

THE VISUAL AGENCY

**COLUMN
FIVE**



—
CAPABILITIES

2013

— CONTENT

— ABOUT C5

1.1	About C5	3
1.2	Five Columns	4
1.3	Services	5
1.4	Clients	6

— OUR WORK

2.1	Infographics	8
2.2	Web Design	11
2.3	Interactive Infographics	14
2.4	Live Video	16
2.5	Motion Graphics	17
2.6	Visual Language	18
2.7	Presentation	19
2.8	Annual Report	20
2.9	Digital PR & Distribution	21

ABOUT C5

COLUMN FIVE PRODUCES WORLD-CLASS CREATIVE WORK THAT INFORMS, ENGAGES, AND INSPIRES—COMMUNICATING COMPLEX INFORMATION THROUGH GREAT DESIGN.



HEADQUARTERS: NEWPORT BEACH, CALIFORNIA
ESTABLISHED: 2009
OFFICES: 2 (NEWPORT BEACH AND NYC)
EMPLOYEES: 47
OWNERS: JASON LANKOW, JOSH RITCHIE, ROSS CROOKS

FIVE COLUMNS

DO GREAT WORK

We create things that we are excited to build and proud to share.

BE GOOD TO EACH OTHER

We thrive in an environment filled with healthy competition, camaraderie, and mutual respect.

VALUE OUR CLIENTS

We respect our clients as partners in the process, working always in their best interest. They enable us to do what we love each day.

BE HUMBLE

We are confident in our knowledge and abilities and are humble in our interaction with others.

EXPERIMENT OFTEN

We work both individually and in groups to find unique solutions by cultivating original thought. We are fulfilled and inspired by the creation of something new.

OUR SERVICES

- ▼ ANNUAL REPORT DESIGN
- ▼ BRANDING
- ▼ CUSTOM REPORT DESIGN
- ▼ DASHBOARD DESIGN
- ▼ DATA VISUALIZATION SOFTWARE
- ▼ ILLUSTRATION
- ▼ INFOGRAPHICS
- ▼ INTERACTIVE DESIGN & DEVELOPMENT
- ▼ MOTION GRAPHICS
- ▼ PRESENTATION DESIGN
- ▼ VIDEO DIRECTION & PRODUCTION
- ▼ VISUAL CONTENT STRATEGY
- ▼ VISUAL LANGUAGE DESIGN
- ▼ WEB DESIGN & DEVELOPMENT

OUR CLIENTS

- ▼ A&E TELEVISION
- ▼ ADDVOCATE
- ▼ AMERICAN EXPRESS
- ▼ AVALERE HEALTH
- ▼ BAZAARVOICE
- ▼ BILL & MELINDA GATES FOUNDATION
- ▼ CIENNA
- ▼ CISCO
- ▼ CITI
- ▼ CLARITY
- ▼ CONDE NAST
- ▼ DARTMOUTH
- ▼ DELL
- ▼ DELOITTE
- ▼ DONORSCHOOSE.ORG
- ▼ DROPBOX
- ▼ EBAY
- ▼ ELECTRONIC ARTS
- ▼ EMMYS
- ▼ ENTREPRENEUR
- ▼ ESCAPE DYNAMICS
- ▼ EXPEDIA
- ▼ FACEBOOK
- ▼ FAST COMPANY
- ▼ GE
- ▼ GIGAOM
- ▼ GOOD
- ▼ GOODWILL
- ▼ GOOGLE
- ▼ HARVARD
- ▼ HARVARD BUSINESS
- ▼ HERITAGE FOUNDATION
- ▼ IBM
- ▼ INC. MAGAZINE
- ▼ INTERNET EXPLORER
- ▼ INTUIT
- ▼ JUNIPER NETWORKS
- ▼ LINKEDIN
- ▼ MARKETO
- ▼ MCKESSON
- ▼ MERCER
- ▼ MICROSOFT
- ▼ MINDJET
- ▼ NETWORKS
- ▼ NFL
- ▼ NIKE
- ▼ NOKIA
- ▼ NORTHWESTERN
- ▼ ORACLE
- ▼ PEPSICO
- ▼ RED BULL
- ▼ REVIEW
- ▼ SALESFORCE
- ▼ SAP
- ▼ SEARCH ENGINE LAND
- ▼ SLIDESHARE
- ▼ SONOS
- ▼ SONY
- ▼ TRAVELOCITY
- ▼ TRIPADVISOR
- ▼ USA TODAY
- ▼ USAID
- ▼ VMWARE
- ▼ WARNER BROS
- ▼ WILDERNESS SOCIETY
- ▼ WORLD BANK
- ▼ ZILLOW



SECTION

2

OUR WORK

PAGE

2.1	INFOGRAPHICS	8
2.2	WEB DESIGN	11
2.3	INTERACTIVE INFOGRAPHICS	14
2.4	LIVE VIDEO	16
2.5	MOTION GRAPHICS	17
2.6	VISUAL LANGUAGE	18
2.7	PRESENTATION	19
2.8	ANNUAL REPORT	20
2.9	DIGITAL PR	21

CITI VENTURES

A YEAR IN THE LIFE OF CITI VENTURES

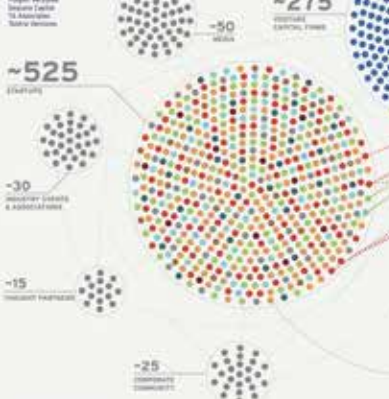
THE NETWORK EFFECT

During 2012, our Citi Ventures team built our network and knowledge through formation of associations. We met with clients and counterparties 12x as often as in 2011 and growing numbers of former management, former board members, former partners, former advisors, and more. The largest number of meetings were those we had with startup capital firms and startup companies. (2012 vs 2011)

We created 2012 with a goal of accelerated and steady increase to expand the size and impact these and directors for our work. We wanted to look back at how the year unfolded by tracing the 287 founders to see how we could learn about how information became new knowledge, and our areas of impact. Learn the story below.

