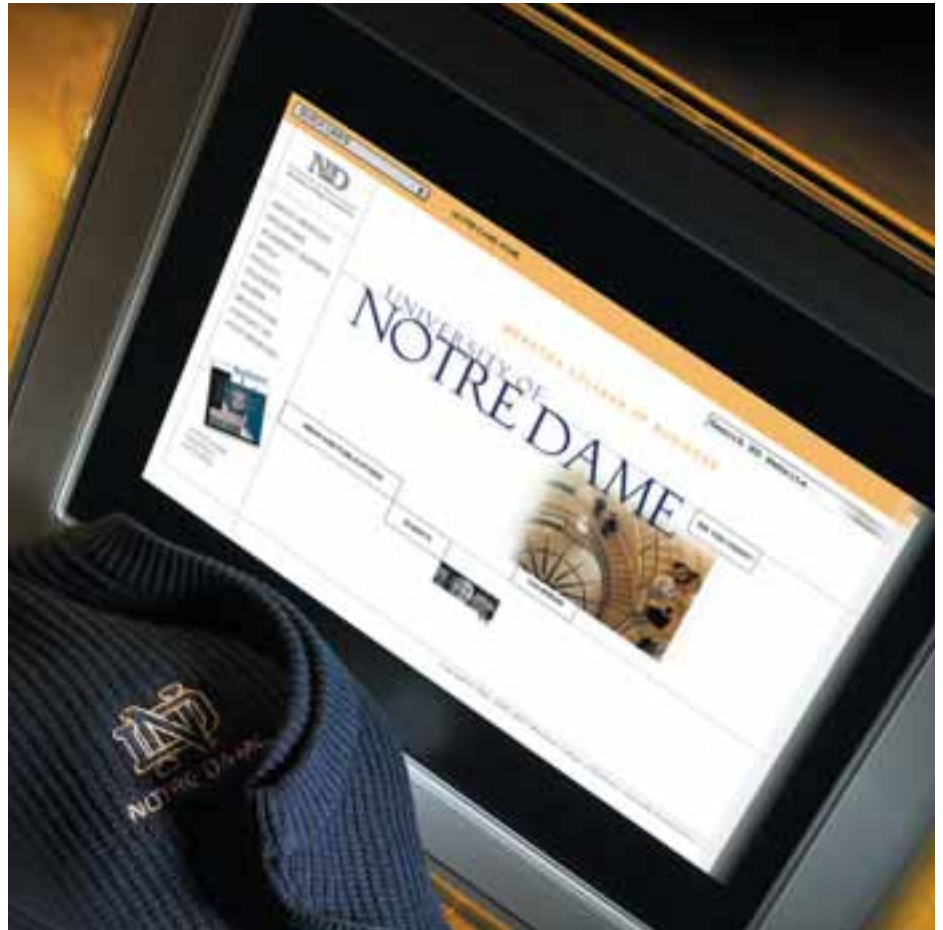


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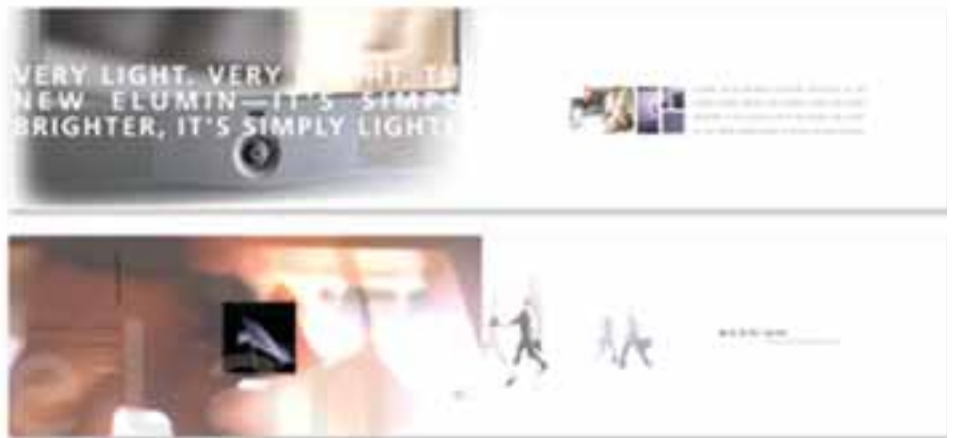


5

- 1. University of Notre Dame Web Initiative
- 2. RCA Scenium Collateral



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2





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1. RCA Collateral
2. Study Abroad Foundation Brand Identity
3. Bottled Software Brand Identity
4. Fanimation Brand Identity
5. F1 U.S. Grand Prix Brand Identity
6. RCA Dome Brand Identity



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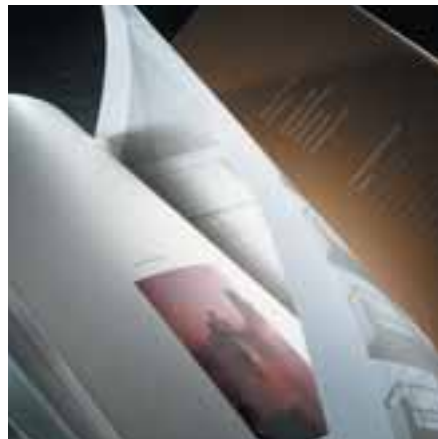


6

- 1. Ernest Hemingway Catalogue/Brand Identity
- 2. CMK Collateral
- 3. RCA Retail Display



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6

1. Harper Direct Mail
2. I-Teams Give & Go Web Initiative
3. EMI Records Web Initiative
4. Indy 200 Brand Identity
5. Brickyard 400 Brand Identity
6. GE/RCA/Thomson Web Initiative



- 1. GE Consumer Packaging
- 2. EBSCO Retail Brand Identity
- 3. Motorola Brand Identity
- 4. Cry International Foundation Brand Identity
- 5. ATOM Records Brand Identity

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