
We are Anyone™ and we will take you to new heights.

ANYONE

08.21.2019

Our Team.

CREATIVE IDEATORS,
IDENTITY BUILDERS, AND
CONNECTION MAKERS

Anyone™ Collective is a dynamic creative agency focused on innovative brand development and engaging 360° marketing strategies. Anyone™ defines and grows exceptional brands through a carefully refined system of ideation and creative development, then leverages an extensive network of internal resources to communicate the brand and its personality across physical and digital platforms.

Our greatest strength is the ability to tap into our collective network of carefully chosen creatives, designers, and vendors. This allows us to be nimble and flexible, constantly tailoring our crew to our current scope of work. Our tightly-knit core team thrives on innovation, and we pride ourselves on our ability to assemble the perfect combination of innovators for each project.

Our Talent.

A RELIABLE AND DIVERSE
ARSENAL — WHENEVER AND
WHEREVER

Through our diverse client and project portfolio, we are able to keep things fresh and interesting to retain talent. No two days or two clients are alike, and collaboration is key to how we operate. We empower talent to think creatively and participate in every level of our creative process. We believe that the best ideas rise to the top, and we value a wide variety of opinions and perspectives.



Our History.

Anyone™ Collective was formed by the appetite to create and the desire to break the mold of business as usual. After years of following a path that didn't quite fit, Michael Fiore and Stephen Chavez created Anyone™ to refocus on the things that matter most: passion, creativity, and people.

Formed in 2010, but based on the pair's near 40 years of combined industry experience, Anyone™ is a team of select creatives, thinkers, and doers. Over the years, we have increased our reach, expanding our work with clients globally and diversifying our portfolio into many different sectors. We are always dedicated to the creative, which allows us to pursue our passion and to work on projects that inspire us.



Capabilities.

CREATING & GROWING
INSPIRED BRANDS

Core Competencies.

Anyone™ Collective is a brand management agency with capabilities ranging from creative development to production. We also specialize in establishing and improving brand awareness and perception. We’ve worked with companies spanning an array of industries, including entertainment, media, food and beverage, sporting, gaming, and consumer products and services.

Our core competencies lie in branding, brand positioning and management, identity design, graphic design, brand communication strategy, and digital media. In order to implement these at the highest level, we have developed an extensive arsenal of services.

Digital / Media

- Marketing Strategy
- Digital Activations
- Content Creation
- Mixed Media
- Interactive Strategy
- Social Development
- Social Strategy
- Editorial / Outreach
- Campaign Creation
- UI and UX Design
- Analytics

Creative

- Idea Generation
- Storytelling
- Pitch Packages
- Graphic Design
- Script Development
- Print Design
- Branding
- Publishing
- Live Events

Development

- Brand / Identity
- Web Design / Development
- App Development
- Discovery / Positioning
- Market Research
- Ecosystem Design
- Competitive Analysis
- Investment
- Presentations

Production

- Commercials
- Music Videos
- Motion Graphics
- Photography
- Video Production
- Television Production
- Animation / Rich Media
- Event Production
- Post-Production
- Broadcast / Film

ANYONE

Our Clients.

CONNECTING BRANDS
ENGAGING AUDIENCES
CREATING COMPELLING CAMPAIGNS

// OUR AGENCY



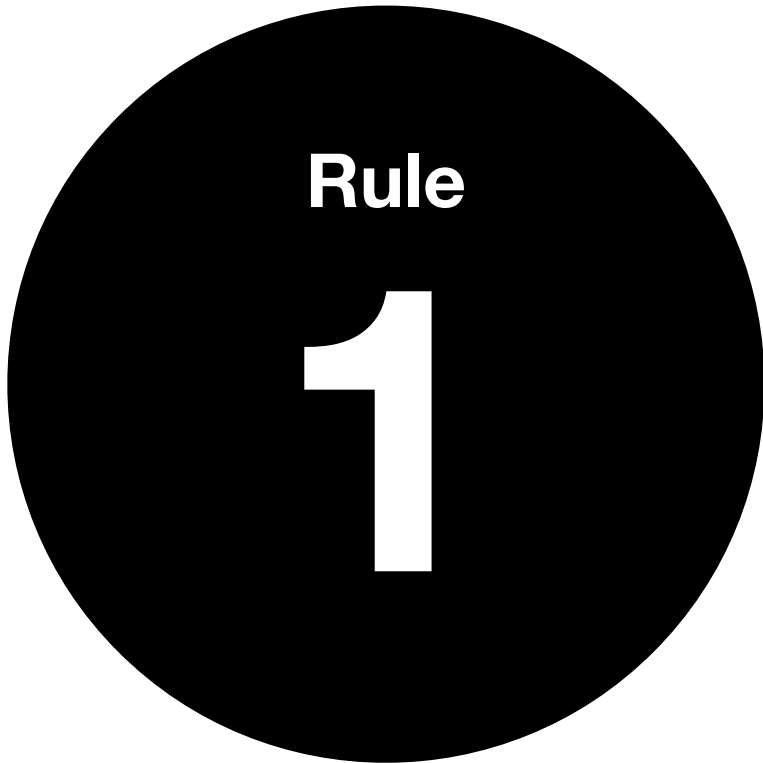
Our Culture.

HOW WE WORK

ANYONE

08.21.2019

Our Rules.



Do What You Love.

This rule is critical—that’s why it’s rule number one. If you’re not doing what you love to do, you shouldn’t be doing it. If you love your work, you will never have to work another day in your life.



Work With Great People.

People and relationships are everything. That’s why the people you work with must be great and you must enjoy them. We believe genuine connections lead to stronger relationships and bigger ideas.



