

THE VISUAL AGENCY

COLUMN FIVE



—
CAPABILITIES

2013

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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
- ▼ ZILLION



SECTION

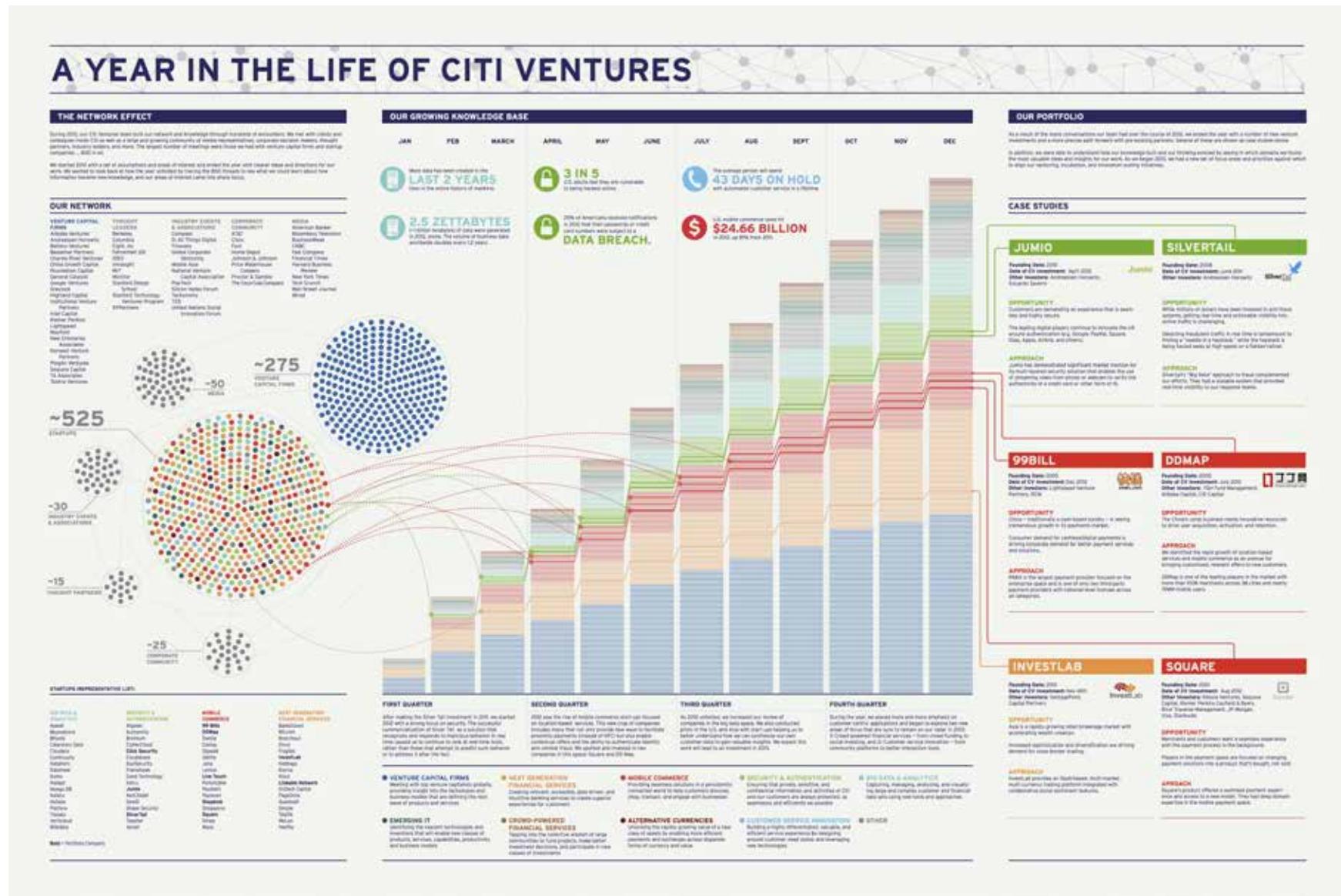
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OUR WORK

