A world where everyone can live healthy and fulfilled lives

We do good work with good people. Through trusting partnerships, we build powerful content that educates, engages, and inspires.

Do Good Work
We achieve success with our partners by working together to solve complex challenges within any constraints.

Value Our Partners
We always work in their best interest because they enable us to do what we love each day.

Be Good to Each Other
We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

Be Humble
We can always improve.

Experiment Often
Where we work

- Brooklyn, NY (17)
- Philadelphia, PA (1)
- Orange County, CA (47)
- Portland, OR (3)
- San Francisco, CA (1)
- Seattle, WA (2)
- Cape Town (1)
- Bangkok (1)

Timeline:

- 2008: Column Five Founded
- 2011: Visual News Founded
- 2012: Infographics Book Published
- 2012: NY Office Opened
- 2012-2015: Columbia Course
- 2013: Visage Founded
Our aim is to intimately understand our clients’ customers’ wants and needs, then create something of value for them.

Our focus on helping brands find and tell their best stories is rooted in our belief that you must inform or delight in order to attract. We must leave people better off for having engaged with whatever story we’re telling.

We help brands find and tell their best stories.
Capabilities + Services

**Branding**
- Product and brand naming
- Logo and visual identity design systems
- Brand messaging
- Visual language creation
- Brand guidelines development

**Content strategy**
- Competitive research and analysis
- Communications planning
- Persona development
- Buyer journey mapping
- Search and keyword strategy
- Creative ideation
- Campaign planning
- Data analysis and data mapping

**Content management**
- Brand publication design and development
- Editorial management
- Content program planning
- Web analytics services

**Creative content production**
- Copywriting and copyediting
- Data visualization
- Infographics
- Microcontent
- Social content
- Presentations
- E-books
- White papers
- Annual reports
- Reports
- Interactive content experiences
- Live-action video
- Animated motion graphics and explainer videos
- Website design and development
Who we work with
Branding

Visual Identity + Language
Top: LinkedIn CAMP, Harder+Company Community Research, ESPEN, GloFit
Bottom: UCB HAAS Institute A New Social Compact, civ.works, LinkedIn Hack Day, Ownzones
UCI Branded Innovation
Nike

PROJECT ZERO: ENTERTAINMENT MARKETING

VISUAL IDENTITY + LANGUAGE
Creative Content

Web Design + Development
Skoll Global Threats Fund

Can you envision a world without pandemics? We can.

We are working to detect, verify, and report outbreaks faster around the world.
Creative Content

Data Visualization
Northwestern University
The World Bank

World Bank Education Knowledge (since 2000)

World Bank Education Financing

Education Areas: Learn More
- Early Childhood Development
- Education Management Information Systems
- Education Resilience
- Engaging the Private Sector
- Equity and Inclusion
- ICT
- School Finance
- School Health and School Feeding
- Student Assessment
- Teachers
- Tertiary Education
- Workforce Development
Inc. 500

The largest number of companies (106) call The Golden State home—more than Florida (45) and New York (43) combined.
Creative Content

Infographics
Creative Content

Microcontent
### The future of work

Researchers at the University of Oxford studied the automation probability of various occupations. Jobs that require creative and social intelligence fall near the center of the circle and are least likely to be automated.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Probability of Automation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>10%</td>
</tr>
<tr>
<td>Technology</td>
<td>20%</td>
</tr>
<tr>
<td>Sales</td>
<td>30%</td>
</tr>
<tr>
<td>Information Tech</td>
<td>40%</td>
</tr>
</tbody>
</table>

#### Manager

You're a conductor of the complex, a deft coordinator and talented delegator.

- **Most likely industry**: Marketing
- **Least likely industry**: Information Technology

**Needs support:**
- Delegating tasks
- Communicating with teammates
- Managing deadlines

### Manager

38% manage teams, while 50% are part of teams led by others.

### The way we work is evolving

- Managing people
- Producing creative work
- Applying expertise to decision-making and planning

### A need for knowledge workers

Amid the rise of automation, knowledge workers who use information to solve problems, collaborate, innovate, and make decisions will become more valuable than ever.