OUR NETWORK

VENTURE CAPITAL	ANGEL INVESTORS	INDUSTRY EXPERTS	COMPANIES	ADVISORS
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian
Accor	Adrian	Adrian	Adrian	Adrian

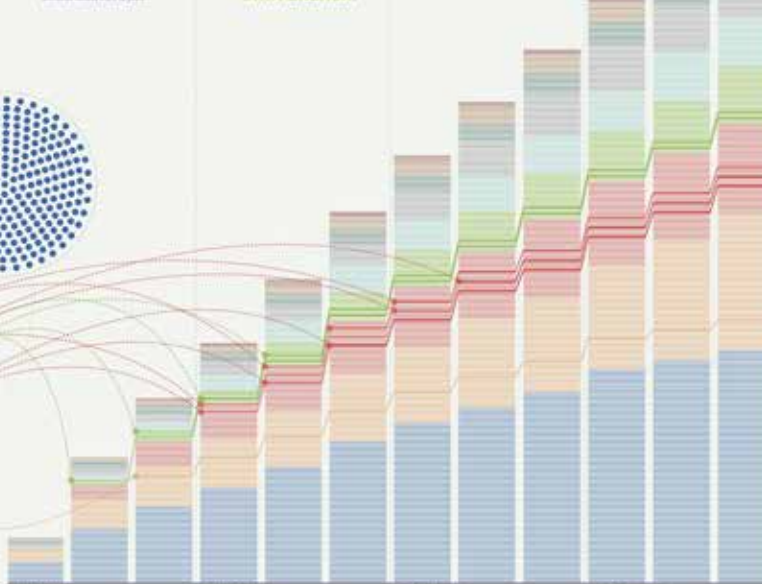


STARTUP REPRESENTATIVE LIST	STARTUP REPRESENTATIVE LIST	STARTUP REPRESENTATIVE LIST
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian
Accor	Adrian	Adrian

OUR GROWING KNOWLEDGE BASE



- 1** Most days had been created in the **LAST 2 YEARS** (more than the entire history of Citi Ventures)
- 3 IN 5** Citi Ventures had this or comparable in terms of capital raised
- 43 DAYS ON HOLD** (The average period all deals were in suspense)
- 2.5 ZETTABBYES** (The amount of data generated in 2012, nearly 50x more than the entire history of Citi Ventures)
- 20%** of all deals were subject of a **DATA BREACH**
- \$24.66 BILLION** (The amount of money raised in 2012, up 40% from 2011)



- VENTURE CAPITAL FIRMS**: Working with top venture capitalists globally, providing a leading role in the technology and business ecosystem and providing the best level of industry and network.
- EMERGING IT**: Identifying the most innovative and disruptive that will reshape the landscape of products, services, markets, industries, and business models.
- NEXT GENERATION FINANCIAL SERVICES**: Creating innovative, scalable and disruptive banking services to create superior experiences for a customer.
- CROWD-POWERED FINANCIAL SERVICES**: Tapping into the collective wisdom of large numbers of smart people, using distributed intelligence to make better decisions, and participating in new types of investments.
- MOBILE COMMERCE**: Providing seamless, frictionless and personalized, contextualized and optimized digital shop, content, and program with built-in analytics.
- SECURITY & AUTHENTICATION**: Ensuring that privacy, confidentiality, and intellectual information are protected by 2012 and beyond with new solutions in hardware, software and services.
- DATA ANALYTICS**: Capturing, managing, analyzing and deriving the insights and analytics from data, and using them to drive growth and optimization.
- ALTERNATIVE CREDITORS**: Providing the capital you need to fund a new idea of yours by enabling you to access a network of alternative capital providers.
- SCIENTIFIC SERVICE MANAGEMENT**: Building a service-oriented, scalable, and efficient service architecture to manage your customer, meet their needs, and streamline your technology.
- STARTUP**: Supporting the growth of startups and providing the best level of industry and network.

OUR PORTFOLIO

As a result of the steady communication our team had over the course of 2012, we proved the size and number of our network, and demonstrated our ability to provide high quality investment opportunities. Some of these are shown on our case studies.

In addition, we were able to understand how our knowledge built and our thinking evolved by looking at which startups we had the most success with and insights for our work. For an entire 2012, we had a lot of time spent and attention applied when it came to networking, incubation, and investment quality relations.

CASE STUDIES

JUMBO

Founding Date: 2012
Date of Citi Investment: April 2012
Other Investors: American Idol, MTV, Fox, Disney

OPPORTUNITY: Jumbo was launching an experience that was both fun and easy to use.

APPROACH: The quality of the product is critical to success in the US market, and we focused on ensuring the product was unique and differentiated from other options.

SILVERTAIL

Founding Date: 2012
Date of Citi Investment: April 2012
Other Investors: American Idol, MTV, Fox, Disney

OPPORTUNITY: SilverTail is an online platform that allows users to manage their content and create a digital presence.

APPROACH: We identified the key value proposition and helped SilverTail build a strong network of relationships and partners.

99BILL

Founding Date: 2012
Date of Citi Investment: July 2012
Other Investors: Citi Ventures, Citigroup Venture Capital, Citicorp

OPPORTUNITY: 99BILL is a mobile app-based solution that helps businesses manage their operations and improve efficiency.

APPROACH: We identified the key value proposition and helped 99BILL build a strong network of relationships and partners.