Follow The Creative.

We always value the creative and brand vision over financial benefit. If you can work on great projects that you love, with people you care about, success and growth will come as a byproduct of the work you do.

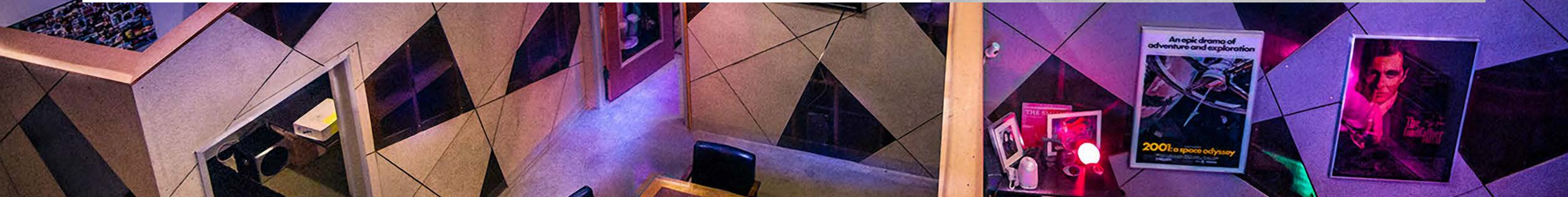
Our Experience. Our People. Our Culture.

IT IS OUR PRIVILEGE TO WORK
WITH THESE AMAZING PEOPLE

We choose projects that adhere to our rules, which ensures that we love the work, enjoy the people we work with, and are given the chance to be creative. This has allowed us to learn from expert sources and create a solid body of work across a variety of advertising, marketing, and branding segments.

This experience, coupled with our technical prowess, has been the cornerstone of our business. Establishing long-lasting relationships in these industries has led to new opportunities based solely on our reputation and the dedication to our craft.

Having developed an environment of talented, adaptable, creative professionals, Anyone™ Collective's foundation is rooted in collaboration. Our business is centered on relationships, people, passion, and opportunity. These pillars inform every decision we make. As our number one rule, working with great people is of utmost importance to us. We seek client relationships that allow us to provide maximum value for brands that are both interesting to us as creatives and businesses that we admire as professionals. We look for collaborative partners with whom we share vision, integrity, and passion.



Our Methods & Philosophy.

IT’S NOT ABOUT GETTING IT DONE.
IT’S ABOUT GETTING IT DONE RIGHT.

As a company, we’re always listening and learning. Therefore, we strive to not only maintain a diverse team, but also a diverse client base whose varied industries, consumer types, and business strategies help us produce better content and grow our knowledge base. In our early stages, we were specialists, which limited our opportunities and perspective. Changing our philosophy has dramatically altered how we think strategically. Our concepts are not limited to what is prevalent in one industry, they are influenced by what is happening in the world at large.

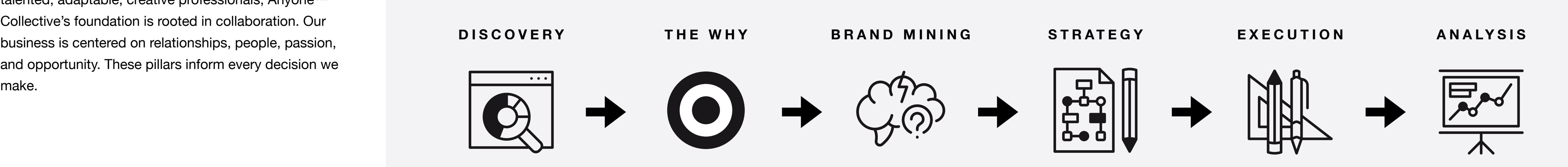
From real estate development to consumer electronics, we find the synergies when telling a brand story, then leverage our experience to propel unique ideas and creative thinking. Having developed an environment of talented, adaptable, creative professionals, Anyone™ Collective’s foundation is rooted in collaboration. Our business is centered on relationships, people, passion, and opportunity. These pillars inform every decision we make.

Innovation & Technology Approach

As marketing evolves, Anyone™ remains competitive by constantly immersing ourselves in the latest industry technology, tools, and best practices. Our digital team regularly attends educational summits and stays abreast of the latest technology trends through our company subscriptions and connections within the advertising industry.

Leadership

With years as working marketing professionals, Anyone™ expresses thought leadership through an insight-driven, quality-focused approach. Whether it is communicating best creative practices to our clients, building internal communications tools for them, or extending a creative hand to our local communities, Anyone™ is well regarded as a thought leader within the creative community. We also provide mentorship and internships to emerging student talent through our connections with some of the greatest art institutes in the country, including Arts Center, Otis College, and CalArts.



The Why.

