



VISION

A world where everyone can live healthy and fulfilled lives

MISSION

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

FIVE COLUMNS



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

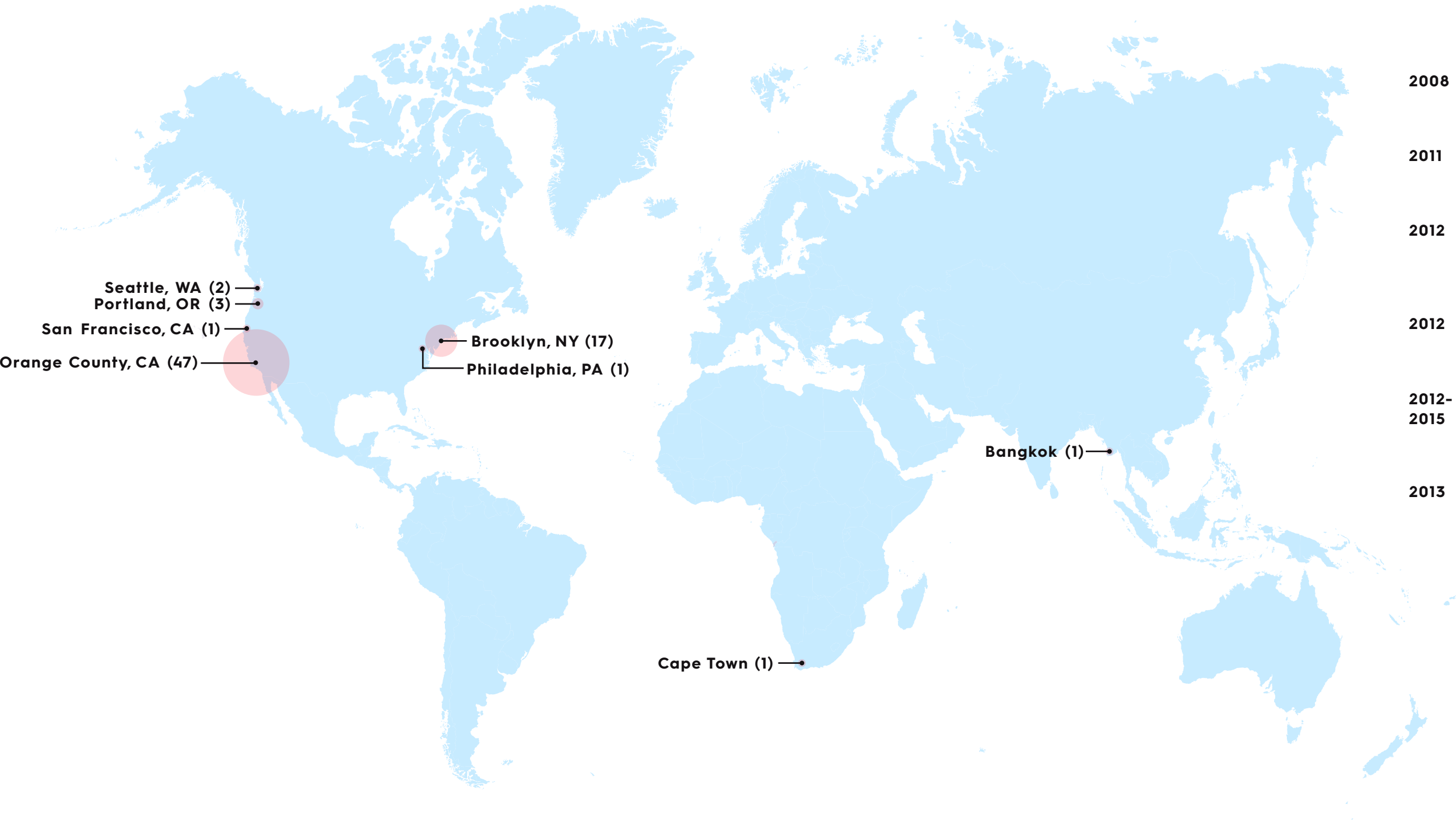
We can always improve.



Experiment Often

Try new things. Test. Fail. Tweak. Learn.

Where we work





## **We help brands find and tell their best stories.**

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.



# 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

**CAMP**<sup>HQ</sup>

harder  co | community  
research



Top: LinkedIn CAMP, Harder+Company Community Research, ESPN, GloFit  
Bottom: UCB HAAS Institute A New Social Compact, civ.works, LinkedIn Hack Day, Ownzones

UCI Branded Innovation



THE COVE BRAND GUIDELINES VISUAL IDENTITY SYSTEM - LOGO USAGE 16

**Color**

These are approved color variations for The Cove logomark.

1 Full Color

2 Black and White

3 Greyscale

4 Reverse Versions

THE COVE BRAND GUIDELINES VISUAL IDENTITY SYSTEM 2

**Personality Attributes**

INDEPENDENT | FLEXIBLE | COLLABORATIVE

Four small images illustrating the brand's personality attributes: a wave, a beach, a person working, and a close-up of water.

THE COVE BRAND GUIDELINES VISUAL IDENTITY SYSTEM - LOGO USAGE 4

**Lockup**

1

2

3

THE COVE BRAND GUIDELINES VISUAL IDENTITY SYSTEM - LOGO USAGE 13

**Photography**

1 Do choose photos with less busy backgrounds

2 Do choose photos that relate to The Cove's beach inspiration.

3 Do choose photos with less busy backgrounds

4 Do choose backgrounds to provide contrast to the overlaid logo.


# GloFit

GloFit VISUAL IDENTITY


6

LOGO COLORS


Color options for the Logo.




Full color




One color



Reversed on Black



One color, reversed




On Glo Gold

GloFit VISUAL IDENTITY


7

COLOR PALETTE


Primary Colors




**Glo Gold**  
PMS 100C  
#FFD700  
R 255 | G 255 | B 0  
C 0 | M 90 | Y 100 | K 0



**Black**  
PMS 6900C  
#000000  
R 0 | G 0 | B 0  
C 100 | M 100 | Y 100 | K 100




**Ice**  
PMS 420C  
#A6C9E0  
R 208 | G 208 | B 200  
C 20 | M 57 | Y 57 | K 0




**Slate**  
PMS 424C  
#707070  
R 173 | G 173 | B 173  
C 57 | M 47 | Y 48 | K 14


Secondary Colors



**Vermillion**  
PMS 150C  
#E67E22  
R 233 | G 127 | B 0  
C 0 | M 60 | Y 90 | K 0




**Ember**  
PMS Warm Red C  
#E67E22  
R 233 | G 127 | B 0  
C 0 | M 60 | Y 90 | K 0




**Fuchsia**  
PMS Rhodamine Red C  
#E67E22  
R 233 | G 127 | B 0  
C 0 | M 60 | Y 90 | K 0


Tertiary Colors



**Orchid**  
PMS 580C  
#9B59B6  
R 158 | G 24 | B 155  
C 58 | M 89 | Y 0 | K 0



**Azure**  
PMS 540C  
#3498DB  
R 41 | G 185 | B 202  
C 75 | M 25 | Y 0 | K 0




**Riptide**  
PMS 560C  
#009682  
R 0 | G 150 | B 160  
C 75 | M 0 | Y 37 | K 0


GloFit VISUAL IDENTITY

14


PATTERNS




Symbol





Hexagonal Ring

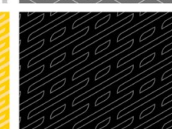


Wing









The GloFit brand uses patterns as a secondary visual element. The patterns support the Logo and should never overpower it. The pattern designs are derived from parts of the Symbol, namely, the Hexagonal Ring and the Wing.


The Hexagonal Ring pattern communicates protection and stability, while the Wing represents mobility and energy.

Patterns must use colors from the GloFit brand Color Palette.


GloFit VISUAL IDENTITY

10


INCORRECT USAGE: COMPOSITIONAL




DO NOT squish or stretch the Logo disproportionately.




DO NOT change the Symbol to Wordmark ratio.




DO NOT stack the Wordmark.



DO NOT place the Logo on an angle.



DO NOT alter the spacing of the Logo.



DO NOT alter the angle of the Symbol.

Logo

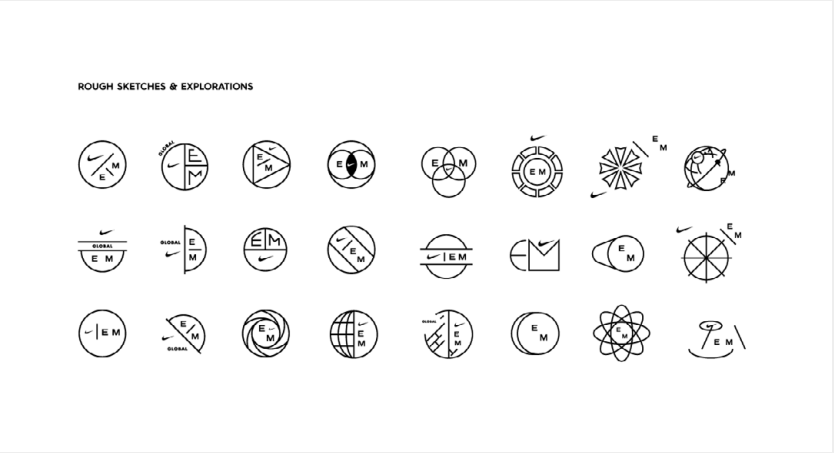
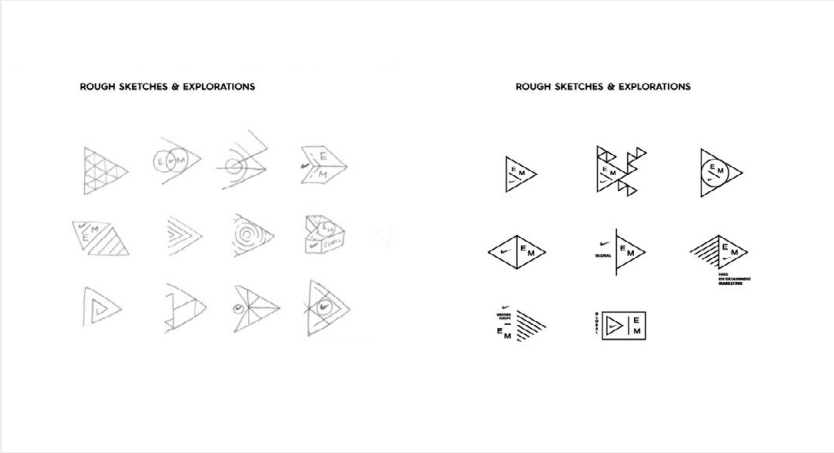
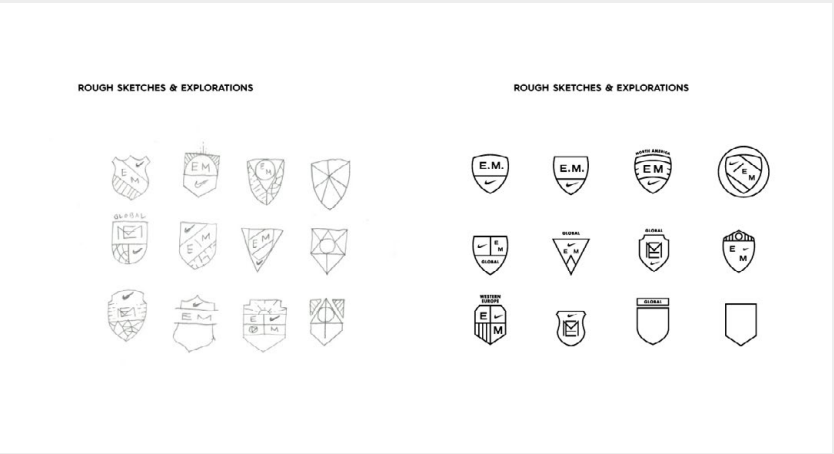
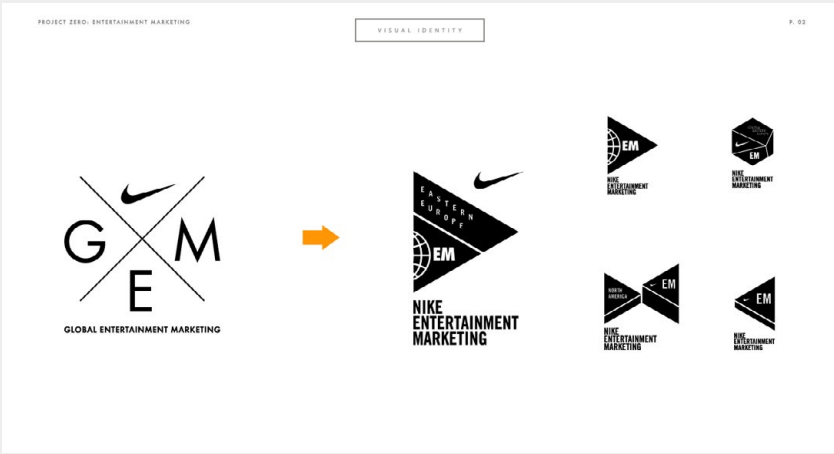