DDMAP

Founding Date: 2012
Date of Citi Investment: July 2012
Other Investors: Citi Ventures, Citigroup Venture Capital, Citicorp

OPPORTUNITY: DDMAP is a mobile app-based solution that helps businesses manage their operations and improve efficiency.

APPROACH: We identified the key value proposition and helped DDMAP build a strong network of relationships and partners.

INVESTLAB

Founding Date: 2012
Date of Citi Investment: July 2012
Other Investors: Citi Ventures, Citigroup Venture Capital, Citicorp

OPPORTUNITY: InvestLab is a mobile app-based solution that helps businesses manage their operations and improve efficiency.

APPROACH: We identified the key value proposition and helped InvestLab build a strong network of relationships and partners.

SQUARE

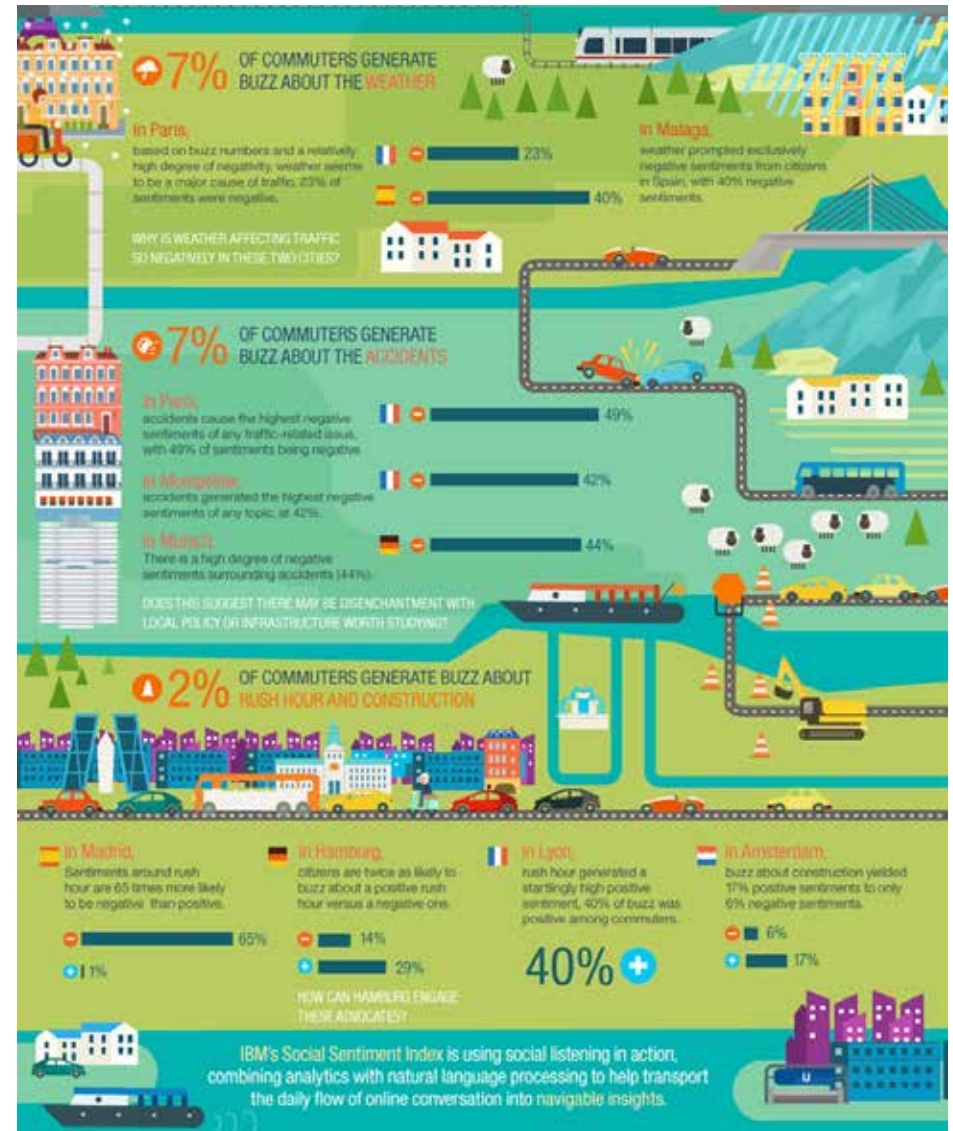
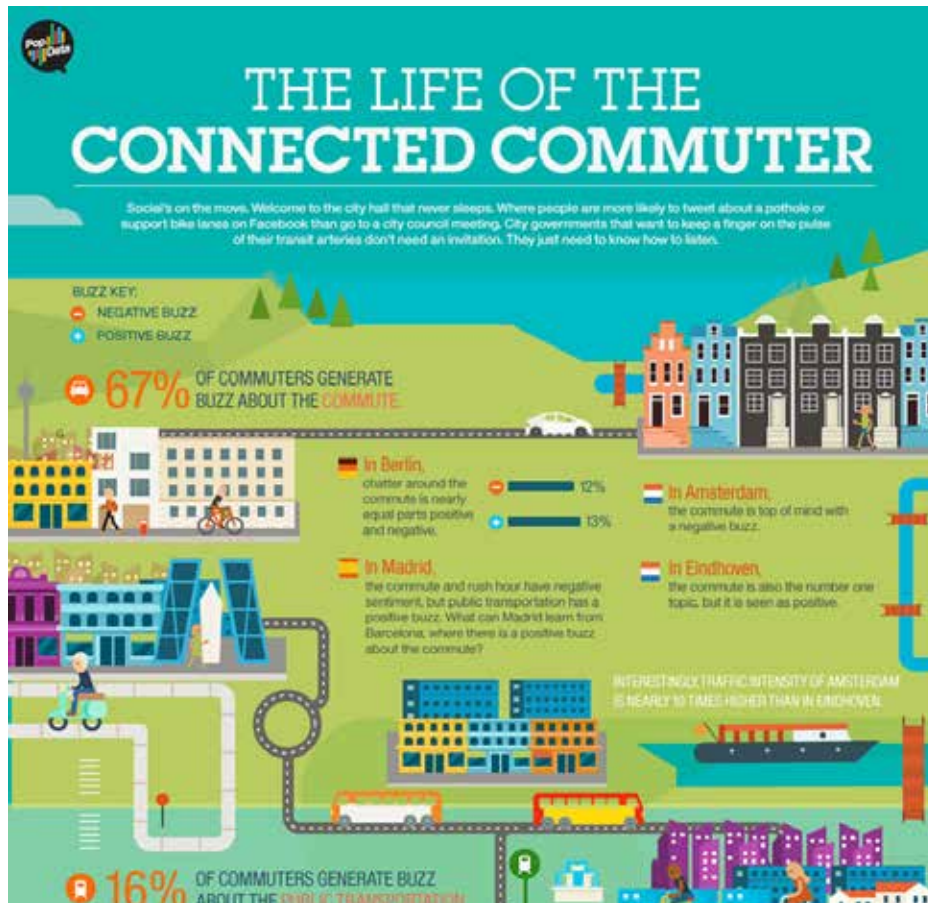
Founding Date: 2012
Date of Citi Investment: July 2012
Other Investors: Citi Ventures, Citigroup Venture Capital, Citicorp