### The future of work

Researchers at the University of Oxford studied the automation probability of various occupations. Jobs that require creative and social intelligence fall near the center of the circle, and are least likely to be automated.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Probability of Automation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>10%</td>
</tr>
<tr>
<td>Technology</td>
<td>20%</td>
</tr>
<tr>
<td>Sales</td>
<td>30%</td>
</tr>
<tr>
<td>Information Tech</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Dropbox

See it live.
Zendesk
The History Channel
Salesforce

Next-Generation Advertising Sales

Moving Fast in a Rapidly Evolving Advertising Sales Market
Annual Reports
Girls Who Code
Krochet Kids Intl.

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we have invested in expanding our product line while ensuring the same high-quality standards. Our new line of products not only enhances our offerings but also empowers the women we work with. Each piece is a testament to their skills and resilience.

Peru

And we track each woman's progress toward their goals over time.

Click through to see how our programs have evolved since last year.

Peru

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we have invested in expanding our product line while ensuring the same high-quality standards. Our new line of products not only enhances our offerings but also empowers the women we work with. Each piece is a testament to their skills and resilience.

Peru

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we have invested in expanding our product line while ensuring the same high-quality standards. Our new line of products not only enhances our offerings but also empowers the women we work with. Each piece is a testament to their skills and resilience.

Peru

BROADENING OUR OFFERINGS & OUR EMPOWERMENT

In order to further drive our development impact, we have invested in expanding our product line while ensuring the same high-quality standards. Our new line of products not only enhances our offerings but also empowers the women we work with. Each piece is a testament to their skills and resilience.
Pacific Life 2016

Aviation Capital Group

Investments

$68.2B

$45.2B

$12.8B
AVIATION CAPITAL GROUP

Aviation Capital Group is proud to celebrate its 27th year as an aviation industry leader. With a platform of 205 commercial jet aircraft leased to approximately 100 airlines in 46 countries, we are established as a trusted aircraft leasing company to airline customers worldwide. We also provide aircraft asset management and advisory services to lenders and institutional investors.

OUR EXPERTISE
- Understanding our customers and their needs
- Deep knowledge of global aircraft markets and airlines
- Strategic manufacturer and global/financial institution relationships

OUR SOLUTIONS
- Full-service, premier operating lease platform
- Aircraft lease, investments and management
- Commercial jet aircraft trading

WHO WE ARE

We are the company of choice for clients who trust our expertise.

OUR VALUES

1. Exceed our clients’ expectations.
2. Foster an environment of growth, learning and development.
3. Lead through personal integrity and ethical behavior.
Creative Content

Interactive Experiences
People for Periods

People for Periods is a non-profit organization that advocates for better access to menstrual products and promotes education and awareness about menstrual health and hygiene. They work towards ensuring that everyone has access to affordable, safe, and effective menstrual products, and they provide support and resources to those who need it most. People for Periods believes that everyone should have the right to manage their periods without shame, embarrassment, or lack of resources. They are dedicated to breaking down societal barriers and stigmas surrounding menstruation and to fostering a culture of inclusivity and acceptance. Their mission is to empower individuals and communities to take control of their menstrual health and to create a world where everyone has access to the products and information they need.
Lucidworks
Huffington Post
Today’s biggest heists might not look like the movies.

For months, you’ve heard stories about companies being targeted and data being stolen. It’s scary stuff, but it’s happening more often than you think.

Here’s what you need to know:

1. **The Break-In**
   - Initial access gained through phishing, social engineering, or other means.
   - Additional vulnerabilities exploited to gain deeper access.
   - Initial impact: $0

2. **The Long Con**
   - Data exfiltration begins, often unnoticed.
   - Significant financial impact.
   - Impact: $0

3. **The Aftermath**
   - Data analyzed, threats assessed.
   - Remediation and recovery efforts.
   - Limited protection.

4. **The Final Assault**
   - Full-scale attack launched.
   - Destructive actions taken.
   - Impact: $0

Microsoft Named Internet Marketing Association’s 2016 IMPACT – Best Infographic
Creative Content

Live-Action Video
Always a Fan, Ann
Microsoft
Creative Content

Motion Graphics
Connected Learning Alliance
Stand Up To Cancer
The best stories are honest. They captivate. They sneak into your brain and stir things up, reshape your perspective, or rally you to action. They pick you up and drop you off somewhere new—but never leave you. Not all have happy endings, and they aren’t all easy to hear. But the best stories have one thing in common: They’re impossible to ignore.

**Best story wins.**
THANK YOU.

COLUMN FIVE

5151 California Ave. Suite 230
Irvine, CA 92617

20 Jay Street, Suite 704
Brooklyn, NY 11201

+1 949.614.0759
+1 646.351.0639