Symbol

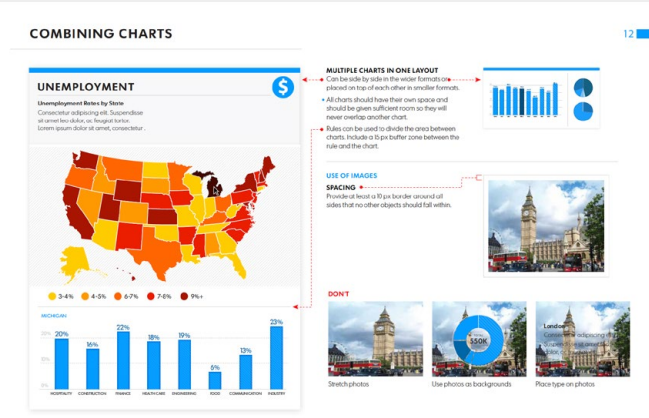
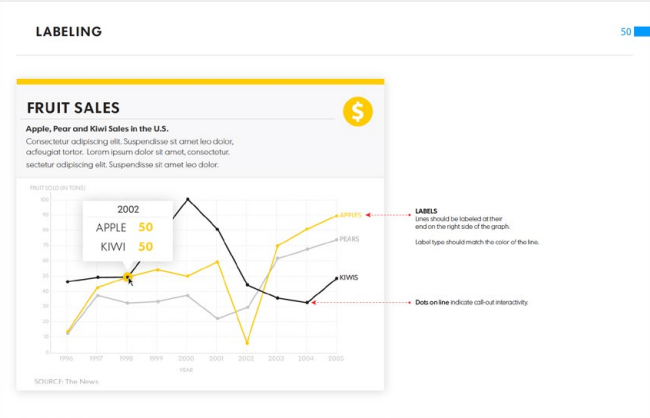
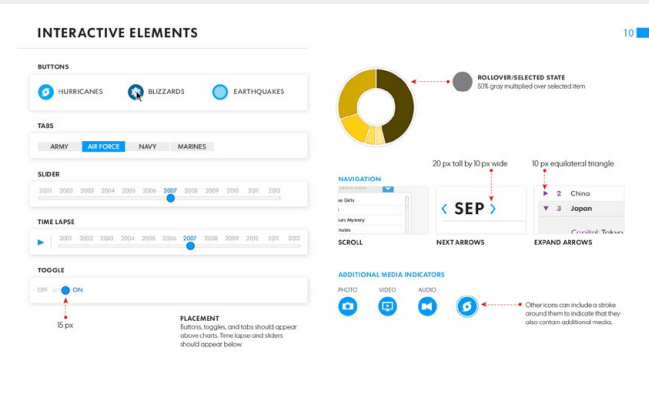
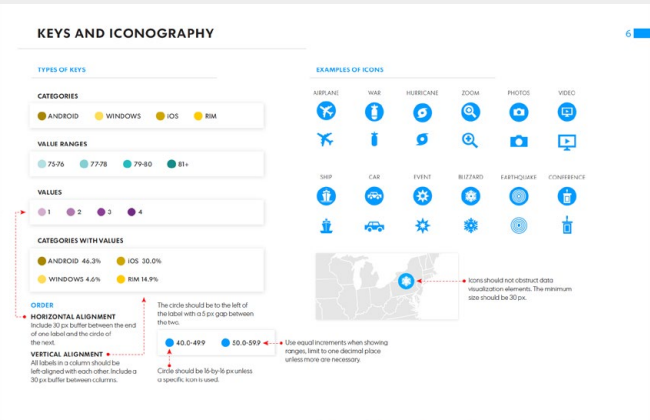
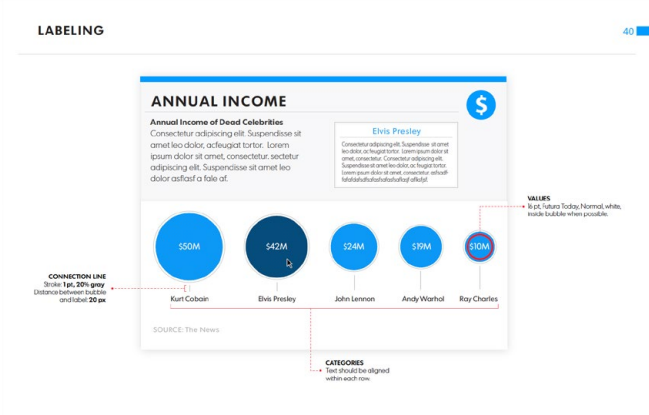
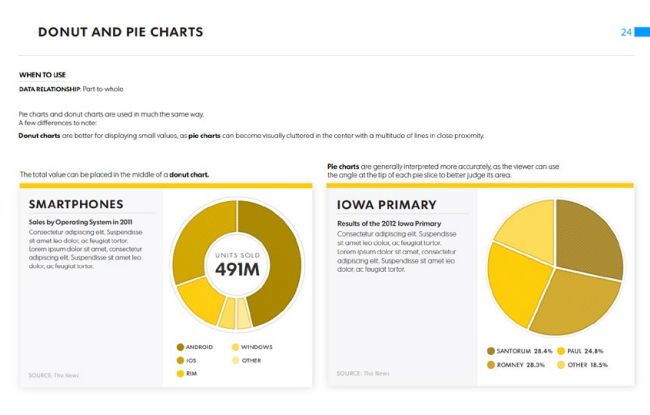
Wordmark



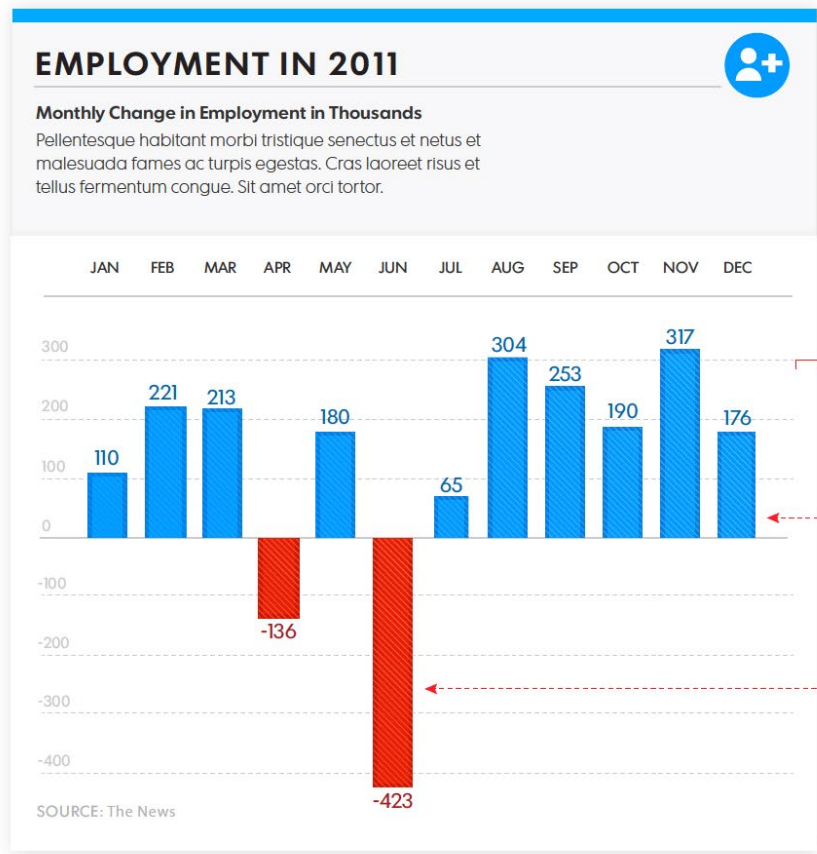
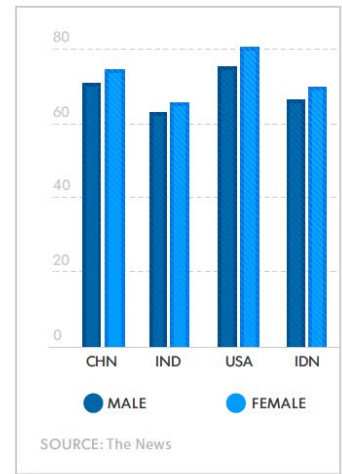
Nike



# USA Today



## DIMENSIONS AND STYLING



Minimum buffer between chart and borders: **15 px**

Use a single brand color for all bars in a chart.

Red should be used when displaying negative values.



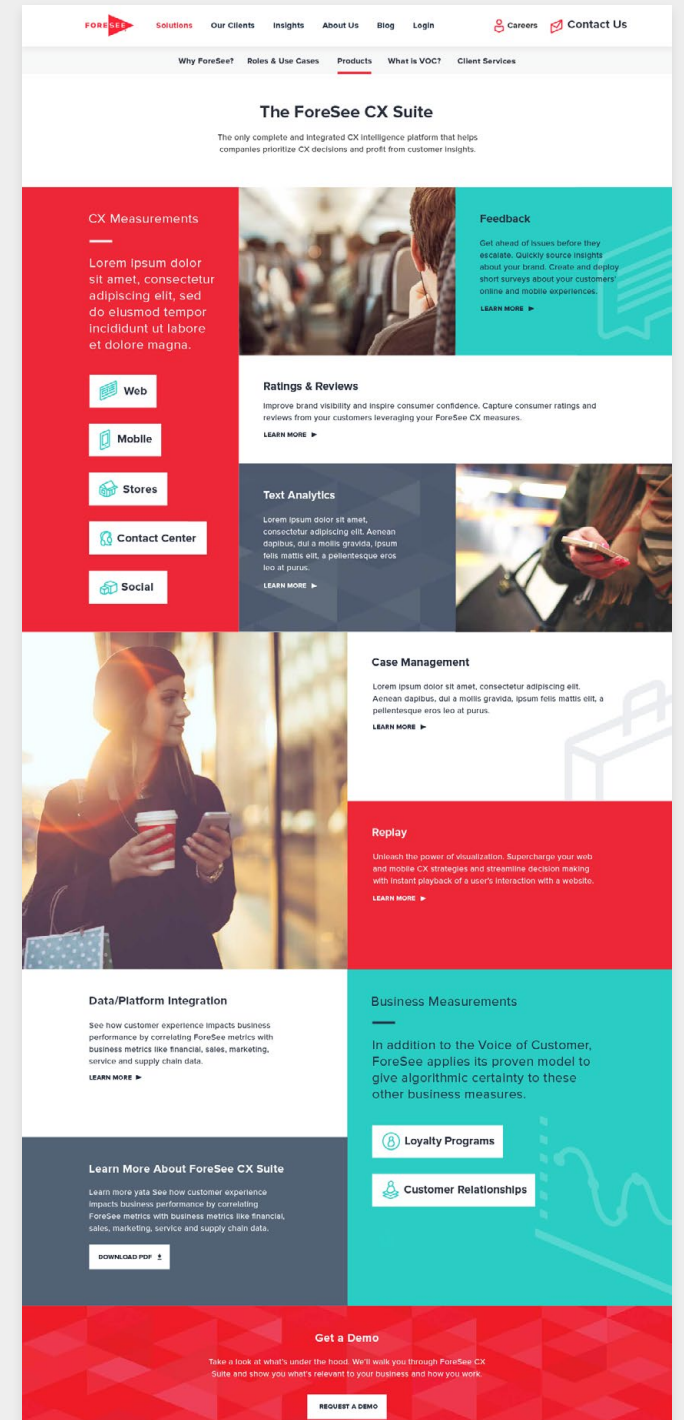
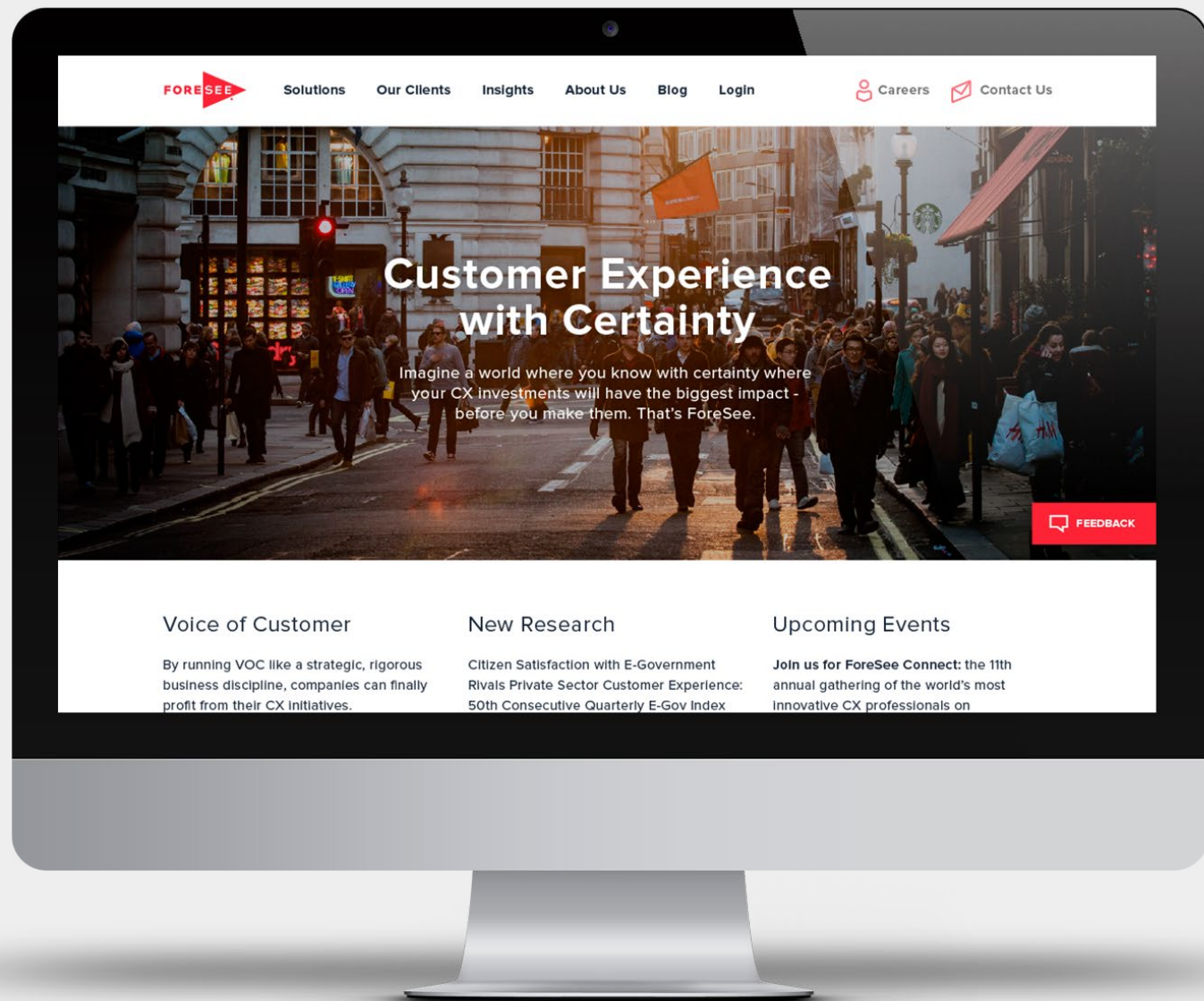