OPPORTUNITY: Square is a mobile app-based solution that helps businesses manage their operations and improve efficiency.

APPROACH: We identified the key value proposition and helped Square build a strong network of relationships and partners.

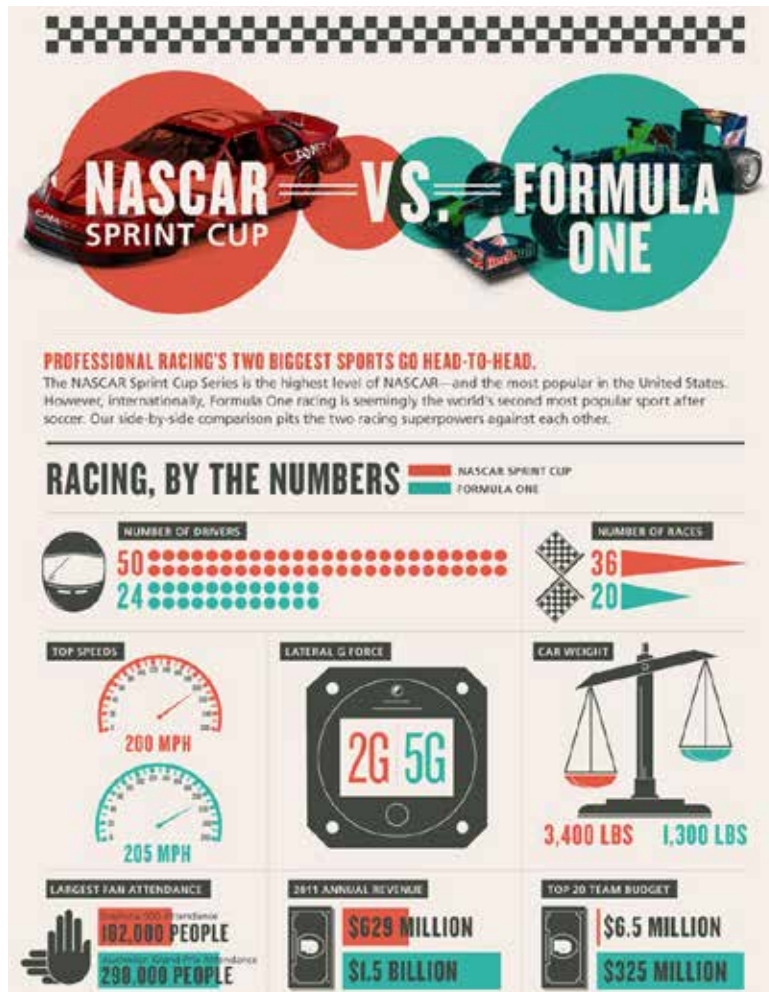
IBM

Social's on the move. Welcome to the city hall that never sleeps—where people are more likely to tweet about a pothole or support bike lanes on Facebook than go to a city council meeting. City governments that want to keep a finger on the pulse of their transit arteries don't need an invitation. They just need to know how to listen, which will help them figure out the life of the connected commuter, as depicted in our graphic with IBM.