PAGE

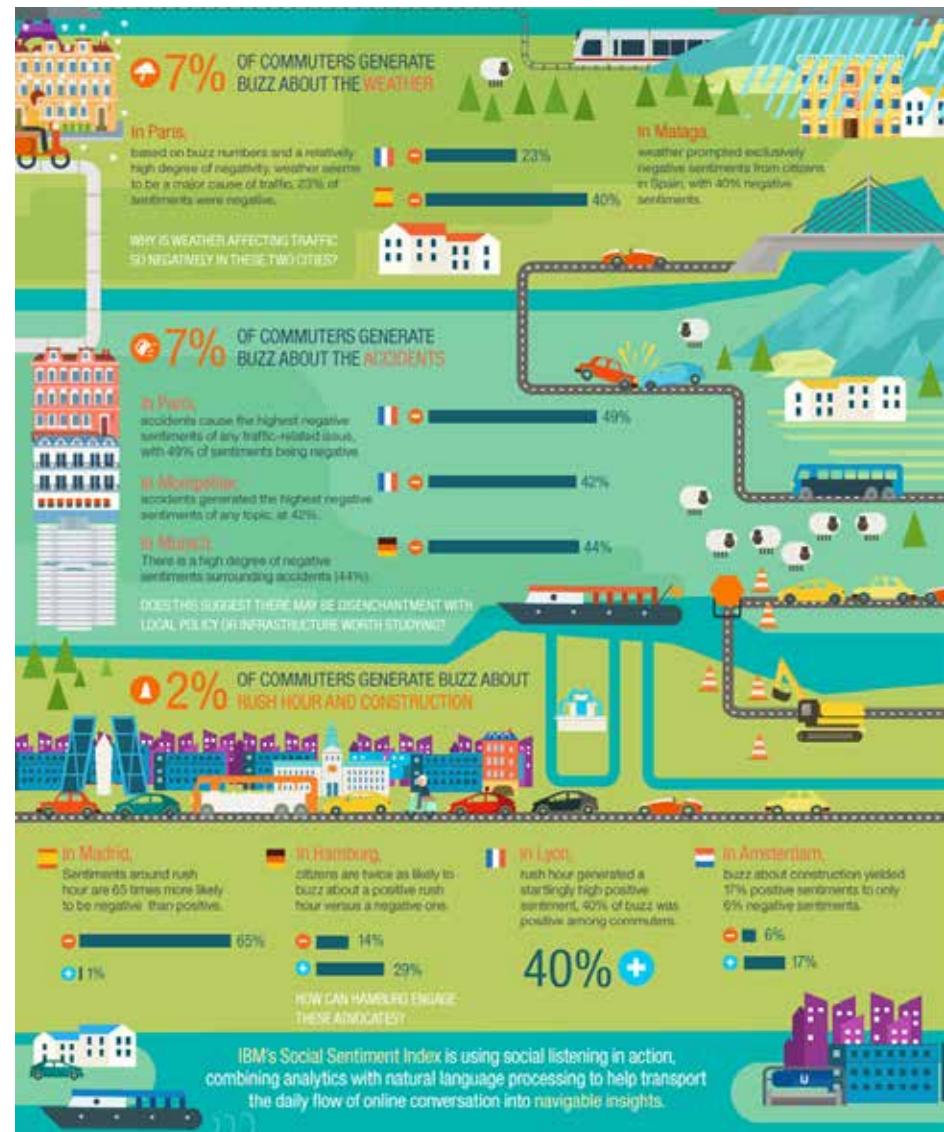
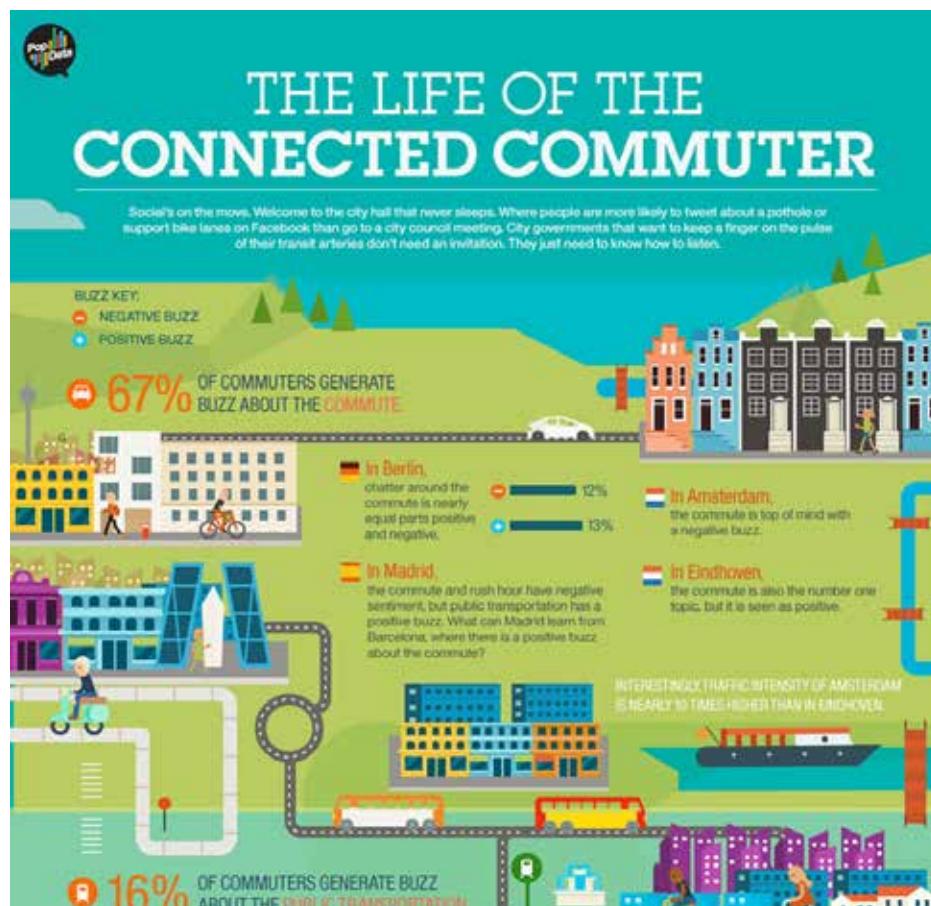
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CITI VENTURES