Creative Content

# Web Design + Development

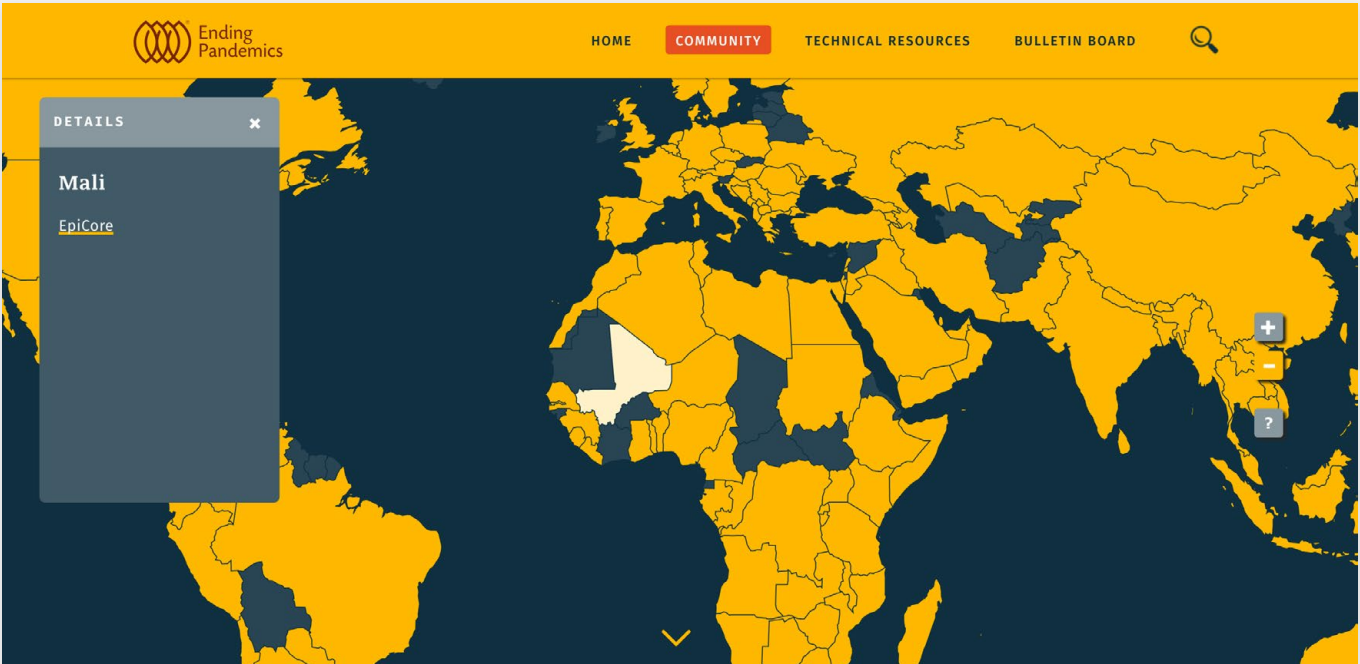
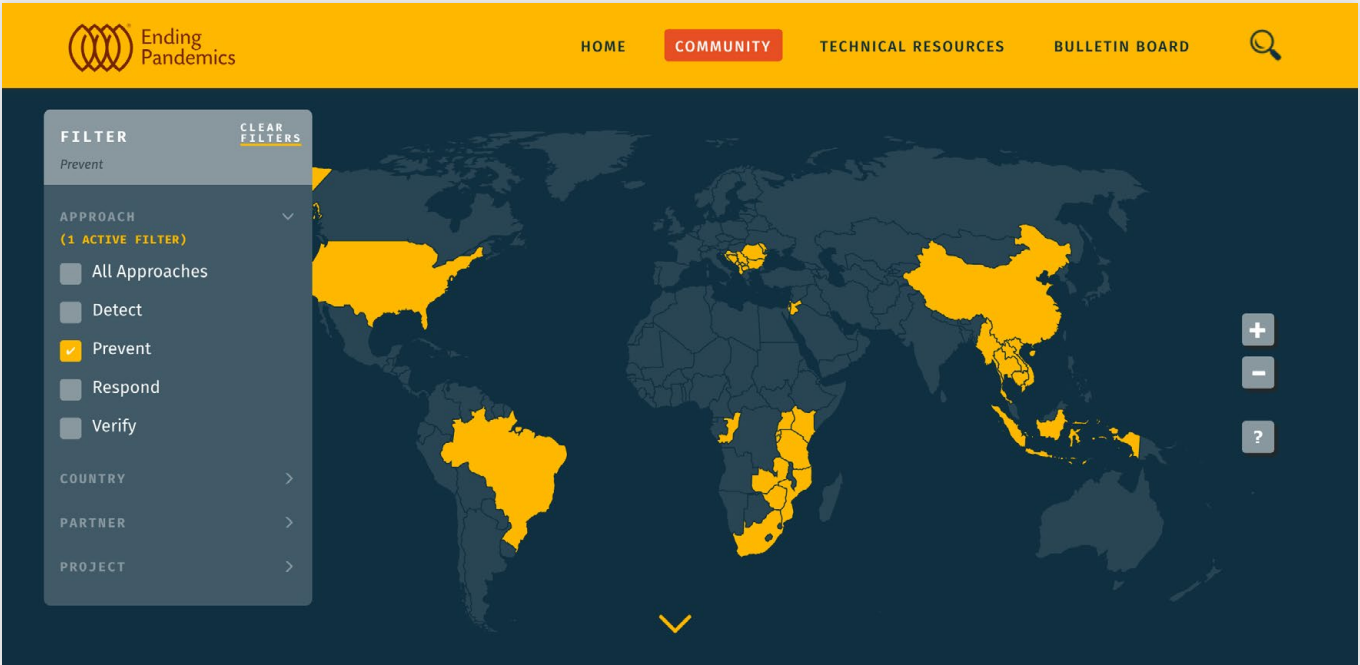
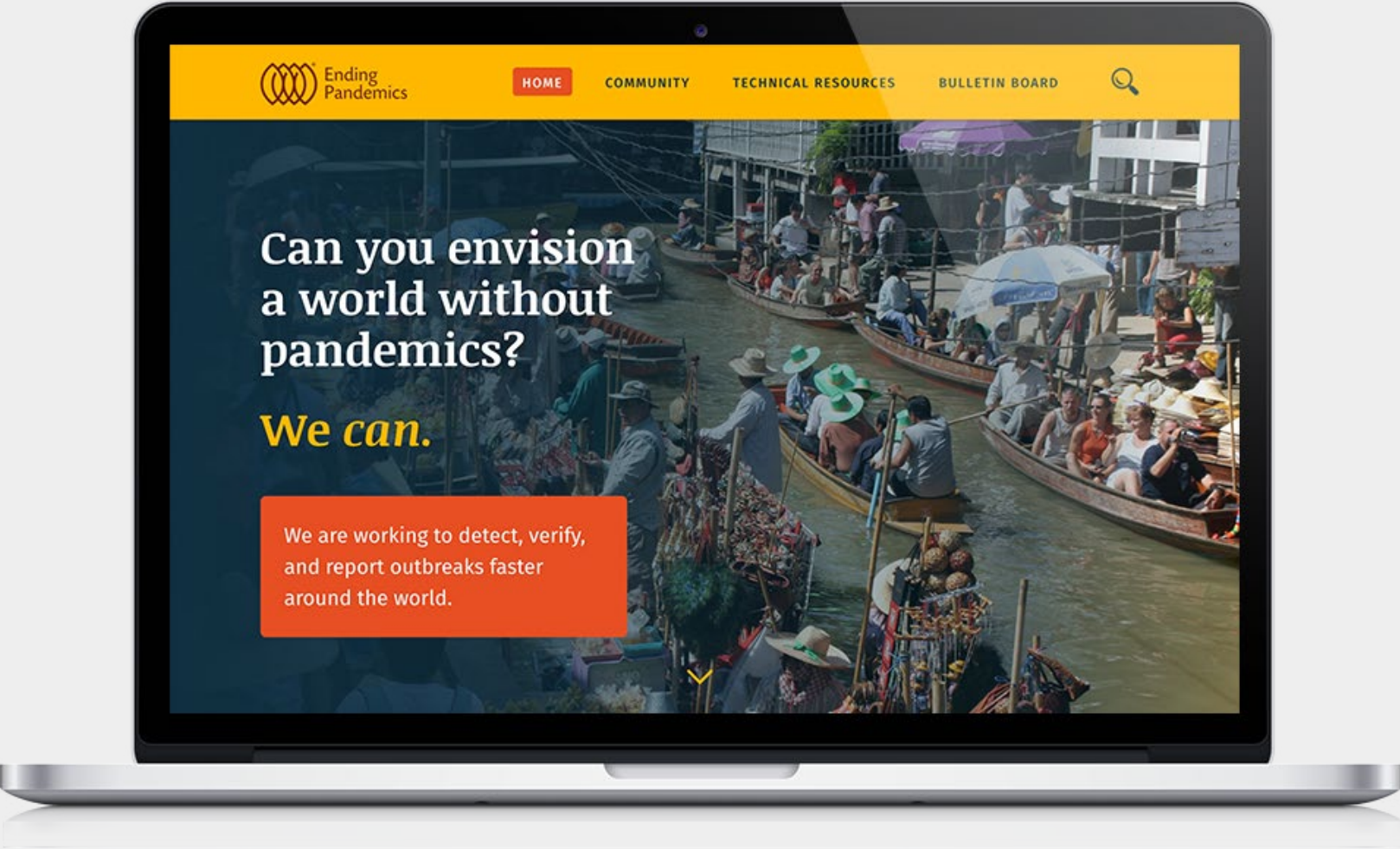


# ForeSee





Skoll Global Threats Fund

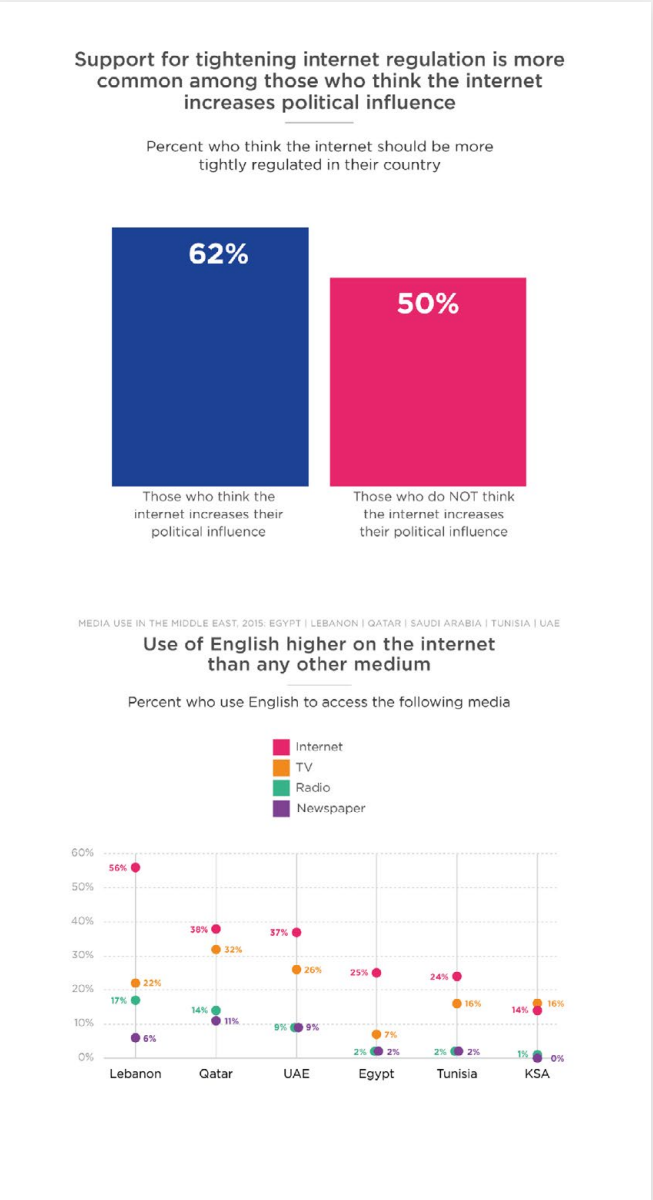
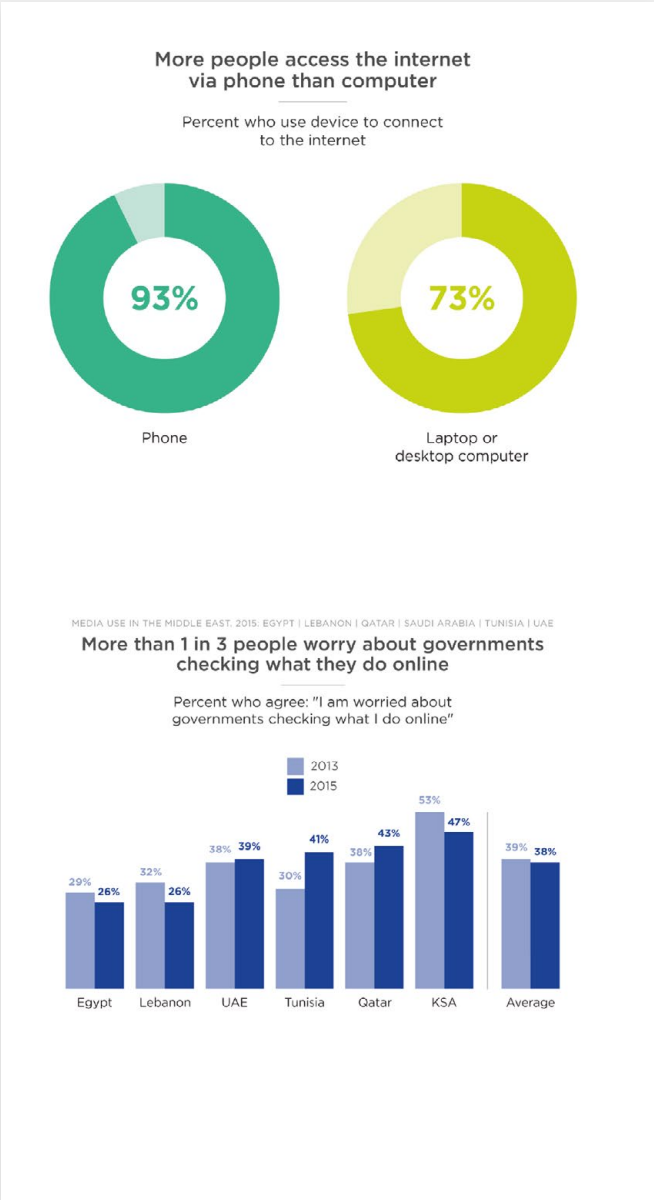




