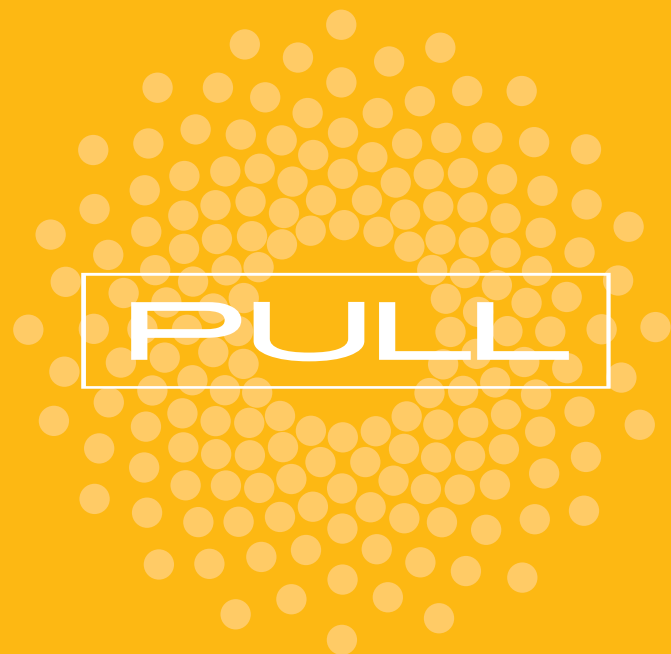




is influence by design

HOW WILL YOU influence YOUR PERFECT CUSTOMERS?

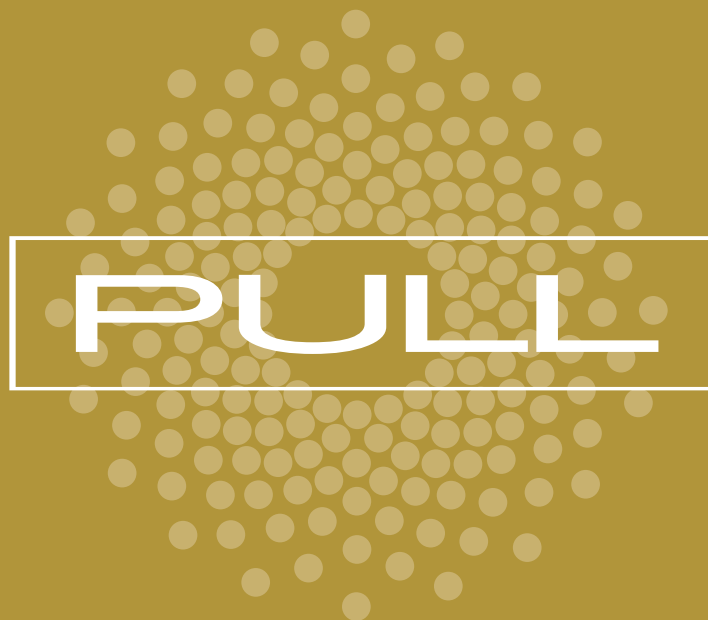


In an era of me-too products and marketing clutter, it is customers who determine your success in the marketplace, not your marketing. Pushing your marketing into the world is the old paradigm. Pushing just adds to the clutter and adds no sustainable value to your enterprise.

PULL is attraction marketing.

When your unique competitive advantage is the influence that attracts perfect customers who love your proposition, value their interaction and association with it, and praise its value to others.

Don't push!



You could call us a brand strategy firm, an advertising agency, a design firm, an integrated marketing communication firm. All those descriptions would be accurate. We are a convergence of these disciplines.

PULL is the integration of marketing strategy and design as an attraction force to pull in your perfect customers.

What you call us is not as important as the value we will add to your marketing initiatives. Our expertise is highly specialized to help you create more influence with your customers at every point of contact with your enterprise. Resulting in more pull to the financial investment of your marketing.

PULL provides expertise, thought leadership and creativity in three core marketing disciplines:

ENTERPRISE STRATEGY

- brand strategy and positioning
- brand architecture and nomenclature
- channel partner / customer retention initiatives
- unified brand voice
- naming and verbal identity

BRAND DESIGN

- corporate and brand identity design
- trademark use and guidelines design
- retail packaging and point of sale design
- branded environment design
- trade, exhibit and event design

INTEGRATED COMMUNICATIONS

- corporate and investor communications
- brand launch communications
- advertising / direct marketing communications
- product marketing communications



If you have pondered this notion yourself, then we have something in common. Nothing is more frustrating than clawing your way to the middle.

Pulling your perfect customers into a two-way conversation is an important metric for how well you are connecting.

To help you accomplish this requires a strategic and creative process. We use both to help you create new vision, position your enterprise within a market or the global stage, deliver on your brand promise to customers, and navigate unforeseen market change.