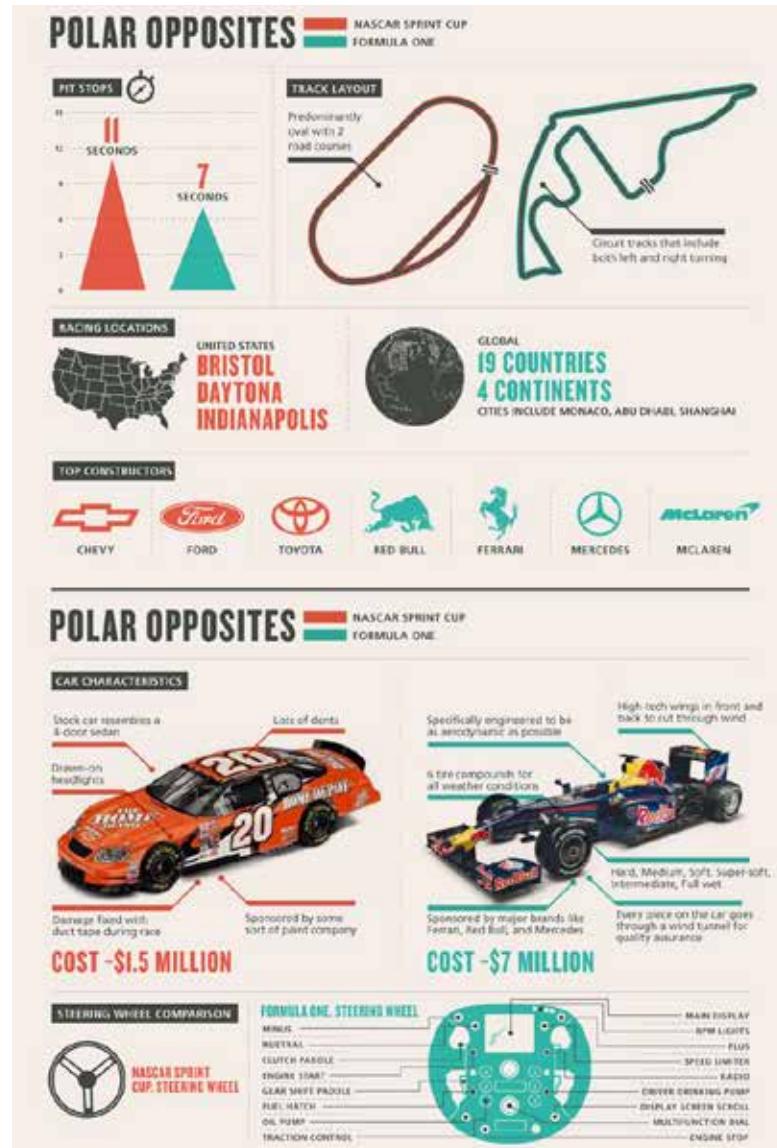
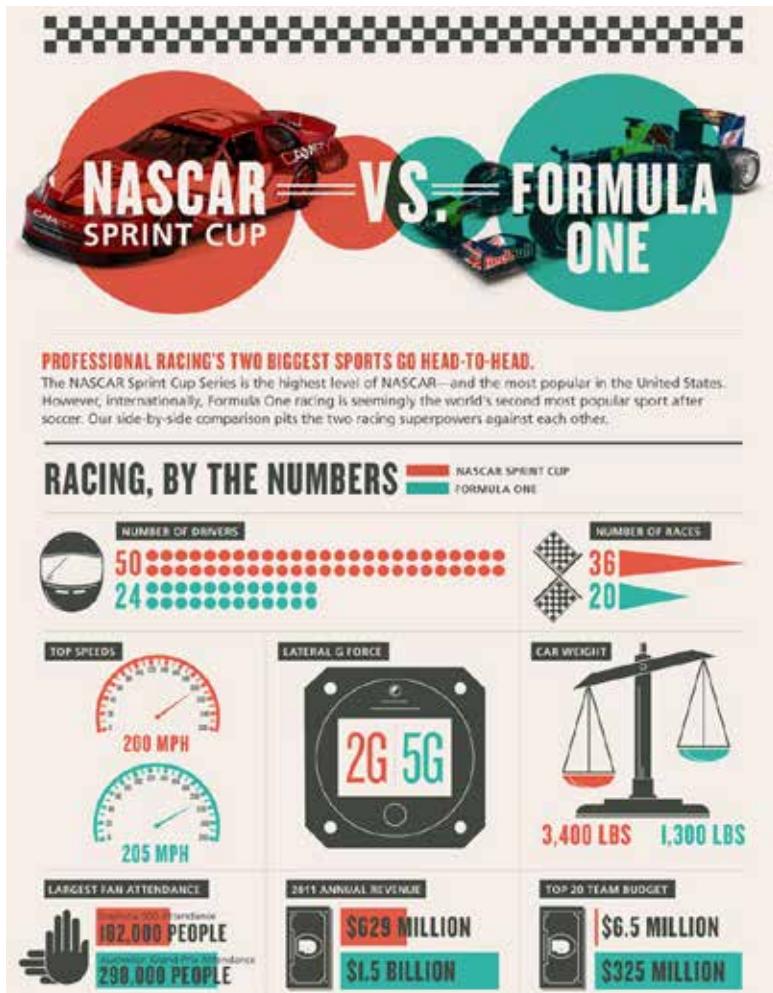
IBM