Creative Content

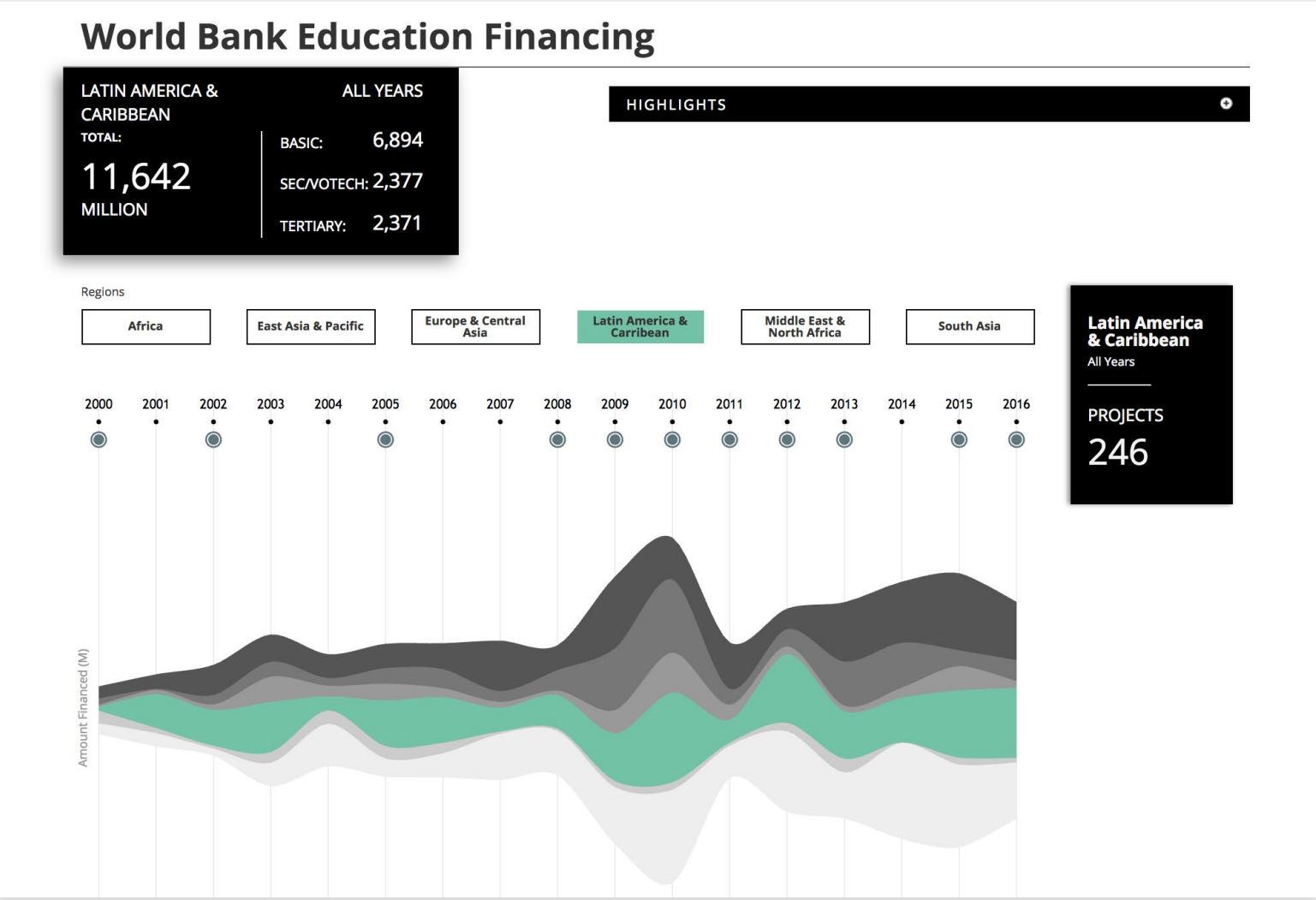
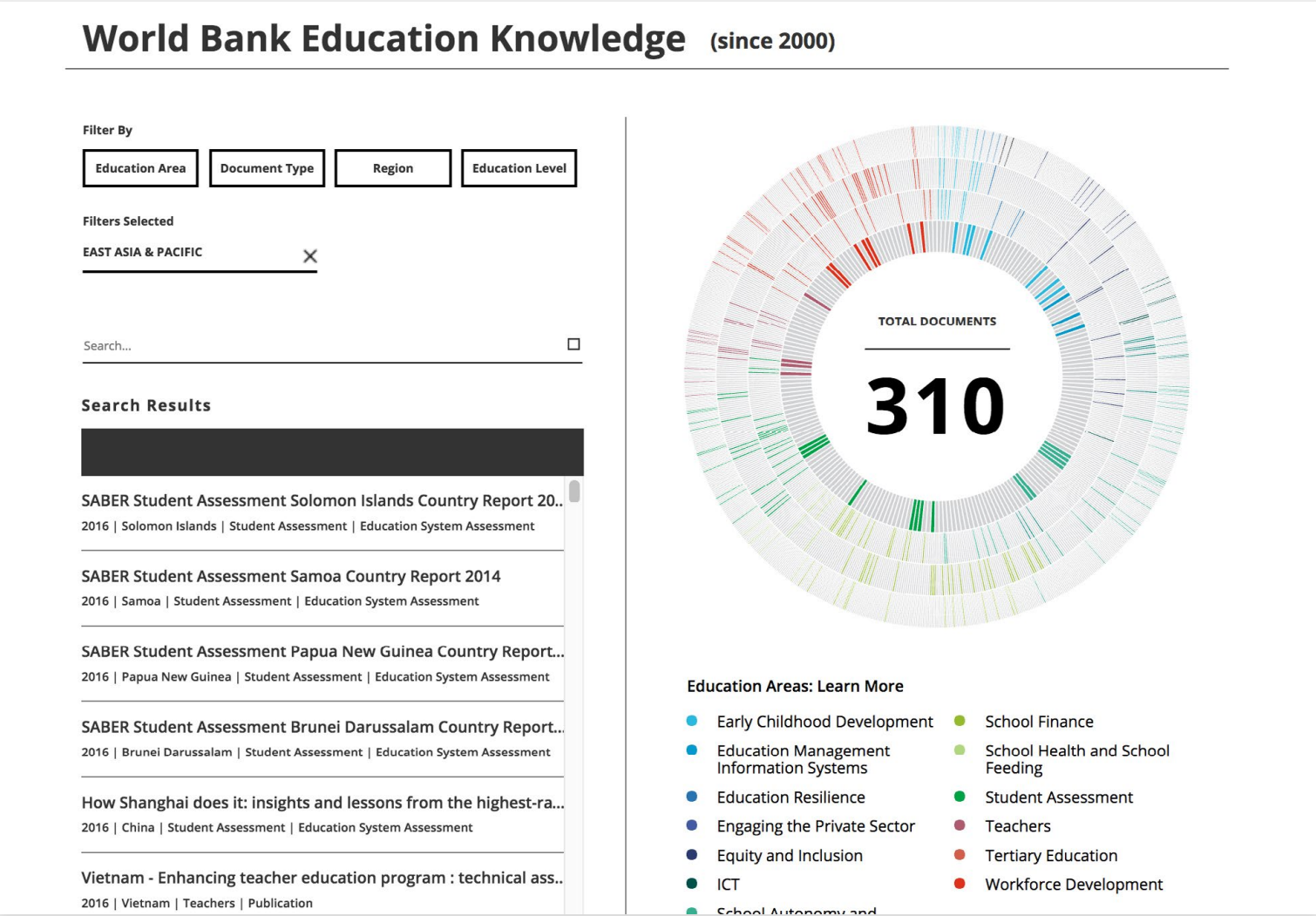
# Data Visualization

Northwestern University

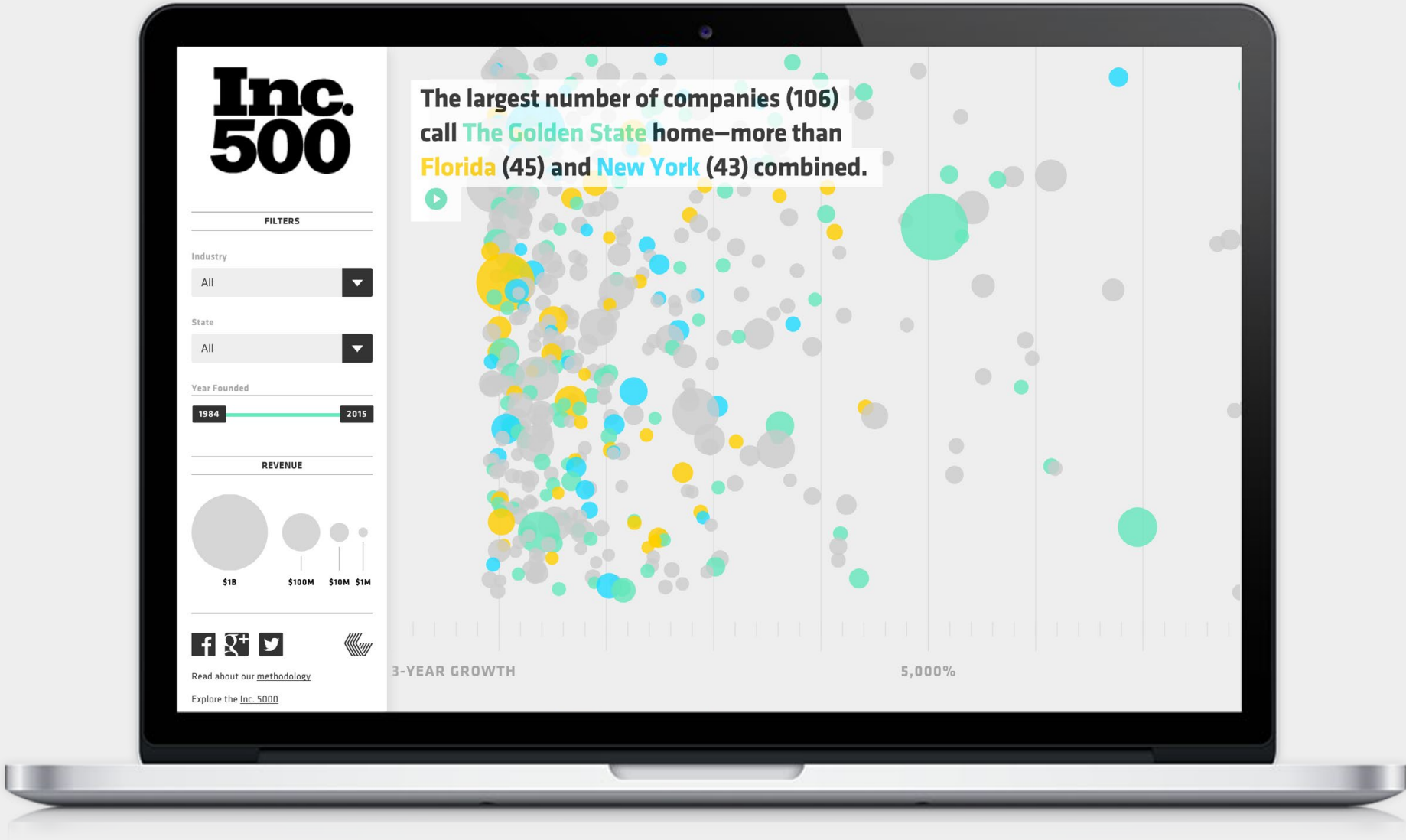




The World Bank



Inc. 500






Creative Content

# Infographics





300+ and counting

Play
 Drama

# Who's Afraid of Virginia Woolf

Author <b>Edward Albee</b>	First Performed <b>1962</b>	Original Language <b>English</b>
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**OVERVIEW**

## The Breakdown of a Marriage

Set in a college town in the early 1960s, *Who's Afraid of Virginia Woolf?* describes the night George and Martha, a college professor and his wife, invite a young couple, Nick and Honey, to their home after a faculty party. With Nick and Honey as their unwitting audience, George and Martha act out the strife in their wretched marriage.



**Act I:  
Fun and Games**

George and Martha draw Nick and Honey into their sick games.

**Act II:  
Walpurgisnacht**

George and Martha turn on Honey and Nick as Martha and Nick pair off.

**Act III:  
The Exorcism**

The couples' secrets about their marriages are revealed.

### Main Characters



**George**  
Middle-aged history professor



**Martha**  
Voluptuous woman, daughter of the college president



**Nick**  
Handsome young biology professor



**Honey**  
Timorous, young, and "slim-hipped" woman

### Author

  
**EDWARD ALBEE**  
 BORN 1928

One of the world's most celebrated playwrights, Albee has won multiple Pulitzer Prizes and Tony Awards.

His works strike a chord with their realistic and absurd reflections of the modern condition. In 1925 he was inducted into the American Theatre Hall of Fame.

### Symbols

**Education**

Represents the central focus of the characters' lives; fails to bring wisdom or fulfillment

**Children**

Represent the couples' mutual desire to have kids in the belief children will bring happiness

Children's Literature

Fiction

# The Jungle Book

Author  
Rudyard Kipling

Year Published  
1894

Original Language  
English

## THEMES

### Law of Survival in the Animal World

Set in a variety of animal habitats, including ones that overlap or clash with humans, *The Jungle Book* is a collection of stories about respect, rules, and the language of survival shared among animals. As the young humans in these tales come of age, they learn to follow the lead of animals rather than struggling against them.

#### Coming of Age

Although characters begin as young children, they learn how to survive without the aid of their parents or their "pack."

#### Law & Obedience

The Law of the Jungle allows many different animals to thrive in the same place—as long as everyone obeys it.

#### Animal & Human Interactions

Mowgli and others show how interactions between animals and humans can succeed through understanding and respect—or fail because of indifference and harmful interactions.