RED BULL & NASCAR

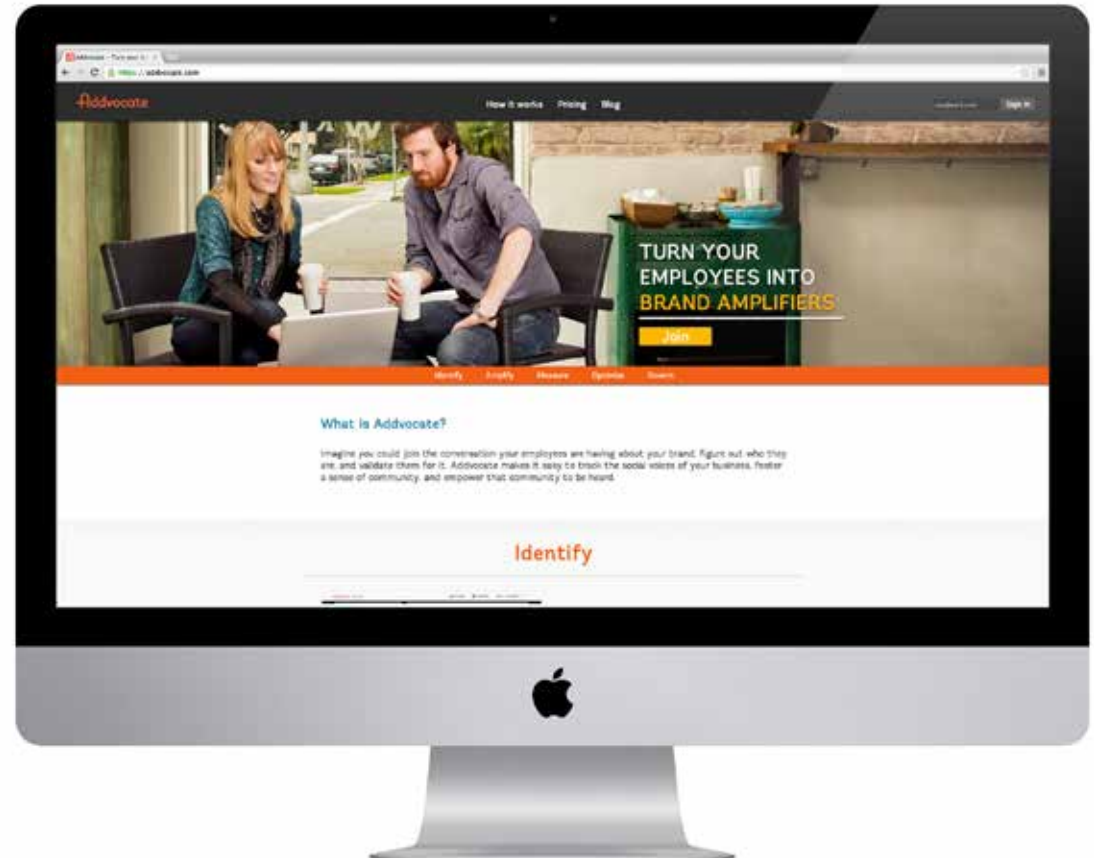
In anticipation of the United States Grand Prix, we teamed up with Red Bull to visualize the differences between Formula One and NASCAR racing. Our side-by-side comparison pits the two superpowers against each other.



ADDVOCATE

We collaborated with our friends at Addvocate to help create a new website for the company's launch. From copy and photography to design and development, we created a site that is easy to navigate and reflects the Addvocate brand, from top to bottom.

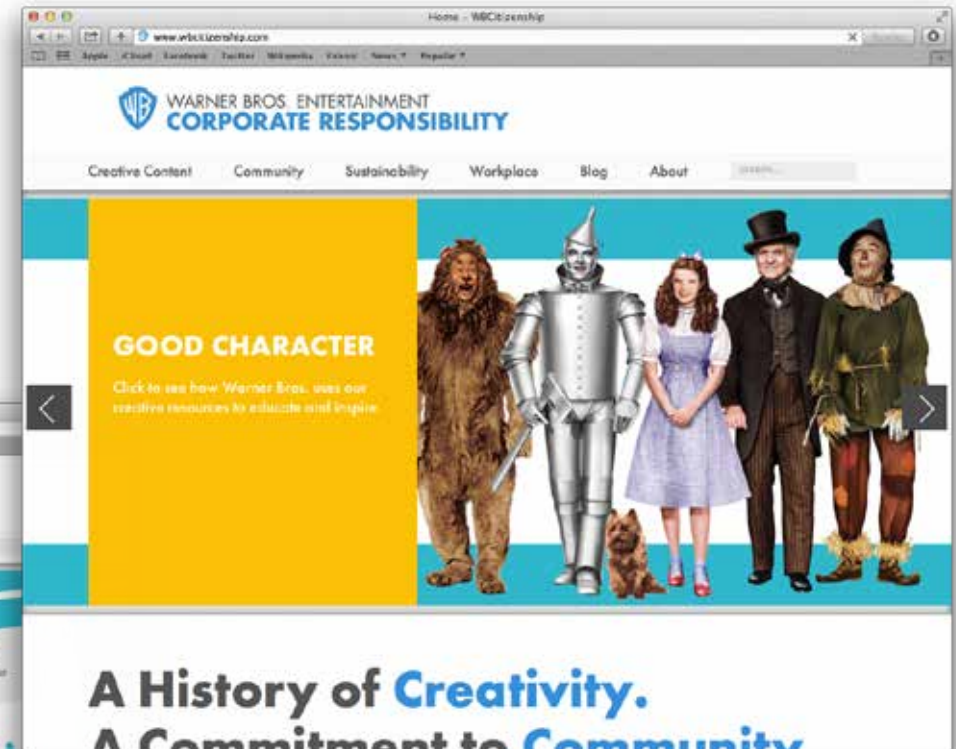
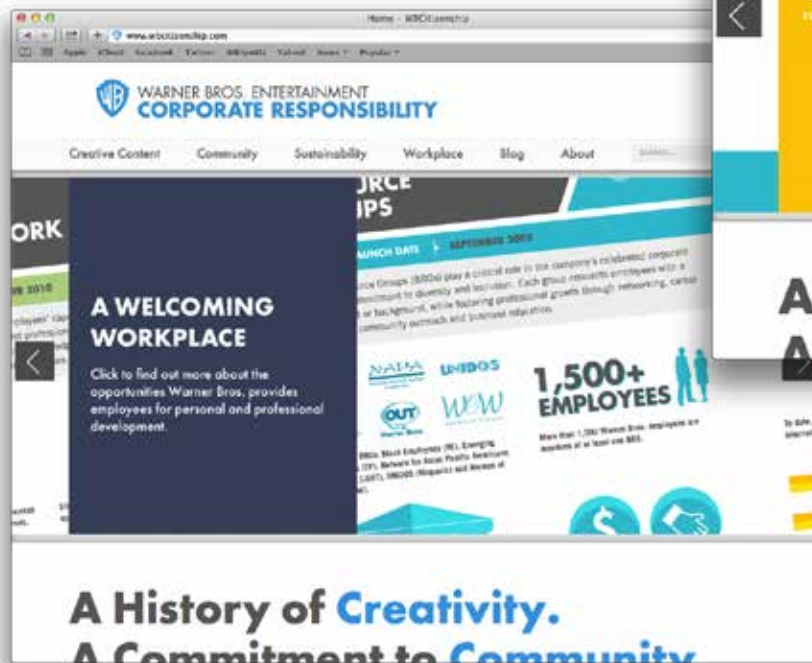
Our team worked closely with Addvocate to design and develop the website's UI/UX, as well as to design a consistent visual language for all its digital assets.