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

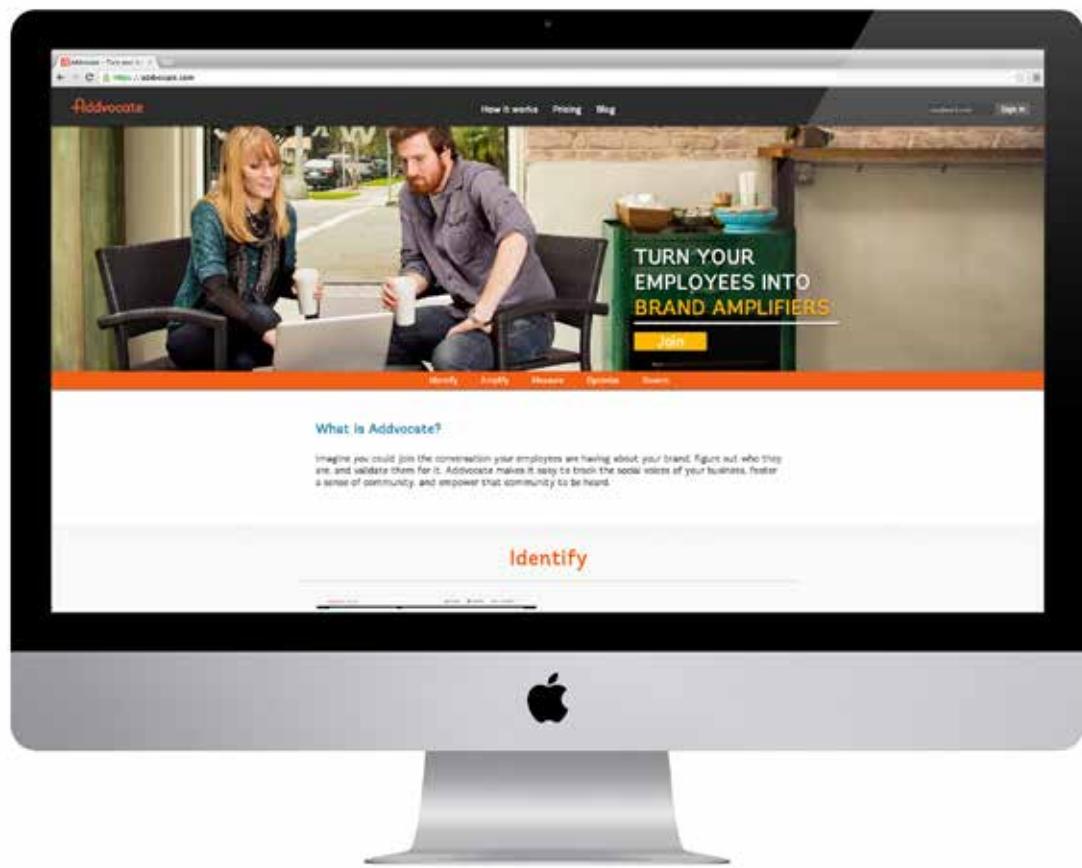
In anticipation of the United States Grand Prix, we teamed up with Red Bull to visualize the differences between Formula One and NASCAR racing. Our side-by-side comparison pits the two superpowers against each other.



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.

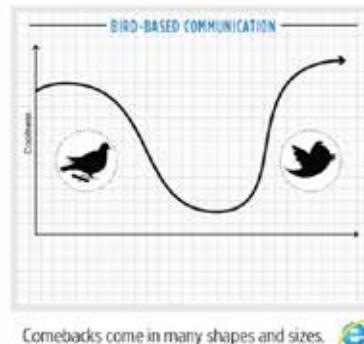


INTERNET EXPLORER

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.