## Main Characters

#### Baloo

Sleepy bear; helps wolf cubs and teaches Mowgli the Law of the Jungle

#### Bagheera

Protective black panther; keeps Mowgli safe from harm

#### Kaa

Cunning rock python; scares everyone but saves Mowgli from the Monkey People

#### Rikki-tikki-tavi

Curious house mongoose; saves a family from two deadly cobras

#### Mowgli

Fearless boy raised by a wolf pack; lives in the jungle and vows to kill Shere Khan

#### Shere Khan

Lame tiger; eats people and tries to take Mowgli from the wolves

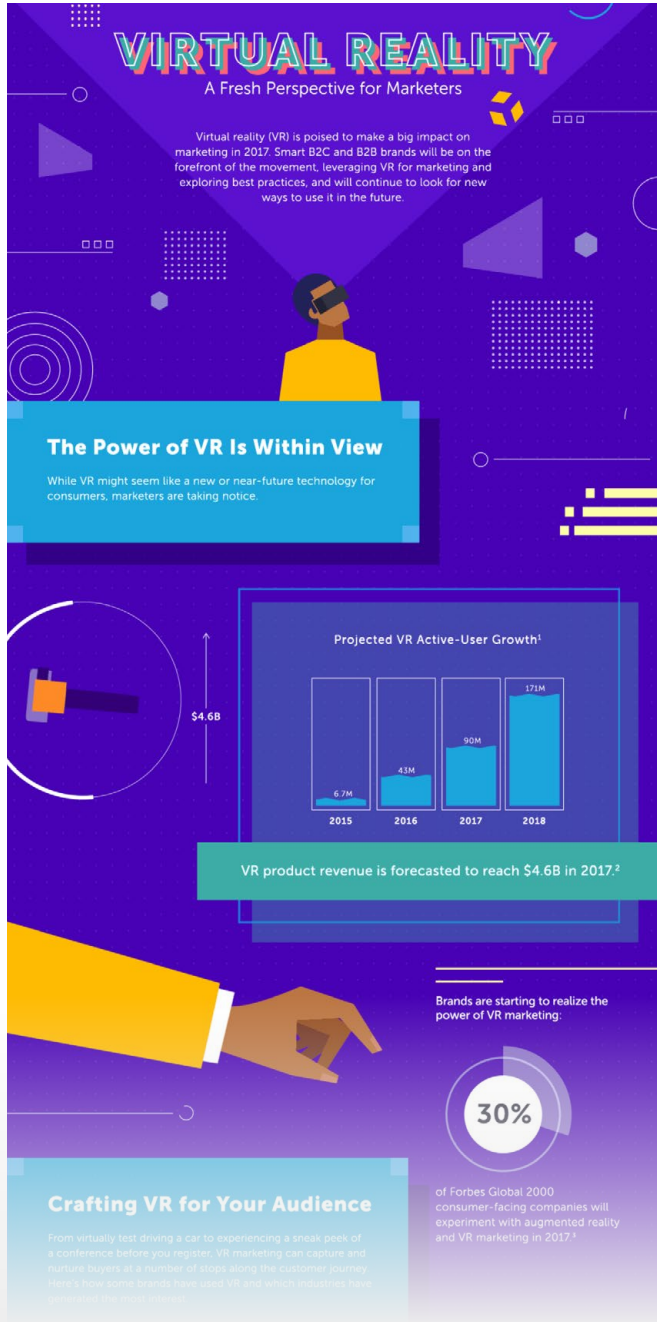
#### Little Toomai

Young son of an elephant driver; sees elephants' secret dance



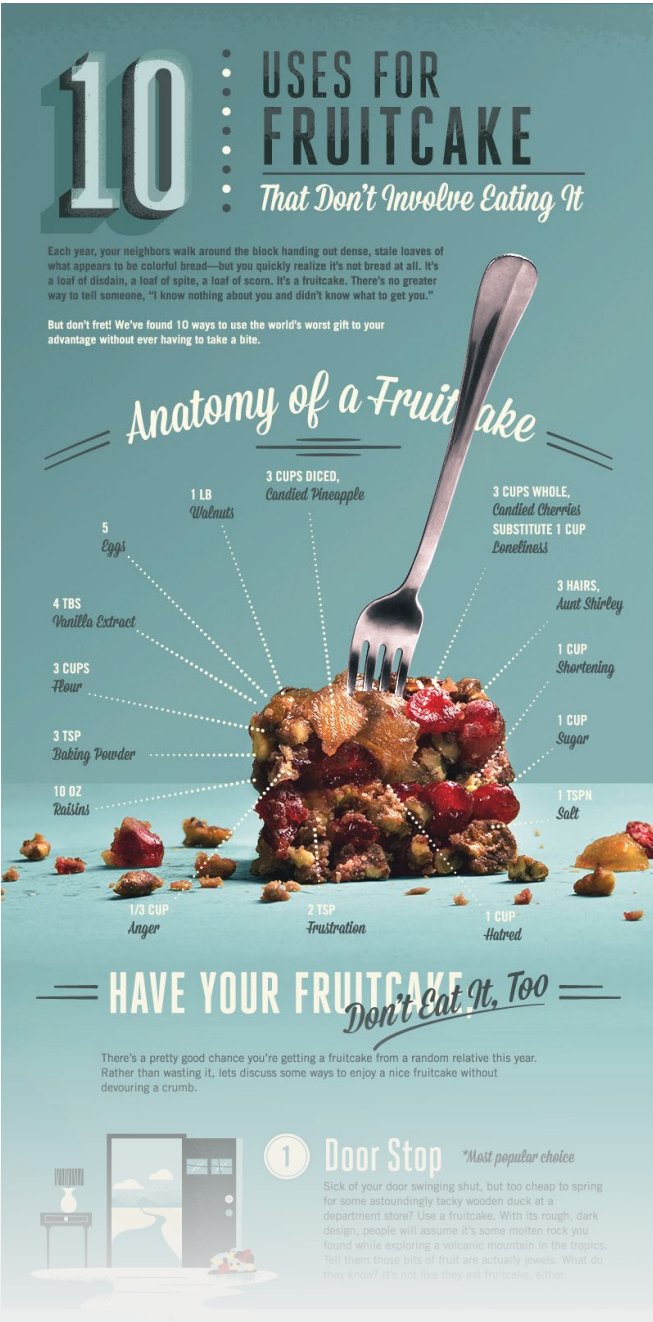
# Marketo

SEE IT LIVE



# eBay

SEE IT LIVE



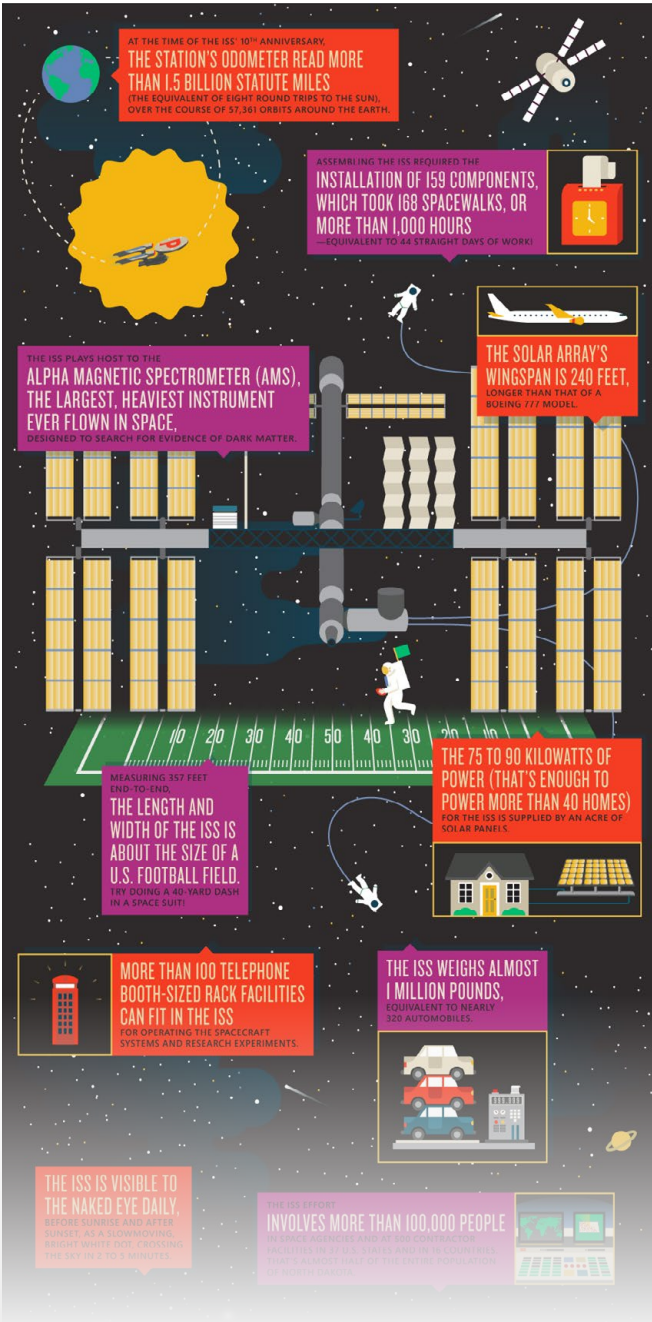
# LinkedIn

SEE IT LIVE



# Microsoft

SEE IT LIVE





Creative Content

# Microcontent



Dropbox

### 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. These are often characterized as knowledge work, and are least likely to be automated.

0-25%

25-50%

50-75%

75-100%

### Content Creation

Art Directors  
Desktop Publishers  
Editors  
Film and Video Editors  
Graphic Designers  
Multimedia Artists and Animators  
Photographers  
Producers and Directors  
Proofreaders and Copy Makers  
Technical Writers  
Writers and Authors

Download our *Get wise beyond your peers* eBook to learn more about your team.

Dropbox

### Manager

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

Most likely industry

Least likely industry

Technology

Legal

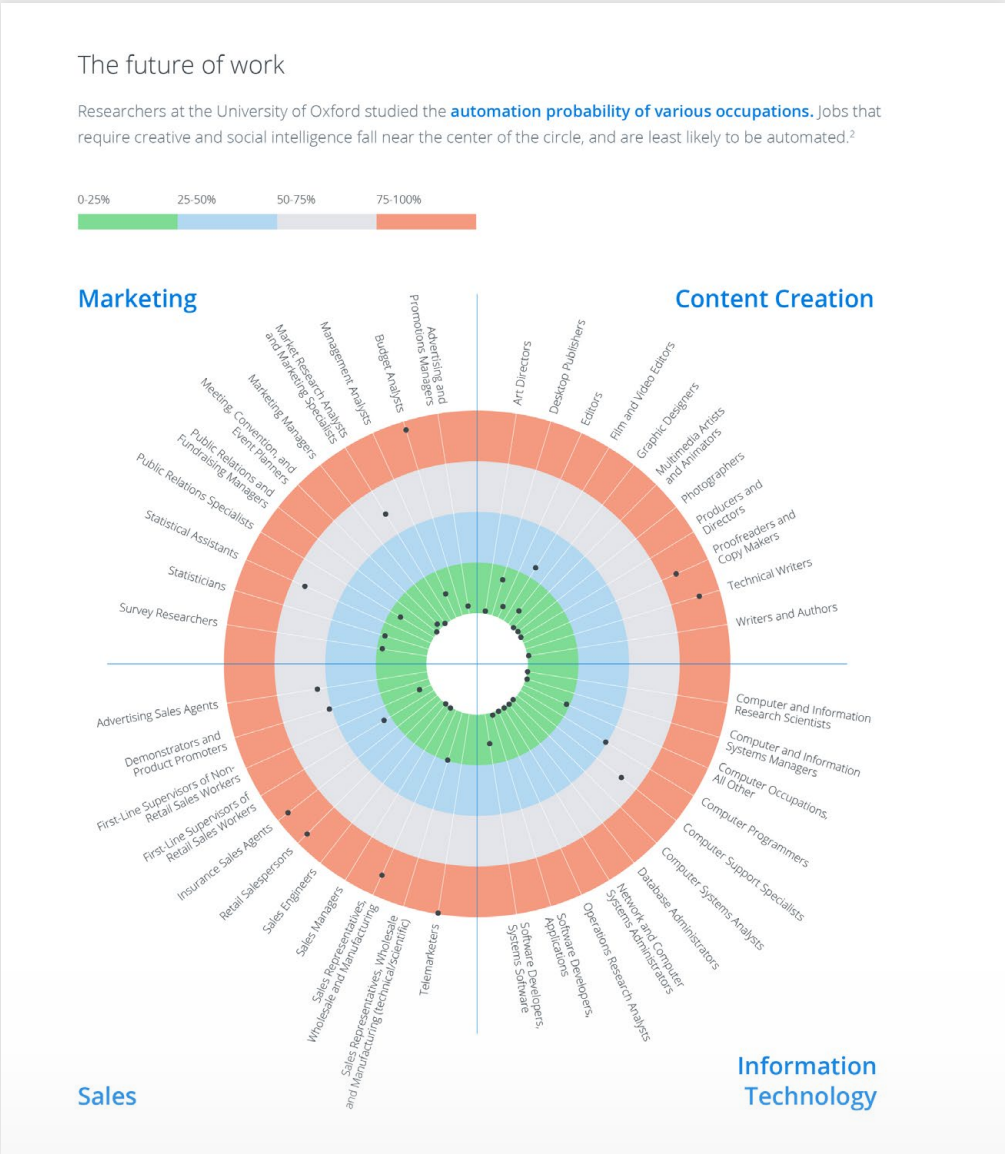
### Needs support:

- Fighting fires, distractions and interruptions
- Managing deadlines, budgets and logistics
- Communicating with teammates and vendors across time zones

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

Download our *Get wise beyond your peers* eBook to learn more about your team.

Dropbox



## Get wise beyond your peers

Companies that optimize for the needs of modern employees will succeed in the changing workplace

### The way we work is evolving

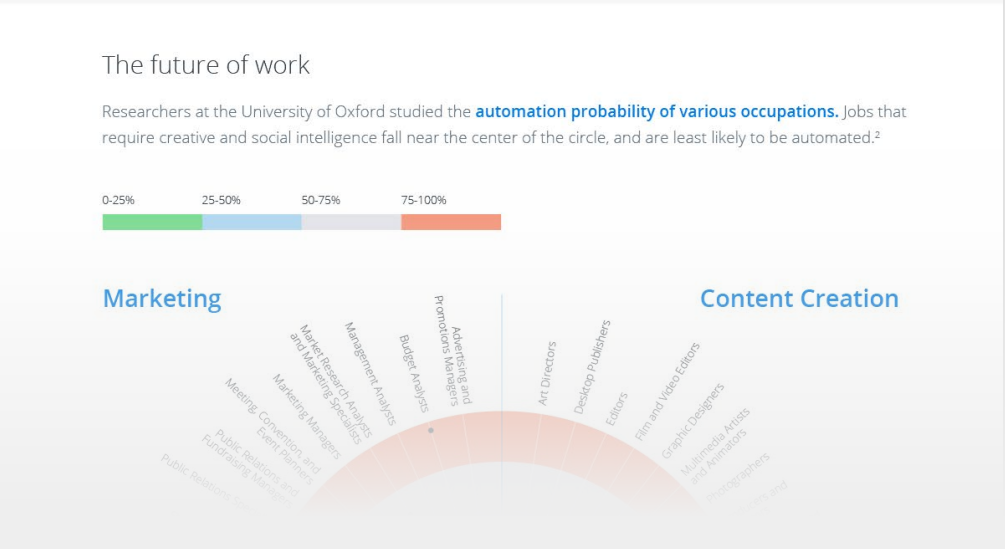
Machine learning is changing how we do business, as activities become automated and jobs are redefined. But it doesn't mean we're going to be replaced by machines.

The hardest activities to automate include<sup>1</sup>:

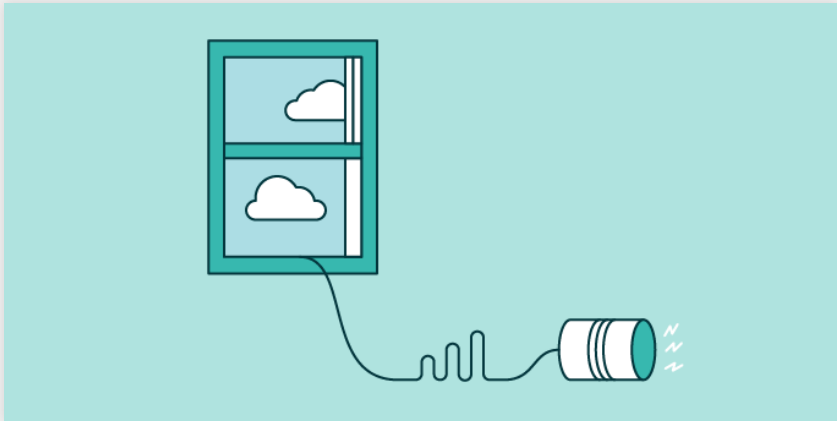
- Managing people
- Producing creative work
- Applying expertise to decision-making and planning

### A need for knowledge workers

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



Zendesk



[Blog](#) [Product](#) [Best Practices](#) [Zendesk Tips](#) [News](#)  [Subscribe](#)

Three teal pillars of varying heights, each holding up a white square with the number '10' in black.