WARNER BROS.

The complete overhaul of Warner Bros.' Corporate Responsibility site allowed us to tell a multitude of stories about the organization's commitment to fostering sustainable production, innovation, and healthy community growth in the places where its employees and partners live and work.

In order to ensure those stories were consistent with the new look and the Warner Bros. Corporate Responsibility narrative, Column Five oversaw the entire refresh, including the buildout of a comprehensive content strategy, a visual language, website and interactive graphic development, and many other graphic elements.



INTERNET EXPLORER

We conceived a comprehensive social campaign for Internet Explorer, including shareable graphics and a Tumblr site to house all content for the campaign. The aim was to use self-deprecating humor to start a new social conversation with potential IE users who are skeptical of the browser's reputation and to attract potential users to the Tumblr site to see more content, explore new features, and download the browser.

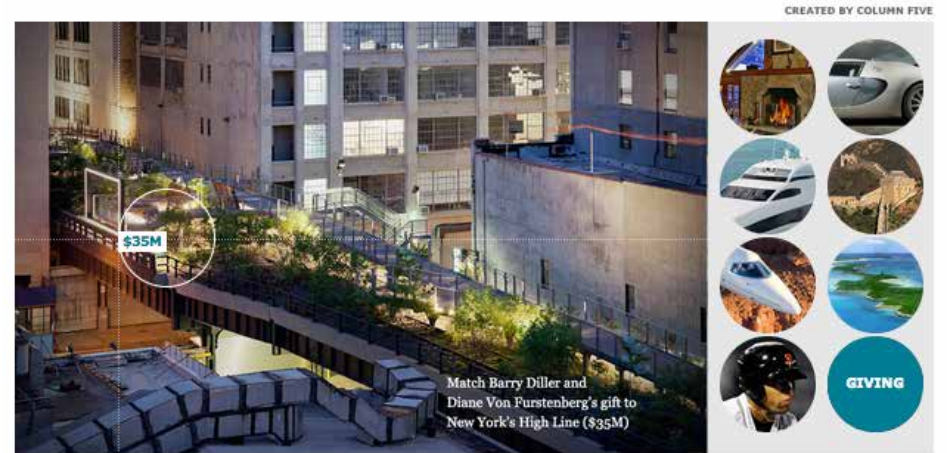
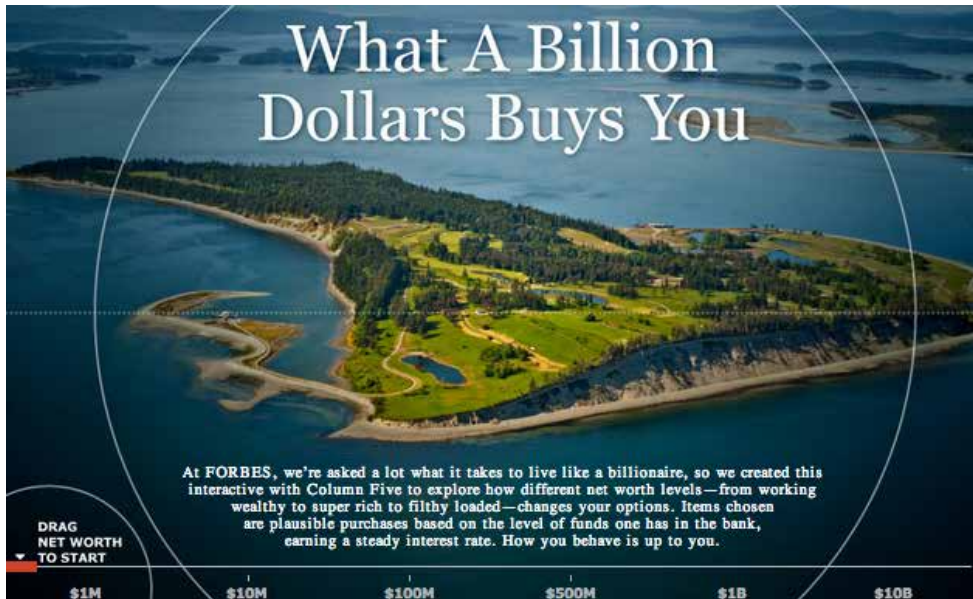
We designed the Tumblr site and supporting collateral to serve this purpose, with great success.

In total, the campaign garnered more than 2.4 million site visitors, 700,000+ social shares, more than 45,000 downloads, and the highest market share in more than a year (increased from 51.8% to 55.14%).



FORBES

Column Five partnered with FORBES to find out what living like a billionaire actually looks like. In this interactive, we explore how different net worth levels change your options—from working wealthy to super rich to filthy loaded.



WARNER BROS

One of the stories Column Five considered important to tell was that of Warner Bros.' continuous efforts to implement sustainable practices into every aspect of its business operations. Through an abstract, interactive studio lot map, we created an in-depth, exploratory experience showcasing how Warner Bros. is working to improve the way it works, from its office and cafeterias to its sound stages and backlot.

Sustainability at Warner Bros.: Interactive

Click on the any of the categories below to explore how Warner Bros. integrates sustainable practices into our business operations.


- STAGES
- GREEN BUILDINGS
- ENERGY EFFICIENCY
- SOLAR POWER
- GREEN PRODUCTION**
- TRANSPORTATION
- RECYCLING & COMPOSTING
- MATERIAL DONATIONS
- GARDENING & TREES

Sustainability at Warner Bros.: Interactive

Click on the any of the categories below to explore how Warner Bros. integrates sustainable practices into our business operations.