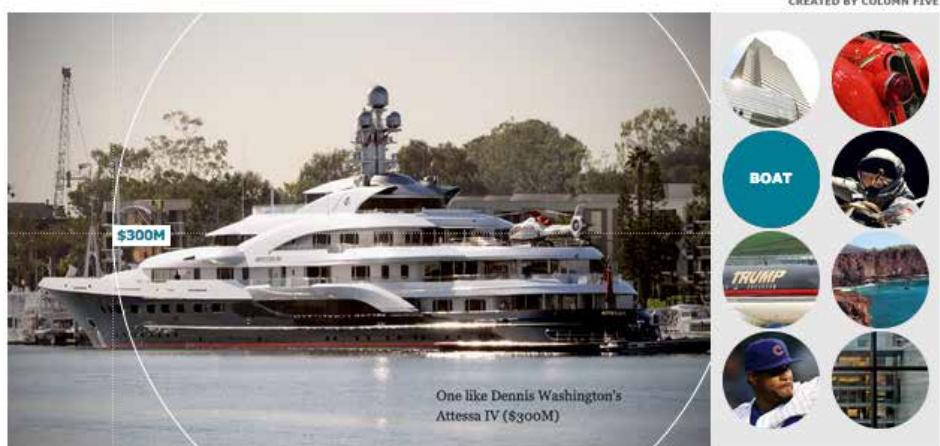
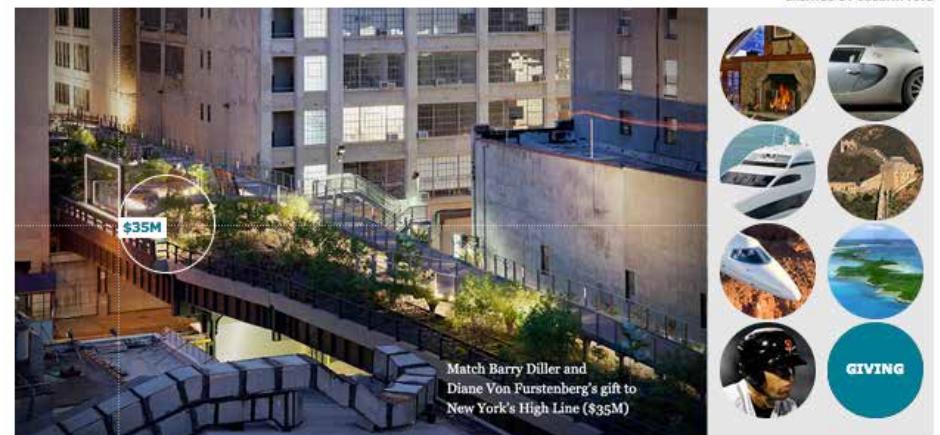
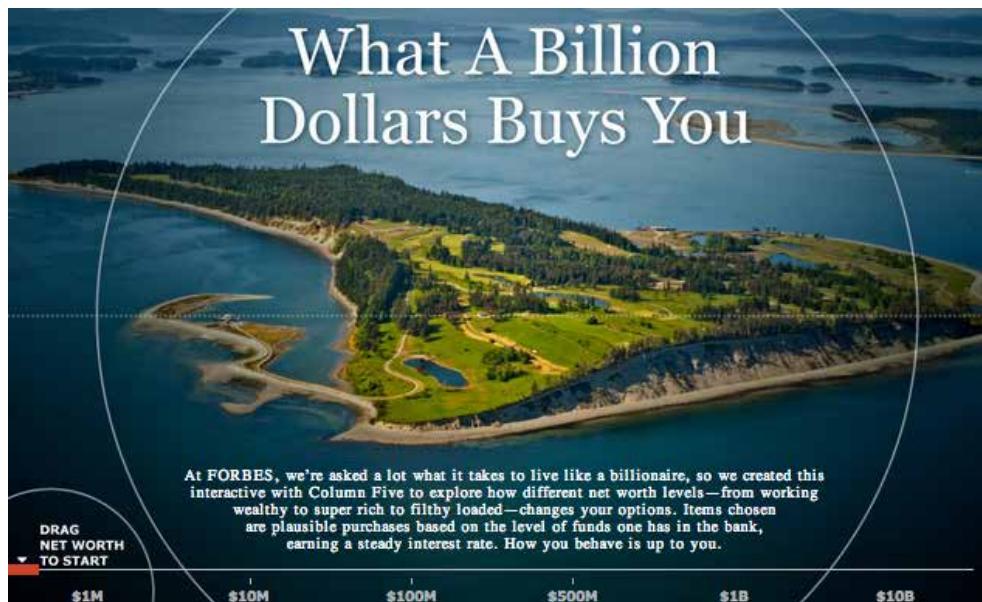
We designed the Tumblr site and supporting collateral to serve this purpose, with great success.

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.



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.