### Improving the customer experience

June 21, 2017  
Best Practices, Customer experience, Support, Zendesk Products

The human brain processes video at astounding speeds. Try using it in your support pages.

A person in a blue uniform stands next to a tall, thin structure with a ladder-like rungs.

### A customer experience definition

June 19, 2017  
Best Practices, Customer experience

Some companies struggle with agreeing on a customer experience definition. But actually delivering a great one is truly the difficult part.

A green vintage car driving on a road.

### Maximize customer service training

June 19, 2017  
Best Practices, Customer service leadership, Team management

Correctly investing in customer service training not only ensures that customers receive the best possible service, but agent turnover is reduced

A person in a red shirt and blue pants works at a desk with a laptop and various tools.

### Building trust with automatic answers

June 16, 2017  
Best Practices, Customer service leadership, Guide, Zendesk Products

Automatic answers are exactly what they sound like: they're answers that are immediately given to a customer without any agent interaction

A hand holds a glowing, blue, teardrop-shaped object with small stars around it.

### Are proactive chat scripts the answer?

June 16, 2017  
Agent experience, Best Practices, Chat, Customer experience, Zendesk Products

How your agents handle the delicate back and forth of a live chat conversation matters. Some may say proactive chat scripts are the answer. But are they?

A yellow banner with a black triangle in the bottom left corner containing the letter 'z'. The text 'Up and to the right' is written in white.

### Deliver a seamless online customer experience

June 15, 2017  
Admin Tips, Embeddables, Support, Zendesk Products, Zendesk Tips

In this post, we'll share how you can stand out from the crowd with a better online experience for your customers

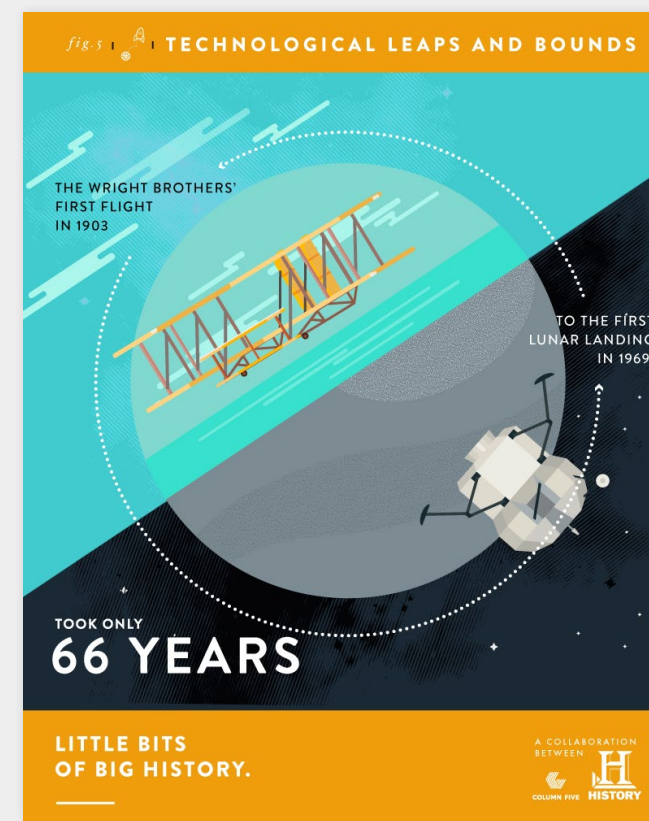
A white tablet with a green play button icon in the center.

A simple line drawing of a chair and a desk with a lamp.

A diagram showing a central computer icon connected to several smaller server or device icons.



# The History Channel





Creative Content

# E-books



# LinkedIn



CHAPTER

2

## Millennials Taking on the Workforce by Storm

Why We Created a Playbook for Millennials

Today's top-performing Millennials are social leaders. And here's your chance to join their ranks.


As a Millennial, you can take advantage of lots of opportunities to build your personal brand—and your company's brand—on LinkedIn.

That's why we've compiled LinkedIn's first Millennial Playbook, filled with exclusive insights from top Millennial marketers and enriched by LinkedIn data.

If you're one of the 87 million Millennials on LinkedIn but you're not sure if you're getting the most out of the LinkedIn platform, this playbook is for you. Our goal is to help you build authority and thought leadership by making more meaningful connections and earning visibility in an increasingly noisy space.


*"We are not a generation of suits and ties, but rather creators and entrepreneurs."*

PAIGE WILLIAMS  
Senior Manager, Member Marketing & Communications, Social Media, LinkedIn



CHAPTER 2: HOW MILLENNIALS CAN BUILD THEIR PERSONAL BRANDS ON LINKEDIN

THE MILLENNIAL PLAYBOOK 19



Our research also uncovered unique differences in researching a job. Millennials were more likely to use social media and a company's career website to learn about the company's culture, while men were more likely to use search engines and contact someone they knew at the company.

For any recruiter reading this eBook (Millennials and non-Millennials alike), here's what this means for you:

First and foremost, Millennials want a job that will advance their career and a benefits package to match. So, the best way to get them to work for your company is to offer both.

21% of Millennials stated the reason they left their jobs was to try out a new industry. As a recruiter, it's important to consider candidates who may be coming from outside the industry you're hiring for.

Your talent brand should be top of mind when appealing to Millennials. Use online resources, such as your career web page and social media accounts, to convey information about your company and its culture.

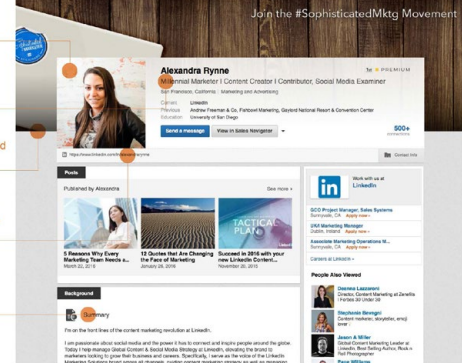
<https://business.linkedin.com/talent-solutions/blog/hiring-millennials/2013/what-you-need-to-know-to-hire-millennials>

CHAPTER 2: HOW MILLENNIALS CAN BUILD THEIR PERSONAL BRANDS ON LINKEDIN

THE MILLENNIAL PLAYBOOK 27

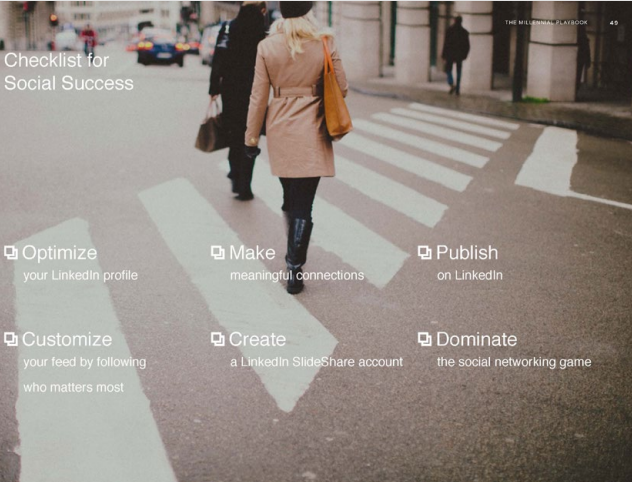
Make your LinkedIn profile pop with the following 5 key elements:

- Add a professional profile picture.
- Create a distinctive LinkedIn profile headline.
- Make your LinkedIn background photo work for you.
- Customize your LinkedIn URL, and share it everywhere.
- Tell your story through your summary and experience.



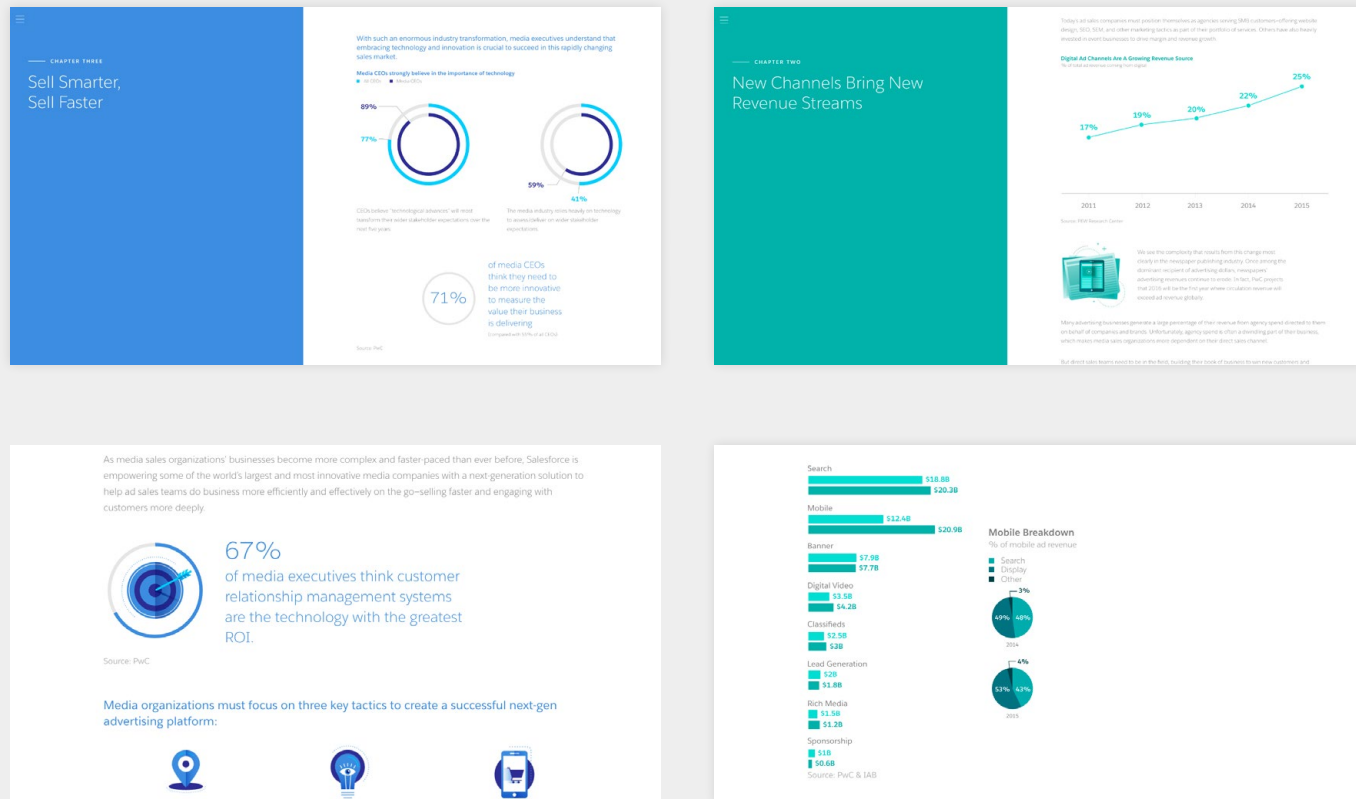
Checklist for Social Success

- Optimize your LinkedIn profile
- Make meaningful connections
- Publish on LinkedIn
- Customize your feed by following who matters most
- Create a LinkedIn SlideShare account
- Dominate the social networking game





# Salesforce





Creative Content

# Annual Reports

Girls Who Code



### PROGRAM MARKETS

2012-13 2013-14 2014-15 **2015-16** 2016-17

SIPs

- 0 CLUBS
- 1-10
- 11-50
- 51-100
- 101-150
- >150

### 30,000+ Girls Reached To Date!

### WHERE ARE THEY NOW?

This year, Girls Who Code's first group of alumni will graduate college. Here's what Lesley, Maria, and Cora have been up to since graduating from Girls Who Code in the summer of 2012!

**Lesley Panama**

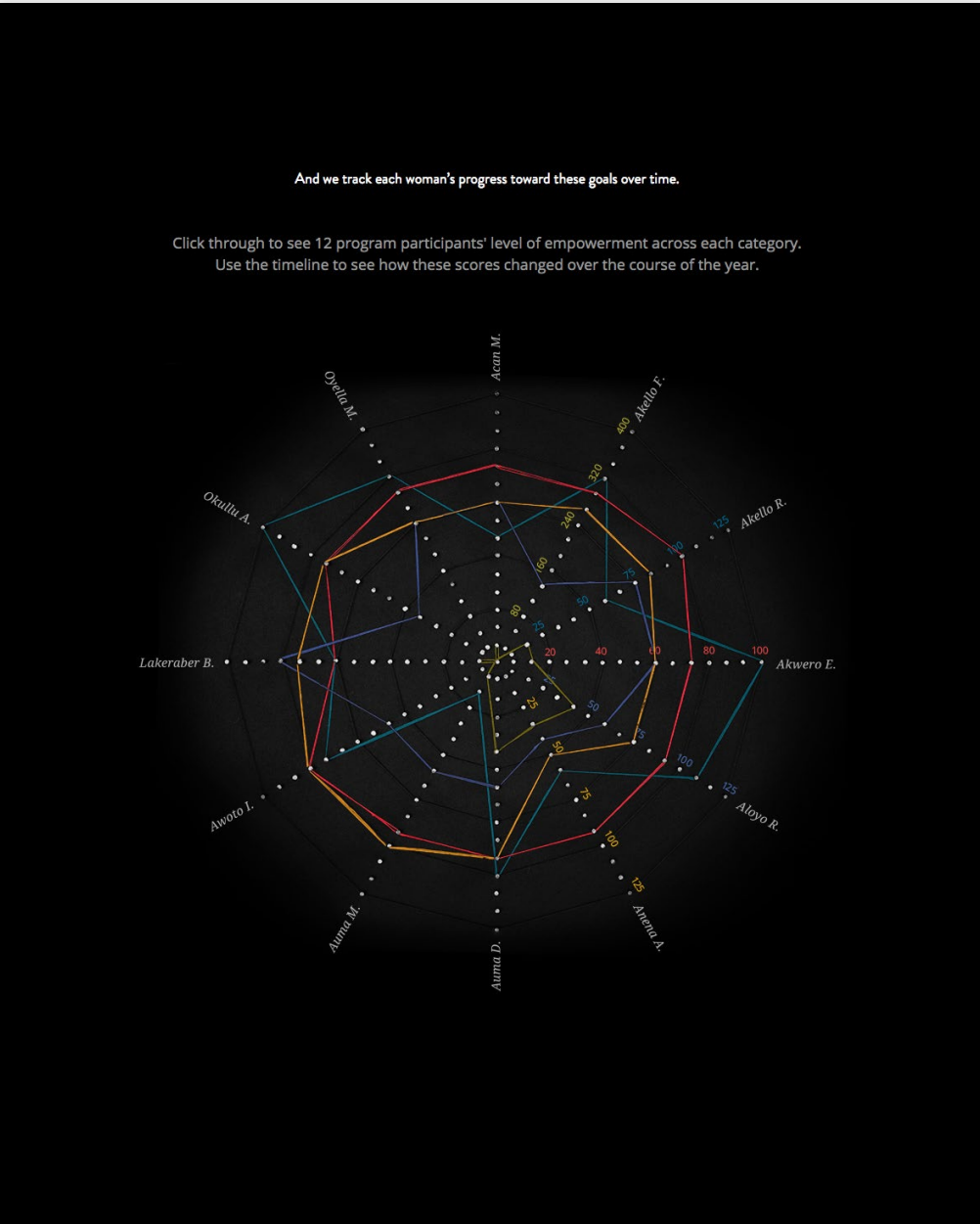
Girls Who Code Class of 2012, AppNexus

Computer Science Major, New York Institute of Technology

Lesley credits Girls Who Code for not only sparking her interest in programming but for teaching her confidence, responsibility, and hard work. Today, Lesley is a computer science major and sociology minor at NYIT, and she plans to get her Master's in Education after she graduates this year. She hopes to open doors for students who otherwise wouldn't have access to technology.