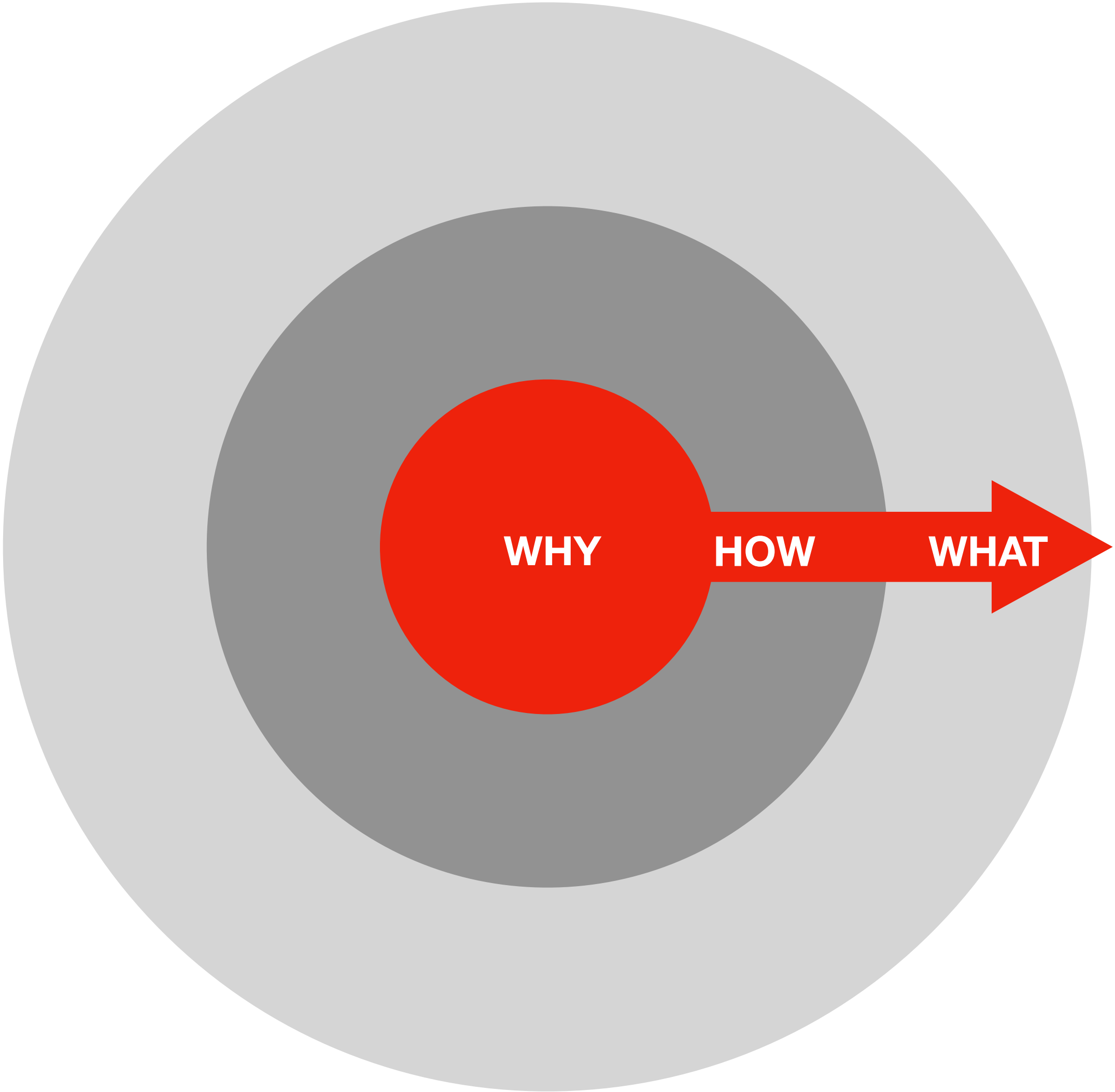
OUR GOLDEN CIRCLE—WORK FROM THE CENTER OUT TO FIND THE WHY

“

People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.

— SIMON SINEK

”



- Brand Promise**
Establish the truth of the company vision.
- The Voice**
Determine the brand vision and tone. Design the language that is the soul of the brand and the messaging that will drive it.
- Create Deliverables**
Executable items like identities, campaigns, video, packaging, websites, and events are a physical extension of the core based on the vision and voice. They deliver the WHY of the brand in a visual and accessible way.

A child with long, wavy brown hair, wearing a light blue t-shirt and dark pants, is seen from behind. They are holding a blue pinwheel on a stick in their right hand, pointing it towards the sky. The background is a lush field of green plants and trees under a bright, slightly overcast sky. The word "DAIKIN" is overlaid in white, bold, italicized capital letters on the right side of the image.

DAIKIN



 **YouTube** →

Creating a custom Daikin Silicon Valley *Change Is in the Air* YouTube Channel to drive engagement with audiences and create awareness of not only the campaign but the location itself.



CHANGE IS IN THE AIR VIDEO
Password: change

High quality video content that connects and engages our target audience.

People watch video content mostly on mobile devices thanks to broadband and smart phones. There is increasingly more access to video content on multiple devices, and it is becoming easier and more convenient every day.

Creating the *Change is in the Air* campaign video was thoughtful and filled with purpose from the start. The main idea was to build a foundation and create a video that is both visually pleasing and emotionally connects our audience with a simple message. The message is meant to inspire and educate our viewers that Daikin is more than just HVAC. As this campaign is launched to the world, this message will also communicate that Daikin Silicon Valley is about disruptive technology and bringing the brightest minds together to create innovations that will change our future.

Change is in the Air provides Daikin with a platform for collaboration and its message will inspire powerful, thoughtful, and creative minds to come together sharing a collective vision: A vision that open doors to new and big ideas.