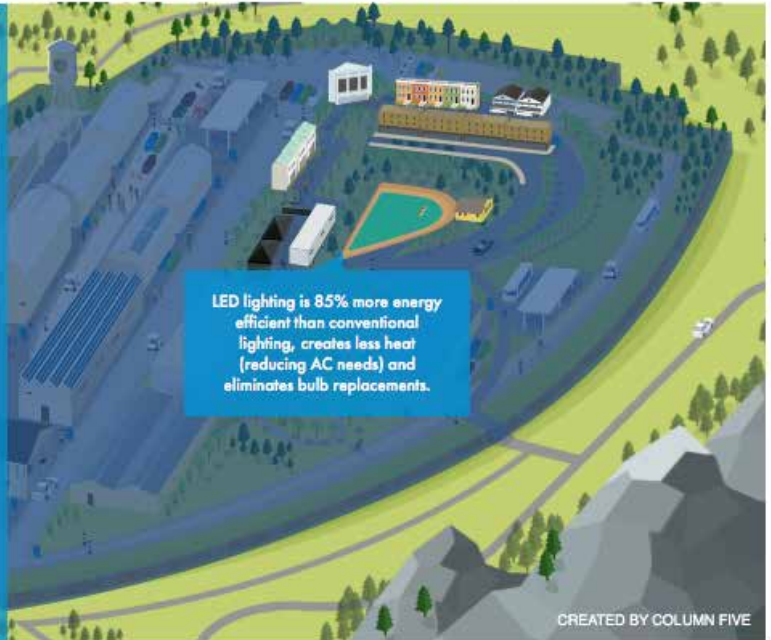


Green Production



Warner Bros. provides Green Production Guidelines and resources to our feature film and television productions for use by each department throughout the filming process. Examples of green production practices include digital distribution of documents and dailies, biodiesel fueling, LED set lighting, compost collection, recycling and donation of materials for reuse.

The Warner Bros. Studio Facilities Set Lighting department continues to pioneer new LED technology supporting more extensive use by productions.



LED lighting is 8.5% more energy efficient than conventional lighting, creates less heat (reducing AC needs) and eliminates bulb replacements.

CREATED BY COLUMN FIVE

MICROSOFT

In January 2013, Microsoft released the Column Five-created “Child of the ’90s” video for Internet Explorer to support the “Browser You Loved To Hate” campaign and introduce a new, positive brand message. The video capitalized on ’90s nostalgia to reach Gen Y-ers who have long since abandoned IE. Our goal was to welcome a new dialogue by reminding viewers of their early relationship with the brand (through the tagline “You grew up, So did we”) and inviting them to reacquaint themselves at the BrowserYouLovedToHate.com site.

Within 5 days of release, the spot became a viral hit, racking up more than 7 million views—now more than 47 million views, to date.

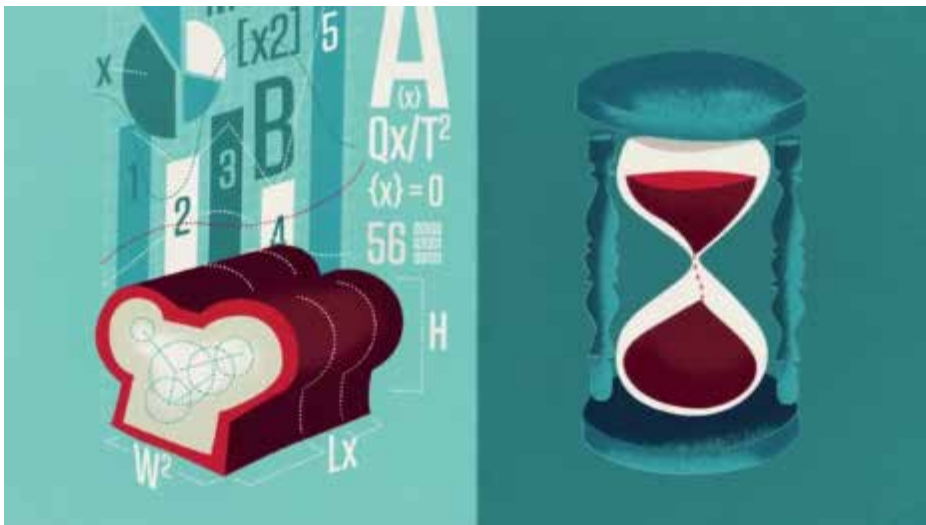
The video has been nominated for both a Webby and a Mashie, was awarded the top prize in the film category for the Ads of the World January 2013 awards, and has received massive media pickup.

In November 2013, Mashable cited that our ad “appears to have helped IE hold on to 57.8% of worldwide market share, according to The Next Web.”



EXPLAINER VIDEOS

Explainer videos are great for communicating complex information in an engaging way. By combining visual cues and auditory stimulation, these videos leverage the human visual communication system to maximize viewer comprehension.



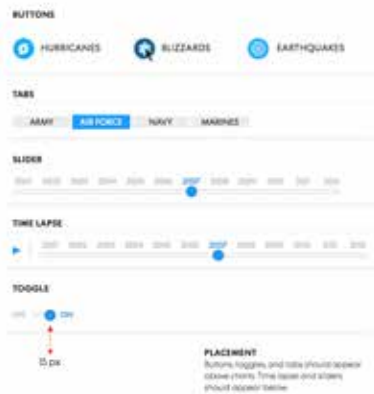
USA TODAY

USA Today has long been known as a pioneer in the news industry for its use of infographics—particularly for its USA Today Snapshots®, which are illustrative charts and visualizations used on the front page of each section. These small data sets provide readers with short, easily digestible information about some of the larger news topics of the day.