Krochet Kids Intl.



# PERU

Lima

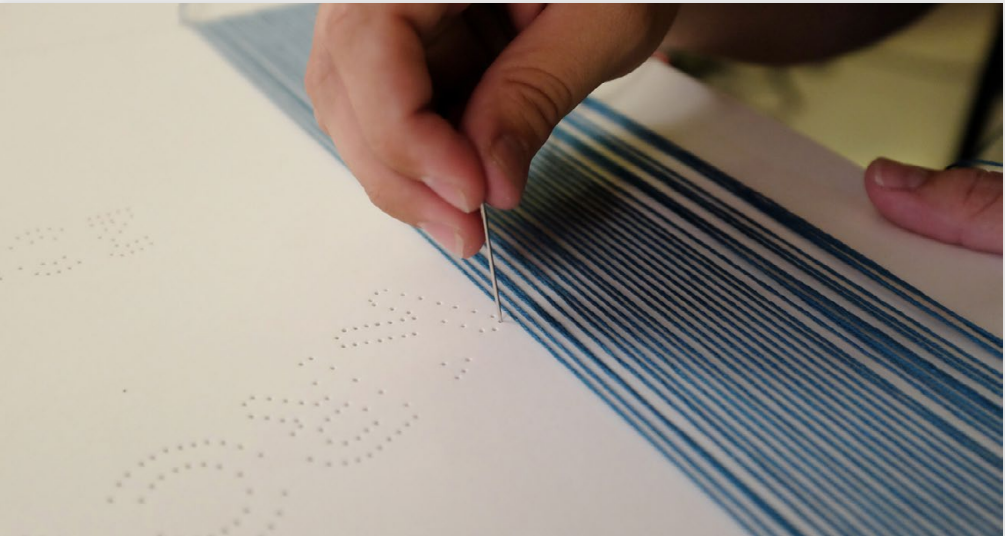
## BROADENING OUR OFFERINGS & OUR EMPOWERMENT

*In order to further drive our beneficiaries' impact, we focus intently on providing customers with a wide selection of high-quality items. Our Cut & Sew Program in Lima, Peru, enables us to do just that. This newer empowerment project has greatly helped us broaden our impact by expanding our product categories.*

Because of our Cut & Sew Program, we were able to double our Peru program's future reach and widen our product base to include items like our apparel collection and travel bags—all constructed onsite. Leveraging more types of construction methods enables us to employ more

women and make a greater impact in the communities we work with in Peru. Each product retains the story of the woman who made it, through a hand-signed tag that bears her name.

Take a tour of our Cut & Sew Initiative





Pacific Life 2016



32 — Pacific Life 2016 Annual Report

# Aviation Capital Group

Aviation Capital Group offers tailored aircraft placement, trading, and investing solutions, enhanced by industry-leading financing capabilities built on 28 years of experience through multiple business cycles. We are a trusted aircraft lessor to approximately 100 airline customers in more than 45 countries, with a fleet of 413 owned, managed, and committed commercial jet aircraft. ACG is a premier, full-service provider of operating leases to airlines, and aircraft asset management and advisory services to lenders and institutional investors.

**OUR EXPERTISE**

- Proven, global full-service platform and tested performance through multiple business cycles
- Committed to exceeding customer expectations and building meaningful relationships
- Strong capital structure and a disciplined focus on asset management

**OUR SOLUTIONS**

- Global aircraft leasing, trading and asset management services
- A focus on young, light, new technology aircraft in high demand
- Expertise in operating long-term economic value creation for our partners

**INNOVATION IN ACTION**

Enhanced our forward order book with aircraft equipped with most advanced fuel-efficient technology and enhanced cabin designs



**AIRCRAFT OWNED, MANAGED, AND COMMITTED**

2014	2015	2016
373	388	413

**TOTAL ASSETS**

In billions of dollars

2014	2015	2016
8.8	9.3	9.1

**OUR ACHIEVEMENTS**

- Maintained our consultative customer-centric focus, with 1,600 customer contacts
- Sourced \$3 billion of accretive aircraft purchases through multiple channels and completed approximately \$1 billion of aircraft sales, a record for our company
- Completed two asset management transactions valued at over \$2.5 billion in net asset value
- Achieved credit ratings upgrades by Standard & Poor's and Fitch Ratings, reflecting strong earnings and improved financial metrics
- Redeemed our \$1.9 billion asset-backed securitization, continuing to transform our capital structure while strengthening and improving the flexibility of our balance sheet

**LEADERSHIP**

Keith L. Blau, Chief Executive Officer • John R. Davis, Executive Vice President, Global Strategy • Andrew M. Menard, Executive Vice President, Global Marketing & Aircraft Trading • Madhu Vijay, Executive Vice President & Chief Financial Officer • Todd E. Woodcock, Executive Vice President, Asset Management • Thomas G. Baker, Senior Vice President, Strategy & Analytics • Patrick J. Ryan, Senior Vice President & Chief Technical Officer • James A. Zembrowski, Senior Vice President & General Counsel

**DISTRIBUTION NETWORKS**

United States, United Kingdom, Ireland, Chile, China, and Singapore

**\$9.1B**

total assets

**\$1.1B**

revenue

**48%**

compounded annual growth rate in pre-tax income from 2014 to 2016

**133**

new technology aircraft commitments

33 — Pacific Life 2016 Annual Report

# Investments

**DISTRIBUTION OF INVESTMENTS**

Pacific Life invests in carefully selected securities, mortgage loans, real estate properties, and private equity. Pacific Life has an accomplished management team with experience in both positive and negative market environments. Our disciplined underwriting and diligent monitoring helps ensure that we maintain portfolio quality over the long horizon.

**\$68.2B**

Dollars in millions

December 31, 2016	
Fixed Maturity Securities: 645,158	Private Equity: 6808
Mortgage Loans: 512,175	Real Estate: 5646
Policy Loans: 57,437	Fair Value Option Securities: 5529
Other Investments: 9996	Trading Securities: 3305
	Equity Securities: 5127

**QUALITY OF FIXED MATURITY SECURITIES**

Our fixed income portfolio holdings are very strong, with more than 95 percent of our fixed maturity securities rated as investment-grade by the Securities Valuation Office of the National Association of Insurance Commissioners (NAIC).

**\$45.2B**

Dollars in millions

December 31, 2016	
Investment-Grade: \$42,882	Non Investment-Grade: \$2,276
NAIC 1 Highest Quality: \$20,162	NAIC 3 Medium Quality: \$1,684
NAIC 2 High Quality: \$22,720	NAIC 4-NAIC 6 Low Quality and Below: \$592

**DISTRIBUTION OF REAL ESTATE INVESTMENTS**

Pacific Life emphasizes high-quality properties in select major metropolitan areas that exhibit strong demographic and economic trends.

**\$12.8B**

Dollars in millions

December 31, 2016	
Office Buildings: 63,079	Lodging: \$1,517
Retail: 53,085	Credit Tenant Loans: \$969
Apartments: 32,667	Other: \$604

**REAL ESTATE MORTGAGE PROPERTIES**

These featured properties represent just a few of the high-quality mortgage loans included in Pacific Life's real estate investment portfolio.



Pictured left to right: West Village II - Dallas, Texas; The Rugby - Bethesda, Maryland; Belltown Quarter - Washington, D.C.; Desert Ridge Marketplace - Phoenix, Arizona; Hilton Waterfront Beach Resort - Huntington Beach, California; Balpark Village - San Diego, California



Pacific Life 2015

SEE IT LIVE

10



# AVIATION CAPITAL GROUP

Aviation Capital Group is proud to celebrate its 27th year as an aviation industry leader. With a platform of 266 commercial jet aircraft leased to approximately 100 airlines in 45 countries, we are established as a trusted aircraft lessor 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 asset investments and management
- Commercial jet aircraft trading

Pacific Life 2014

SEE IT LIVE



**Investments**  
Positioning the Company for the Long Term

**Distribution of Investments**  
Pacific Life invests in carefully selected securities and mortgage loans. Pacific Life has a seasoned management team with experience in both positive and negative market environments. Our disciplined underwriting and diligent monitoring ensure we maintain portfolio quality over the long horizon.

**\$57B**  
Dollars in Millions

December 31, 2014

■ \$37,398	Fixed Maturity Securities	■ \$555	Other Investments
■ \$9,327	Mortgage Loans	■ \$336	Real Estate
■ \$7,234	Policy Loans	■ \$239	Trading Securities
■ \$863	Private Equity	■ \$193	Equity Securities
■ \$63	Other		

**NAIC Ratings**  
Dollars in Millions

December 31, 2014

■ \$35,707	Investment-Grade	■ NAIC 2 \$18,691	High Quality
■ \$1,691	Non-Investment-Grade	■ NAIC 4-6 \$389	Low Quality and below
■ NAIC 1 \$17,016	Highest Quality		
■ NAIC 3 \$1,302	Medium Quality		



**WHO WE ARE**  
OUR MISSION  
We provide financial security through products and services that stand the test of time.  
OUR VISION  
To be the company of choice for clients who seek protection



**ACHIEVEMENTS**

- Recognized as a leader in the industry for our commitment to providing innovative solutions to our customers and our strategic relationships.
- Created a more streamlined approach to our business by restructuring our operations to align with the changing needs of our customers and our strategic relationships.

**1st** Largest seller of individual universal life insurance

**2nd** Largest seller of corporate universal life insurance

**7th** Largest seller of total life insurance

**10th** Largest seller of individual universal life insurance market leader

**Direct Premium**  
in billions of dollars

2012	2013	2014
2.8	3.0	3.2



Creative Content

# Interactive Experiences

People for Periods

#PEOPLEFORPERIODS

SHARE

People for Periods

Menstruation is a largely unmentionable experience, a taboo subject that can leave those experiencing it feeling embarrassed and ashamed while bystanders are confused and uncomfortable. But why?

With a global population that is majority women, why is something that is a reality for more than half the world so misunderstood and off-limits?

In this interactive we explore what factors have contributed to the silence surrounding periods and how this lack of discussion and understanding directly impacts the health and quality of life for menstruating people.

People for Periods was produced by a team of creative men and women at Column Five who want to break the stigma around menstruation. We believe that even if you're not a person with a period, you can still be a person who advocates for healthy, happy, shame-free periods.

Past, Present, Periods

Know the Flow

Bleeding for Equality

CREATED BY COLUMN FIVE

#PEOPLEFORPERIODS

SHARE

1921

Ancient Era1900192019781988199020132017

Kotex's first advertising campaign appears in Ladies' Home Journal, featuring words like "dainty" and illustrations of women in high society.

#PEOPLEFORPERIODS

A project by Column Five

HomePast, Present, PeriodsKnow the FlowBleeding for Equality

1985

1985

Print advertising may have featured sanitary products since the roaring '20s, but on-air advertising wasn't allowed until 1972. And it was more than a decade before America's trailblazing Friend Courteney Cox, became the first woman to say the word, in a Tampax commercial. Now, that's progress.

Source: Flow: The Cultural Story of Menstruation. Watch here.

#PEOPLEFORPERIODS

SHARE

ATTITUDES EDUCATION COST PROGRESS

Define "Luxury"

With most governments taxing sanitary products as "luxury items," half the population must allocate extra funds for these necessities each month—which has many people rethinking the classification. After much petitioning and debate, the Europe Union voted in March 2016 to allow members to reduce their value-added tax (VAT) rates, paving the way for the United Kingdom to eliminate its controversial "tampon tax" altogether.

17-25%  
Luxury product VAT rates across EU member states

"I have no idea why states would tax these so luxury items. I suspect it's because men were making the laws when those taxes were passed."