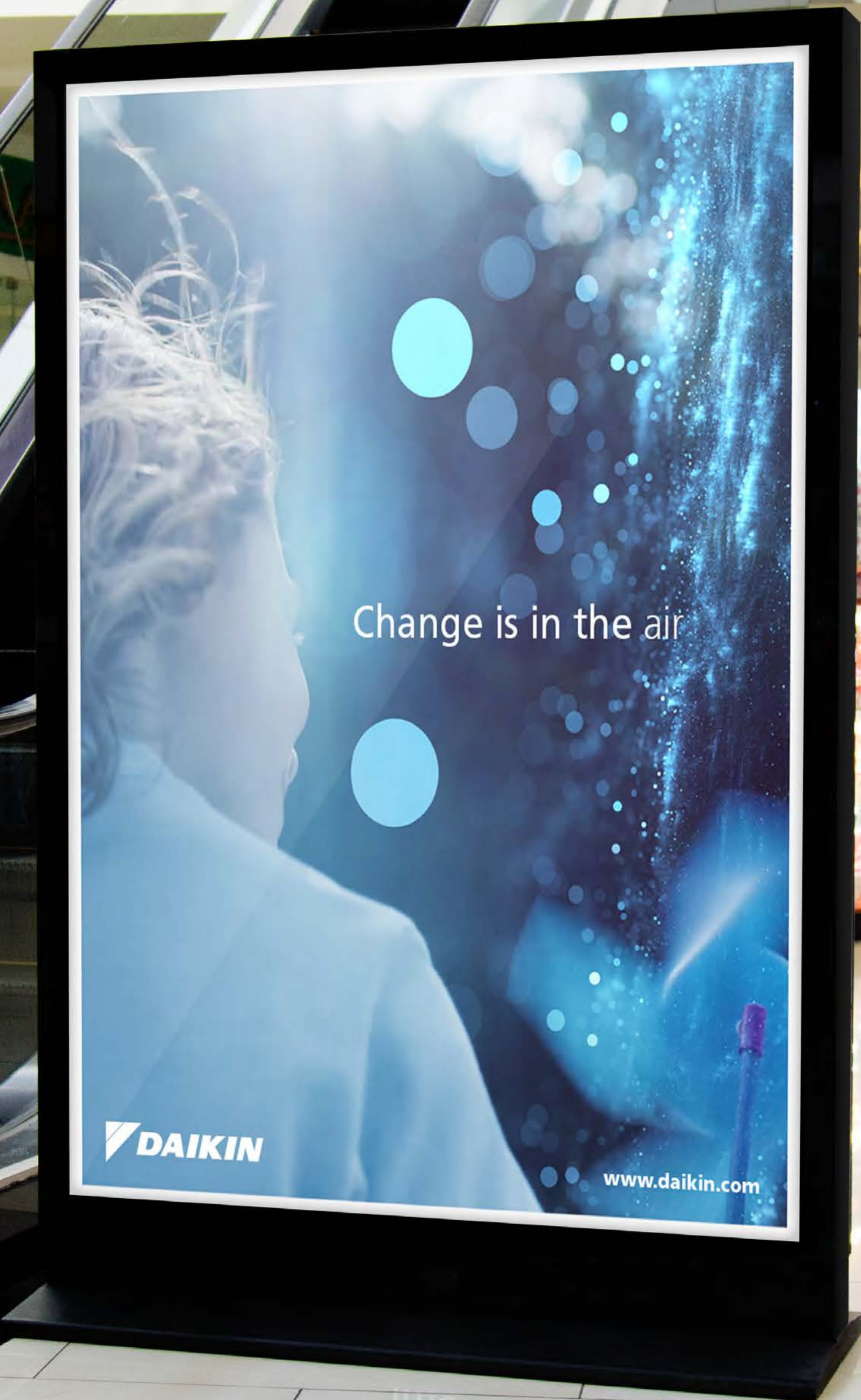


DAIKIN

Change is in the air

Nitaqui occat qui aut ut lantis eate venis audae porum quidis renihillore
vent ex elitem volupie nienimo lentotatur, siminum nis venestios ex eos
molupti velite parupissi utatquis sae re volum hilit aut exeria dolendiciam
remporum lam dolore con repratet est, in pedis es ipsumqu undiciene est.

daikin.com



INTRODUCING THE FIRST-EVER LEXUS LC 500

WHAT STARTED AS PURE CONCEPT,
LAUNCHED A NEW ERA OF
PERFORMANCE AND DESIGN.

The LC 500 is a collection of visionary ideas. 10-speed Direct-Shift transmission. Near-perfect weight distribution. An innovative suspension system that defies conventional logic, accommodating aggressive 21-inch wheels* within a ground-hugging profile. The LC is also an uncompromising approach to design. Although the first real design was technically perfect, it was the Mitsu prototype that had the exact fit and feeling to complement the unique LC driving experience. This intense dedication to craftsmanship and innovation results in a level of refinement you've never felt. A sound you've never heard. And a feeling you have yet to experience. Introducing the first-ever 5.0-liter V8 Lexus LC 500 and Multistage Hybrid LC 500h. Experience the future of Lexus. Experience Amazing.

lexus.com/LC | [#LexusLC](https://twitter.com/LexusLC)

LEXUS
EXPERIENCE AMAZING




Change is in the air.




Together we can be the change
for a brighter future.

Learn more at changeisintheair.com

*vs. conventional tires. Tire life may be substantially less than 20,000 miles, depending upon driving conditions. ©2021 Lexus



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Learn more at changeisintheair.com



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Change is in the air.



Together we can be the change for a brighter future.

Learn more at changeisintheair.com



Together we can be the change.
Their future depends on
what we do today.

Change is in the air.
Learn more at changeisintheair.com



FREMANTLEMEDIA







Carrie Underwood

“ALONE” BY HEART +

Carrie took a risk picking this Billboard Top 100 rock song from the 80s, but it paid off. Simon Cowell made an eerie prediction that not only would she win this competition (which she did), but she would sell more records than any Idol® (which she has).

Featured finale performers +

“I’M FOREVER GRATEFUL TO AMERICAN IDOL® FOR CHANGING MY LIFE.”