We were excited to help the team refresh its infographic style and visual language to coincide with a rebranding that was already underway with Wolff Olins.



INTERACTIVE ELEMENTS



TREEMAP

WHEN TO USE
DATA RELATIONSHIP Part-to-whole
 This model can be used to show multiple layers of hierarchical data.

BIG ECONOMIES

The World's 15 Largest Economies
 Patterns of factors such as large sectors of service or manufacturing firms or large agribusiness. China's growth is due to its large population, its other countries.



NATIONAL FOOTBALL LEAGUE

We partnered with the NFL to produce print reports featuring data and analytics for each team's Web performance. Each report contained detailed information, presented in a visually engaging way for easy reference.

Overall, the reports helped demonstrate the value of digital content and offer teams insight into how they can craft future digital strategies to help drive fan engagement, loyalty, and traffic.



HUMAN RIGHTS CAMPAIGN

2012 was an incredibly momentous year for LGBT equality, so for its 2012 Annual Report, HRC asked us to help them tell the story of growing support for the LGBT community and the organization's involvement in this trend through powerful and engaging visualizations.

Building off the visual language we created for their award-winning 2011 Annual Report, we created this elegant, multi-faceted document that captured the excitement of advancing human rights.

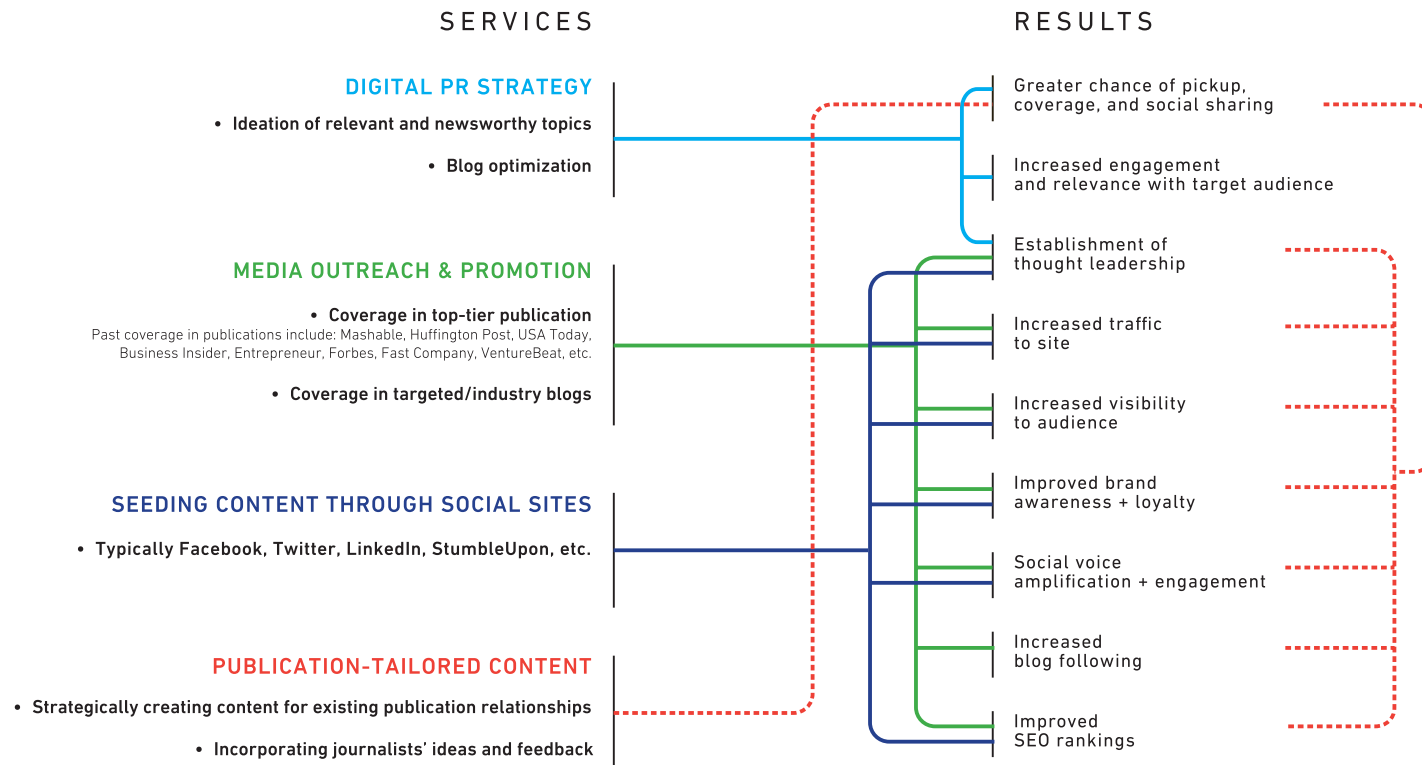


DIGITAL PR & DISTRIBUTION

Column Five’s Communications Team executes a unique mix of content strategy and media outreach to achieve recognition and attention of the work we produce together, with a direct expertise in placing visual content.

Our Communications Team has fostered countless relationships with some of the largest and most well-respected publishers in the world. We have also carved out a considerable influence in the social sphere, as well as trade/industry publications.

The execution of our distribution strategies garners a variety of benefits including traffic, brand awareness, thought leadership, audience engagement, visibility, conversions, SEO, and more.



**—
THANK YOU.**

**WE LOOK FORWARD TO CREATING GREAT
WORK TOGETHER.**

**COLUMN
FIVE**



KYLE GANSHERT
ACCOUNT DIRECTOR

1611 BABCOCK STREET
NEWPORT BEACH, CA 92663

TEL. (949) 614-0759
FAX. (949) 313-0943

KGANSHERTT@COLUMNFIVEMEDIA.COM

©2013 COLUMN FIVE.
ALL RIGHTS RESERVED.