Unites States President Obama, echoing these sentiments

Source: "The EU will Finally Allow Member States to Scrap Their 'Tampon Tax,'" 2016, Quartz

#PEOPLEFORPERIODS

SHARE

2

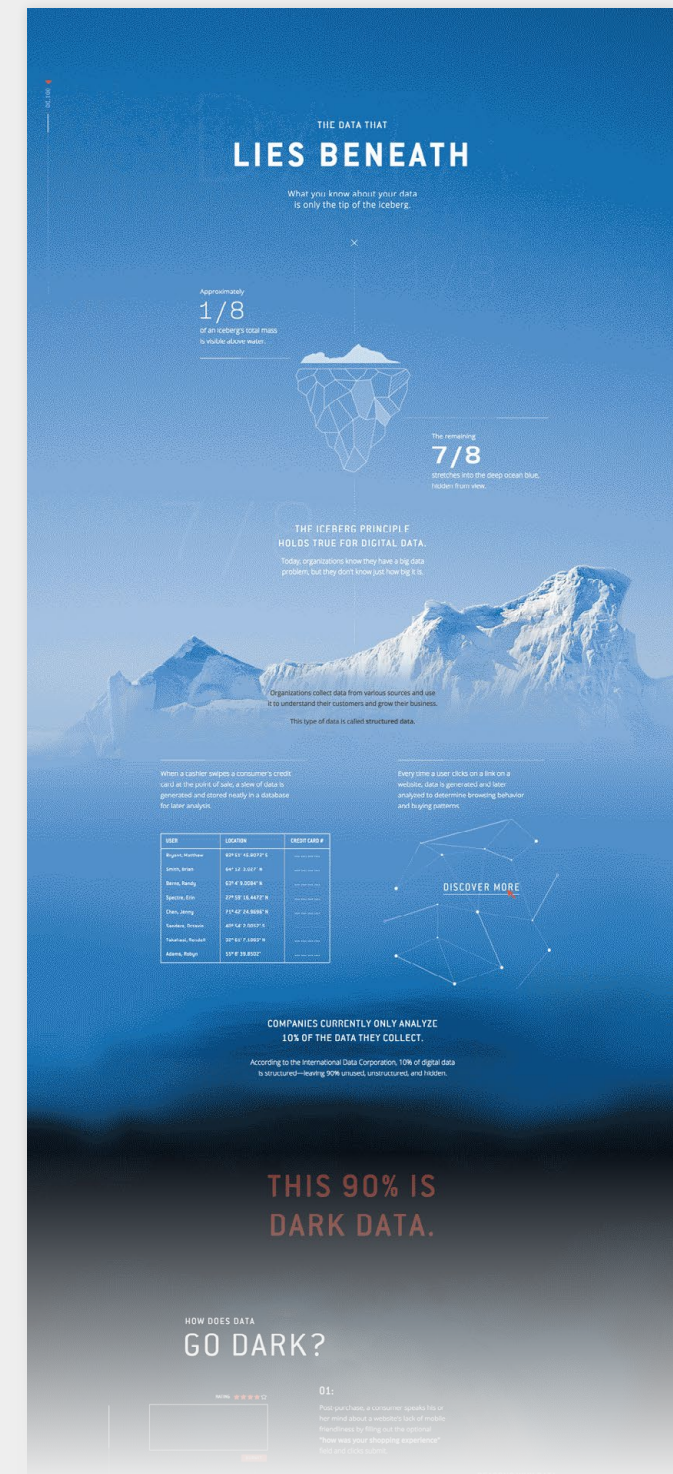
2

When America's first female astronaut, Sally Ride, prepared for her 1983 week-long space mission, how many tampons did NASA offer to pack just in case?

1725100



# Lucidworks



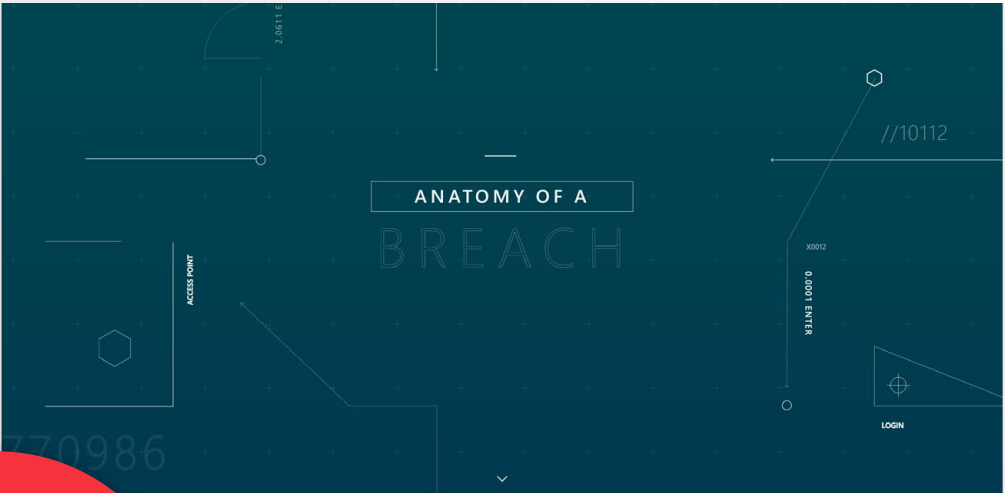
## Huffington Post





Microsoft

Named Internet Marketing Association's 2016 IMPACT – Best Infographic



Today's biggest heists might not look like the movies.

But rest assured, I'm just as destructive. I'm better organized and more sophisticated. And there's more at stake than ever before: data, intellectual property, and financial gain. Before you can stop me, it'll take you days to even notice I'm there—146 days, on average.

In fact, I'm probably already there. Most breaches go fully undetected and completely unknown.

*So, how do you plan on stopping me?*



In 2015, the average cost paid for each lost/stolen record containing sensitive or confidential information was \$154.

*Can you catch your company's potential threats before it's too late?*



Costs extend far beyond financial, like brand image, customer loss, incident response and recovery, system upgrades/security fixes, legal fees, regulatory fines, PR/marketing response expenses, and revenue/income loss.

## PHASE 1: THE BREAK-IN

Before you know it, I'm everywhere, with widespread access to your network.

### DEFENSE STRATEGY /

Quickly set up deployable software. Keep deployment software in place, and upgrade or segregate out your legacy systems.

### MICROSOFT SOLUTIONS /

Credential Guard  
Advanced Threat Analytics  
Azure Rights Management

## PHASE 4: THE LONG CON

Thanks to deploying continuous, stealthy processes like remotely connecting to your network through a third party, my job only gets easier with time.



With a permanent backdoor or alternate

\$1,570,000  
Total 2015 average cost in lost business, up



Creative Content

# Live-Action Video

## Always a Fan, Ann





Microsoft



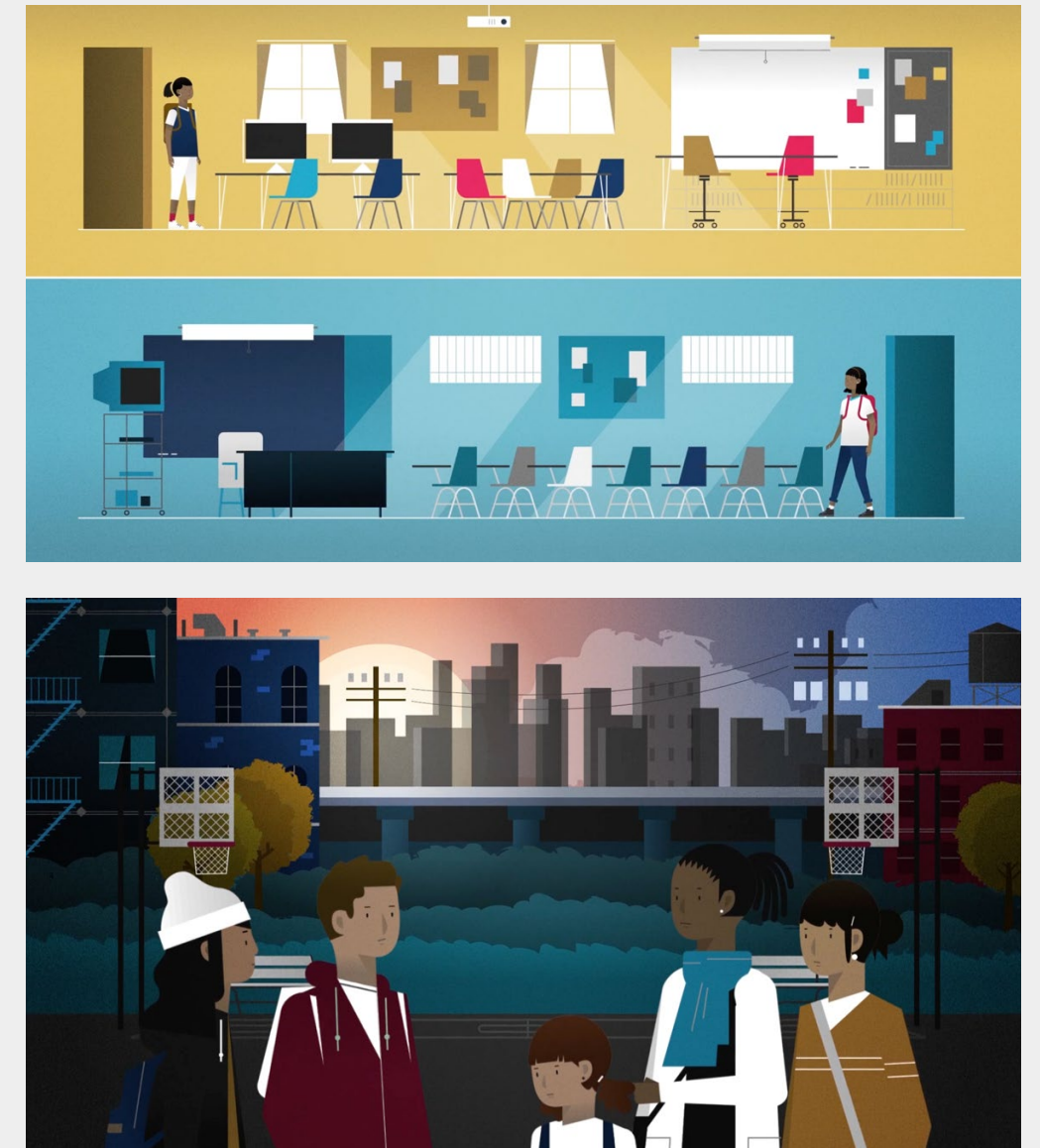


Creative Content

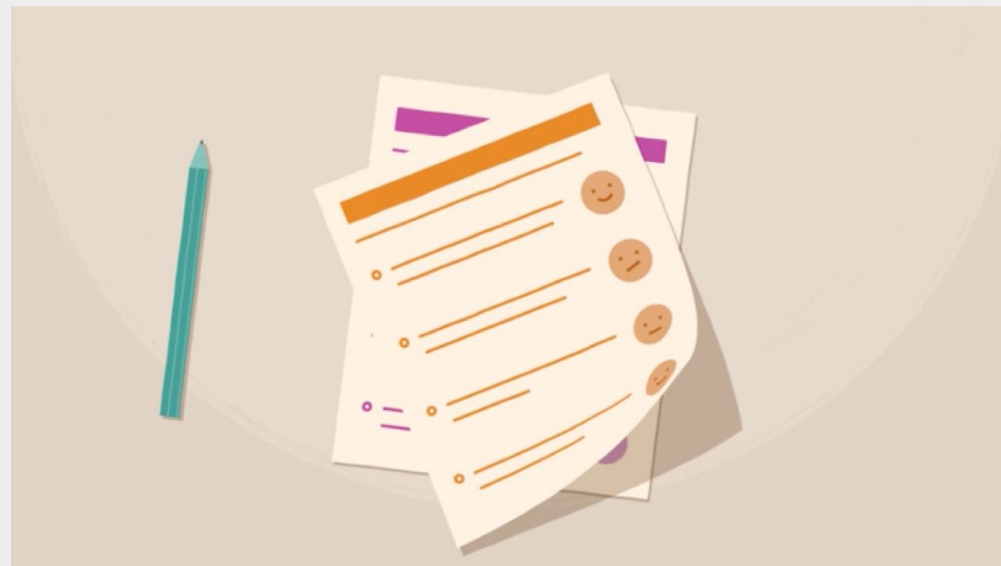
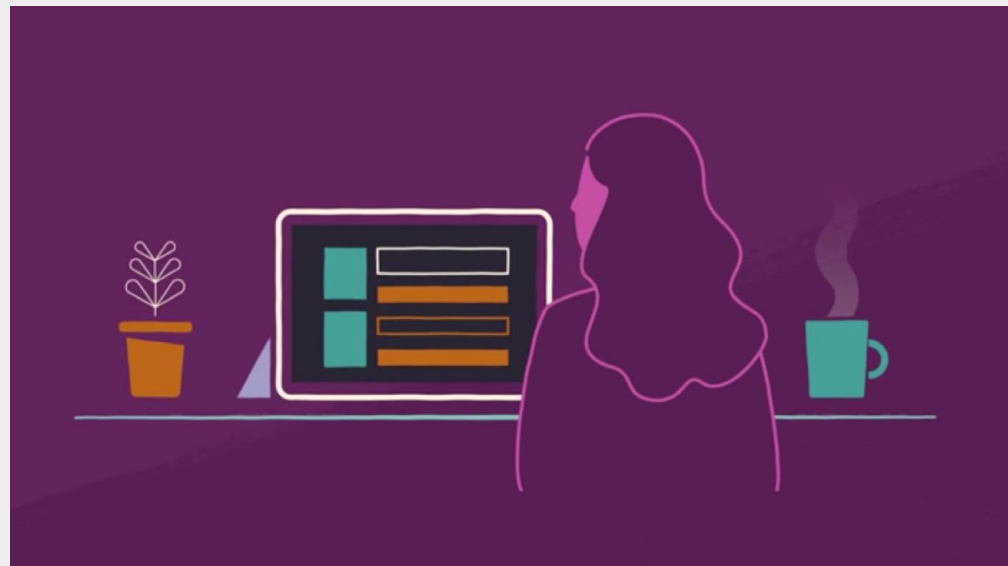
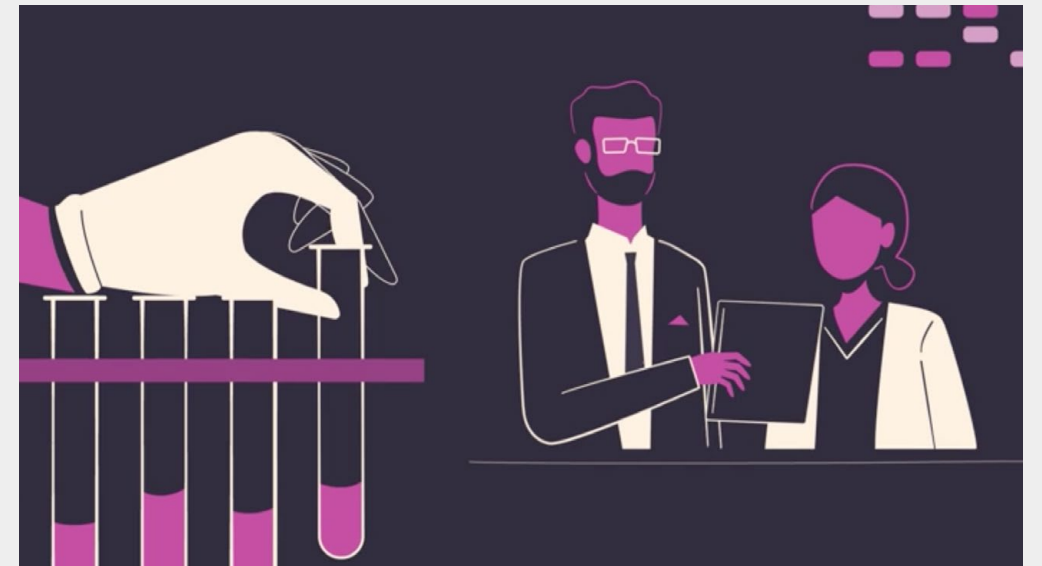
# Motion Graphics



## 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



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