Kelly Clarkson

“A MOMENT LIKE THIS” BY KELLY CLARKSON +

Kelly debuted her first single after she was announced the first-ever winner of AMERICAN IDOL®. Her tearful performance was watched by over 22 million people. The song was written for the AMERICAN IDOL® winner, and the final two both performed the song on the night of the finale.

Featured finale performers +

“I LOVE THE WAY I CAME INTO THE BUSINESS.”





American Idol

TV Show

Watch Video Liked Share

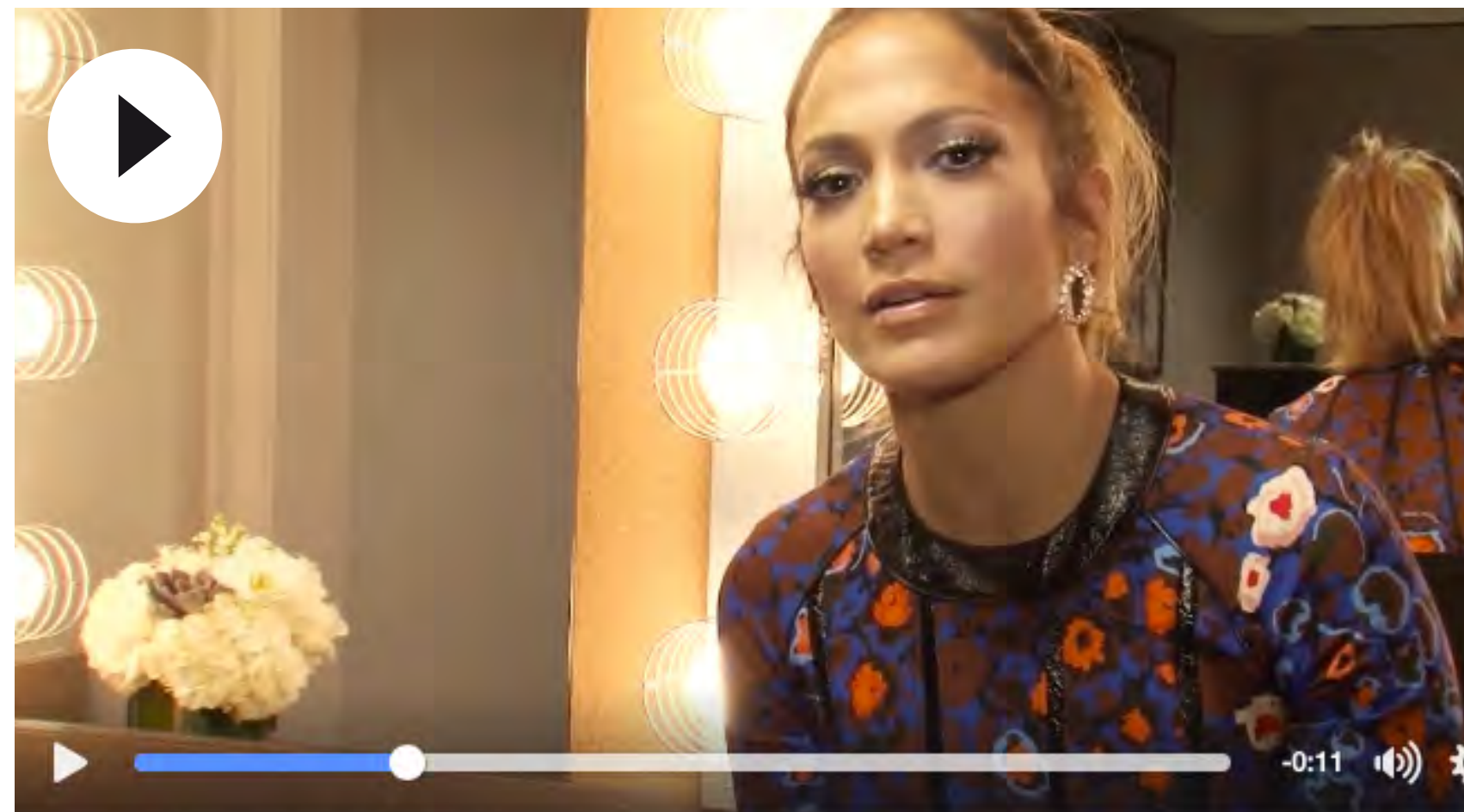
Timeline About Photos Follow More

Search for posts on this Page

Status Photo / Video

12,502,947 people like this
Brittany Turner and 12 other friends

Write something on this Page...



Music is IDOL

SEASON 2

Getting into stride, AMERICAN IDOL® Season 2 saw more auditions, more episodes, and more viewers than ever before. The top two leading men, Clay Aiken and Ruben Studdard, brought personality and soul to the stage.

Premiere Date: January 21, 2003





ryanseacrest

FOLLOW

15k likes 6w

ryanseacrest spreading some #IdolLove tonight with 7-year-old super fan Wyatt. Nice to not be the mini-me for once

view all 52 comments

ladydrn23 🥰

margaretellis12 @jordanpearring callees_mama Lady in the back mean muggin hard lol @superprototype

mary_73 A young Ryan! 🥰

emily_duque Ugh babe 🥰🥰🥰🥰

@gracecasio

danielleshemansky @brittanyeford omg!!!!!! Seriously might just watch to watch our favorite little man!!!!!!

brittanyeford @danielleshemansky that's



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PEOPLE PREMIUM Read the Cover Story: Prince Harry: Finding Purpose

Just Try Not to Tear Up As American Idol Host Ryan Seacrest Makes His 7-Year-Old Superfan's Dream Come True