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.

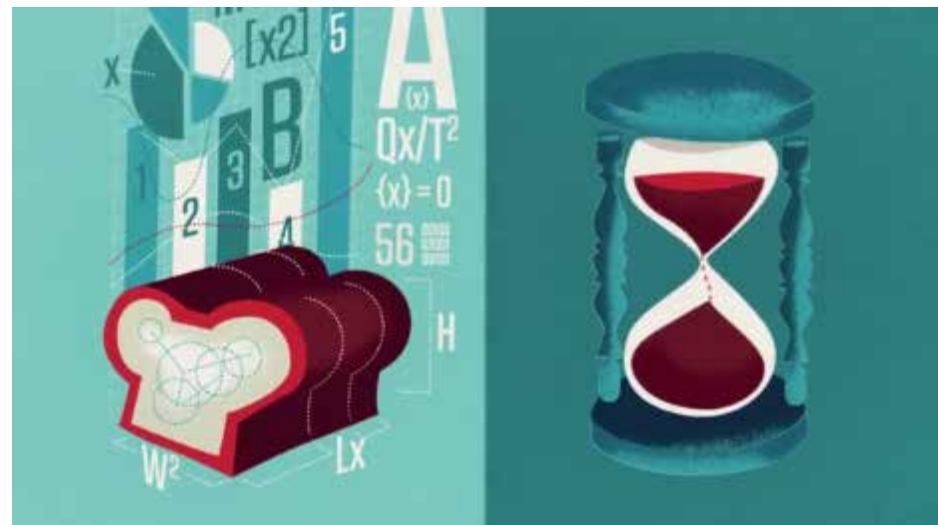
The video has been nominated for both a Webby and a Mashie, was awarded the top prize in the film category for the Ads of the World January 2013 awards, and has received massive media pickup.