PULL is a collective of highly skilled people, in diverse marketing and creative service disciplines, who pull together with you to form a powerful team for creating marketing success. Each of our Partners has decades of experience working with established and next generation market leaders in diverse industry categories. We scale our project teams to meet the specific requirements of your engagement, assembling the most appropriate group of talent to help achieve the desired outcome.

PULL serves leading and emerging companies in B2B and consumer markets. We have diverse experience working with both global brands and small start-ups.



B2B Markets:

- business products and services
- communications
- healthcare
- medical device / biotech
- technology

Consumer Markets:

- apparel
- automotive
- packaged goods
- consumer electronics
- consumer products
- retail
- financial services

PULL is energy to harness innovation and creativity that generates greater value to the strategic imperatives facing your business.



the **NEXT** point of **ORIGIN**

ALTERNATIVE
SOLUTIONS:
ability to
experiment
and
used for
Change.

PEGASUS

HAWORTH
what's next

Haworth Inc. After a decade of aggressive growth, this global office furniture manufacturer asked us to position the brand to more influential architects and interior designers who plan and design corporate work spaces for multi-national corporate clients. We created a new corporate identity and developed a design and messaging system to unify all its global marketing communications

lightScribe 360° of wow!



Hewlett-Packard. When HP invented a new direct disc labeling technology, we invented a new global attribute brand. We positioned this attribute technology brand, created the verbal and visual identity, trademark use guidelines, and market launch communications. LightScribe has become one of HP's most successful product introductions.

A rush like no other.

"Crank it up to the 8000 rpm redline in any gear, and that VTEC marvel behind your head instantly starts playing the sound track from Le Mans. There isn't a sports car in the universe that can match the NSX for ethereal scintillation in full cry." Sports Car International, Dec/Jan 1999.

Thank you, we couldn't have said it better.

street
legal...

Performance encoded genes.

The world's most advanced automotive engineering and design are not created in offices and design studios. Rather, they are born at the legendary racing venues of Le Mans, Monte Carlo, Rio de Janeiro, and Laguna Seca. These are the proving grounds of Honda and the breeding grounds of NSX.



drenaline...
legal...
ne...
performance an...

NSX
by ACURA

Mr. John Q. Personalized
107 E. Ojai Avenue
Ojai, CA 93023-2761
800-444-4444



ACURA



street
legal...

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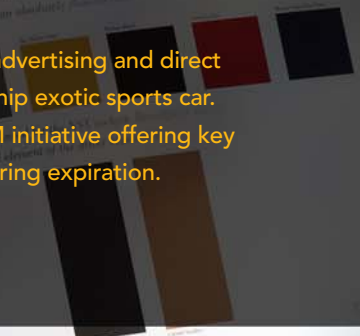
Experience it.

www.nsxbyacura.com

888.NSX.RUSH

Acura Automobiles We created an integrated consumer advertising and direct marketing program for the hand-made NSX, Acura's flagship exotic sports car. This campaign was a component of a highly targeted CRM initiative offering key incentives to customers whose current auto lease was nearing expiration.

Each hand-crafted NSX body is meticulously engineered from aluminum and steel. 25-step paint process that creates an absolutely flawless finish.



RC01492



SOULMATE

Become One. Again.



JB Jewelry One of the world's largest marketers of diamonds and diamond jewelry asked us to develop and launch a new brand of keepsake diamond jewelry for distribution in the US market. We created the visual brand identity, designed all the retail packaging and point of sale merchandising and collateral sales literature used by national retail chains and independent jewelry stores.



Food Lion / Bloom Markets Food Lion was quick to recognize the competitive threat to its core business by non-grocery discounters. In response, Food Lion developed Bloom – a consumer centric approach to grocery retailing. We designed the brand identity, retail store decor, wayfinding and all the market launch communications that brought this concept to life. Business is blooming.



Grocery shopping that's a walk in the park.



Ojai Valley Inn & Spa Rated in the top ten of all spa resorts in the US by Conde Nast, this resort property is one of central California's top destinations. Spa Ojai is world-renowned for its luxury and natural beauty. We were asked to develop the retail products brand for Spa Ojai and design the retail packaging that captured the natural rejuvenating quality of the Spa Ojai experience.



influence by design

**We believe that business is a powerful force and venue for creating good in the world.
Our business is about inspiring your greater vision for the growth and expansion of your
business. We pull to us clients who value our contribution to their marketing success.**

With our clients we are:

creating new brands
introducing new products
rejuvenating existing brands
inventing new companies
discovering new markets
making a difference
creating success

We value:

listening to all voices including our collective intuition
passion and love for our work
simplicity, beauty and understanding
stewardship and long-term relationships
the quantum leaps possible through leverage of resources
making a difference by adding great value
teamwork, collaboration and contribution

If you feel drawn to our value proposition,
and would like to start a conversation with
the idea of working with PULL, we invite
you to contact:

Thomson Dawson, Managing Partner
tdawson@pullinc.com



influence by design

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