09/25/2016 AT 05:04 PM ET

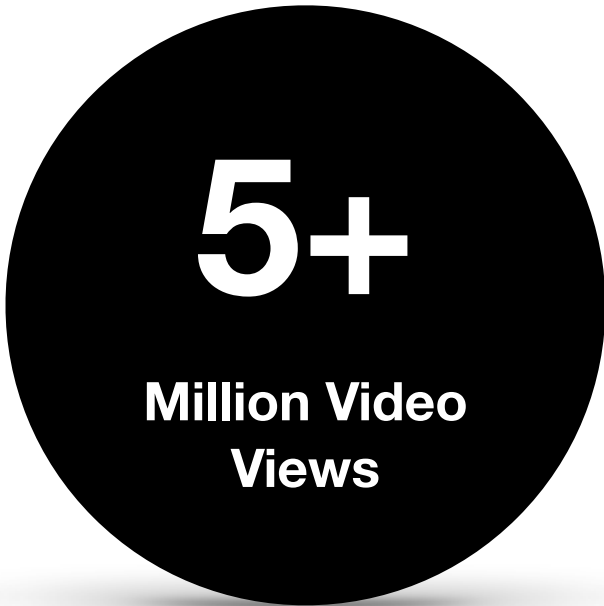
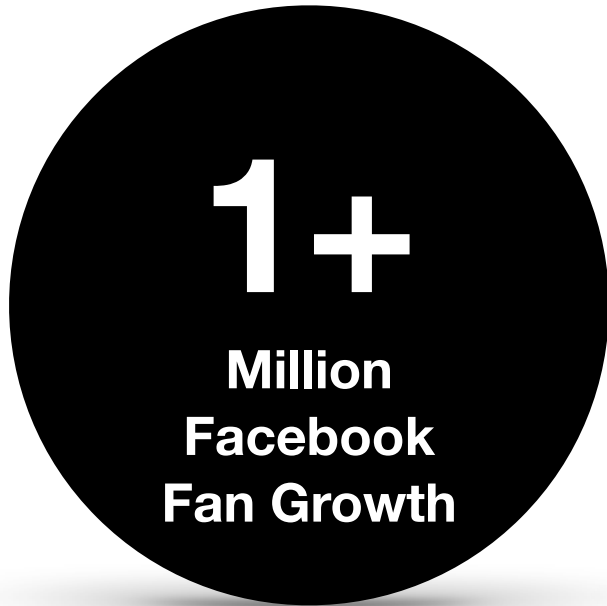


MUSIC is

Idol



LIVE Site: www.musicisidol.com



Results

Over the 15-week tenure of our campaigns, American Idol experienced 1.1 million+ in Facebook Fan growth, over 426 million social media impressions, and 5 million video views. Our campaigns were picked up by numerous publications including People Magazine, Billboard, Buzzfeed, and TMZ. Above and beyond effectively increasing brand awareness among fans across target demographics during the 15th season, the campaigns had farther reaching effects. Within months of the last show airing, it was announced that American Idol would be picked up and revived by ABC.





Overview

The working relationship between Anyone™ and Olloclip began at the very foundation of their company as Olloclip reached their funding goal of \$75,000 on Kickstarter. After realizing that Olloclip’s marketing and purchasing experience were not connected to the quality of the product being made, Anyone™ expressed to the burgeoning company a desire to develop a proper brand identity and B2B marketing strategy.

While having enough initial funding to prove their concept through Kickstarter, Olloclip needed to complete a sale of their product to brick and mortar store Best Buy, but were reluctant to do so while the company lacked any kind of overall brand vision. Due to a fervent passion for their product, Anyone™ was selected as their Agency of Record and was tasked with creating an overall brand identity, new packaging, and new brand position and messaging that implied Olloclip’s brand vision for B2B marketing purposes. After presenting the newly created assets to Best Buy, Olloclip was accepted to rollout their product to over 200 stores. Following the success of those sales, Best Buy requested for Olloclip’s product to be placed within their stores nationwide.

Following their success, Olloclip tasked Anyone™ with positioning the brand to the very strict branding guidelines of Apple in order for their product to be sold within their stores. The success of the partnership between both Best Buy and Apple, has led to Olloclip being offered in stores of major retailers such as Walmart, Target, Amazon, and numerous other mom and pop stores, a business net worth evaluation of over \$40 million.

Applied Services

- 4+ Years Working Relationship
 - Agency of Record
 - Brand Identity Development
 - Branding Style Guide
 - Brand Strategy
 - B2B Marketing
 - Strategic Marketing Strategy
 - Social Media Strategy
 - Brand Creative Campaigns
 - Print & Digital Advertising Campaigns
 - Website Design & Development
 - Promotional Videos
 - Photoshoots
-



ANYONE

// PACKAGING FOR GRAMMYS





VIP GIFTING



ANYONE

//APP CREATION





- PLAY [STUDIO IPHONE](#) Video
- PLAY [MAKING OF STUDIO](#) Video
- PLAY ["TELEPHOTO LENS"](#) Video
- PLAY ["4 in 1 LENS"](#) Video
- PLAY ["MACRO LENS"](#) Video

ANYONE

// VIDEO CAMPAIGN



NEW OPTICS DELIVER BEST-IN-CLASS CLARITY.



ULTRA-WIDE

A 155° "action camera" field-of-view, ideal for adventure shooters and portraitists wanting more dynamic context in landscape and portrait imagery.



TELEPHOTO 2X

Advanced 2x optical zoom lens brings you closer to the action and captures stunning portraits with crisp clarity and a shallow depth-of-field.



CONNECT™ LENS SYSTEM

Interchangeable lens system quickly configures with other iPhone 7 Connect™ lenses. For the first time, there is a lens system that can be instantly adapted to your environment.