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

BUTTONS

HURRICANES BUZZARDS EARTHQUAKES

TABS

ARMY AIR FORCE NAVY MARINES

SLIDER

TIME LAPSE

TOGGLE

10px

PLACEMENT

Buttons, loggers, and tabs should appear above charts. Time lapse and sliders should appear below.

TREEMAP



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.



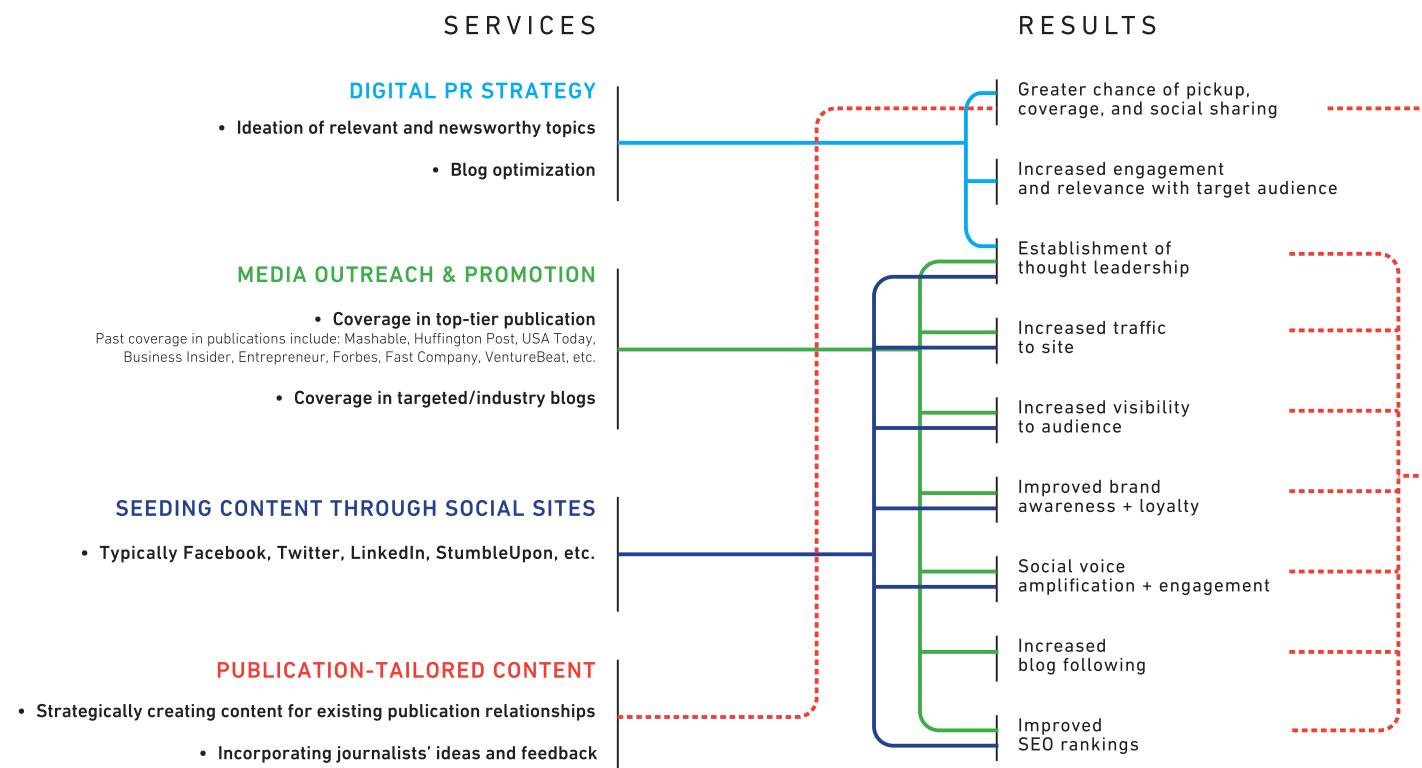
This image shows a two-page spread from the annual report. The top page features a large photo of Barack Obama waving. The text on the page includes 'ELECTION 2012 FIGHTING FOR EQUALITY ON THE CAMPAIGN TRAIL' and 'MARRIAGE EQUALITY TAKES CENTER STAGE'. The bottom page continues the narrative with sections on 'Employment Non-Discrimination' and 'They Support Marriage Equality', featuring photos of various individuals.

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



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