LENS OPTIONS INCLUDED



Telephoto 2x



Ultra-Wide



Connect™
Lens System

Project Goals

As the Agency of Record for over the past four years, Anyone™ has been tasked with creating everything including a brand identity, B2B marketing strategies, social media campaigns, video content and packaging. Our team has even played a role in product design. While we help connect consumers to the product, our main role now is to help facilitate points-of-sales with retailers in the international market by utilizing creative B2B marketing strategies, with the ultimate goal of allowing Olloclip to be sold in the stores of every major retailer across the globe.

Key Takeaways

- Created overall brand identity and universal global packaging
 - Created B2B marketing strategies to facilitate points-of-sales with national brand retailers
 - Created national & international advertising campaigns for consumers
 - Facilitated the global launch of products with video productions
 - Creation and execution of live event activations, including for charity
 - Creation of trade environment booths to secure additional funding, access to national and international retailers and potential customers
 - Creation of mobile applications
-



Hollywood Burbank Airport



How Well Can You Keep a Secret?

REBRANDING A HISTORIC AIRPORT IN LOS ANGELES



The Challenge

Previously known as Bob Hope Airport—and the best kept secret in Los Angeles for over 80 years—this airport boasts fabulous service and a convenient location. Directly near many LA attractions, it has always been a logical choice for SoCal travel, but has often been overlooked due to location ambiguity. Potential passengers simply didn't know where it was and, therefore, did not consider it as an option when flying into or out of the Los Angeles area. This, combined with a complete lack of branding, the disappearance of informed travel agents, the rise of self-booking, and the 2008 stock market crash, resulted in passenger levels dropping off while market share slipped. The airport needed a way to get back into the game.


The Solution

Anyone™ undertook the task of making an airport that was nearly invisible online, visible on a national level. Extensive research into internet search trends and competitor airports, as well as national passenger surveys revealed that not only was the name not helping, the Bob Hope reference was actually creating a problem as those who knew who he was associated him primarily with locations like Palm Springs or Vietnam. By renaming the airport Hollywood Burbank Airport, Anyone™ put it on the map . . . literally. Tying Hollywood to the brand attached it to the real-life studio history that has been a key component of Burbank's economy since the Airport's origins and provided a concrete, recognizable location marker. Anyone™ also created a modern brand identity system with an engaging color palette that was designed to garner as much organic attention as possible.

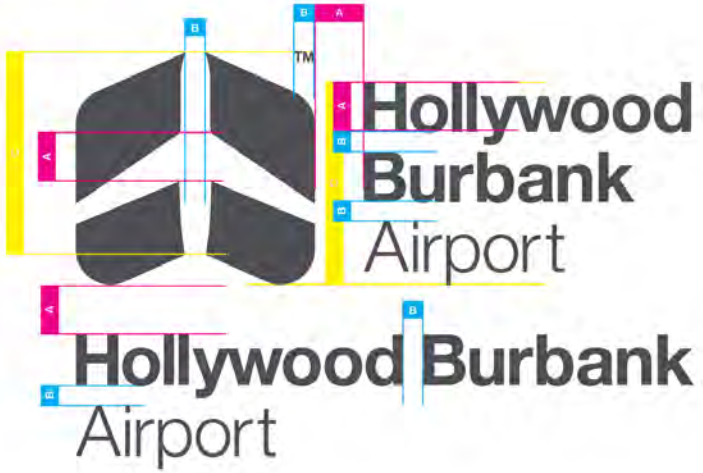


Isolation & Alignment

To ensure consistency across all applications, the isolation diagram below will serve as a guide for proper scaling and alignment of elements.



Approved Proportions




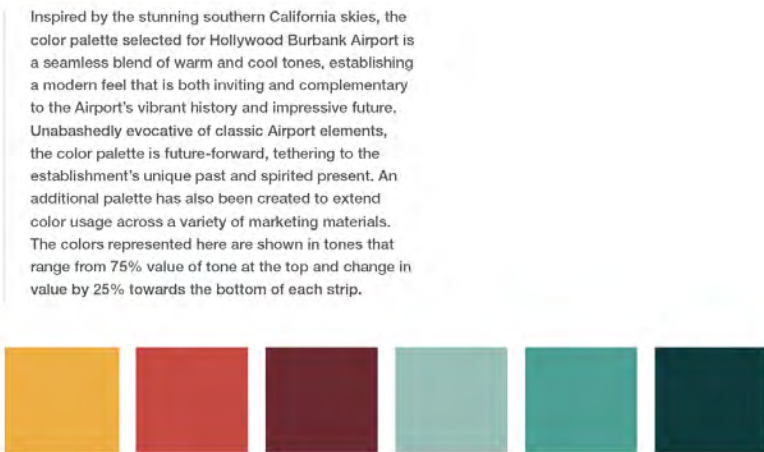
A This unit is originally found by measuring the area between the front and the back of the wings in the logo at their innermost points. Unit A is then used as a measurement of space for the logotype from the icon on top or on the side, including the height of the letters in the logotype.

B This unit is originally found by measuring the gap at the tip of the fuselage in the icon. This unit is used to vertically space the lines of type in the logotype when the words Hollywood and Burbank are used in the configuration.

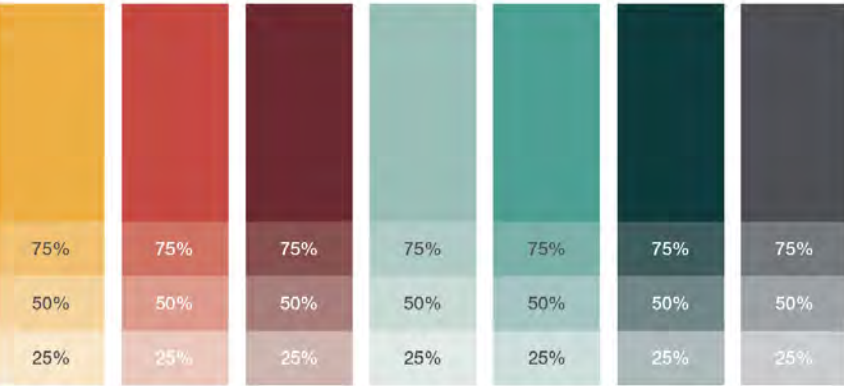
C This unit is originally found by measuring the length of the plane from the top of the icon to the beginning of the plane tail. Unit C is used to confirm the logotype is scaled correctly and maintains the same height as this unit. The logotype and the icon are to be aligned at the bottom when using the traditional 3-line configuration or justified left/right when the logotype is below the icon.

Color Palette

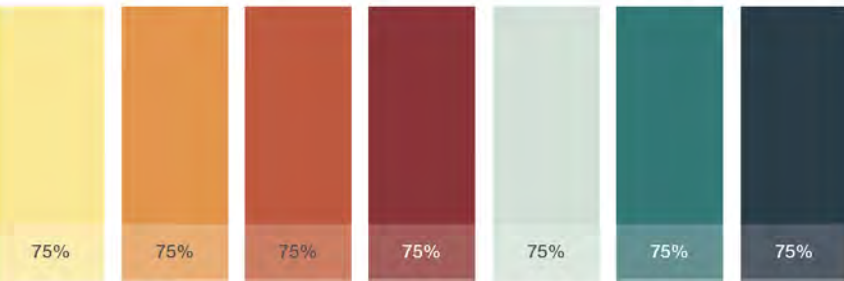
Inspired by the stunning southern California skies, the color palette selected for Hollywood Burbank Airport is a seamless blend of warm and cool tones, establishing a modern feel that is both inviting and complementary to the Airport's vibrant history and impressive future. Unabashedly evocative of classic Airport elements, the color palette is future-forward, tethering to the establishment's unique past and spirited present. An additional palette has also been created to extend color usage across a variety of marketing materials. The colors represented here are shown in tones that range from 75% value of tone at the top and change in value by 25% towards the bottom of each strip.



Primary Color Palette



Extended Color Palette



Secondary Brand Colors

When creating graphics or marketing campaigns, use only the approved colors in the Identity System below. Select colors from the Primary Color Palette as they are the most universal, conveying brand image with their tone. When designing assets, it is essential to use a contrasting color against the background.

Examples of various colors are shown within this brand guide.

P This icon designates the PRIMARY color option for the brand. Use this combination first for corporate and brand focused materials when possible.

The Identity System can have color applied. When doing so, the color is applied to the two top pieces of the icon. Contingent on placement against a dark or light background, a contrasting tone should be applied to the bottom half of the icon and logotype.

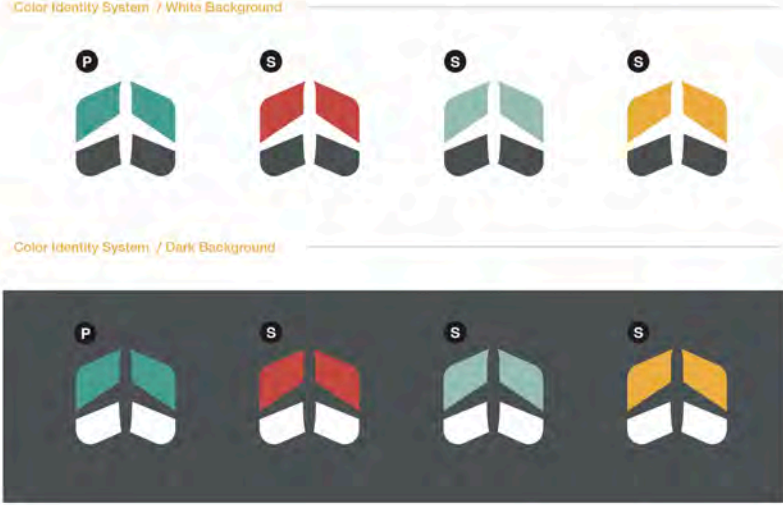
The bottom half of the icon should most often be comprised using the colors grey or white as cooler tones are critical for a balanced feeling for the brand image. While not preferred, black may be used in some instances for a bolder effect.

S This icon designates the SECONDARY color options for the brand. These options are to create greater legibility and contrast when the PRIMARY option is not legible. These SECONDARY options should not be used on any Corporate Branded Materials.


Color Identity System / White Background



Color Identity System / Dark Background



Color Brand Examples / White Background



Color Brand Examples / Dark Background



Imagery

The images on the following pages are intended to drive inspiration for the brand theme presented in this guide. All imagery suggests the style and tone of Hollywood Burbank Airport and should be interpreted for related communication materials. Inspired by the classic feel of southern California and its bustling locale, the images provided here blend beautifully with the color palette and typography elements, offering a timeless aesthetic that is relevant to the Airport's past and present.



Hollywood Burbank Airport

Brand Identity Guide

Usage & Placement

In implementation, the Identity System should only be used in the approved styles illustrated below. Regardless of the version used, always maintain the integrity of the logo by using purposeful anchored placement with high contrast to the background.

Altering the Identity System, placement, spacing or any element outside of the approved variations featured in this guide is prohibited.

OK

Logo on image (not busy background)

OK

Logo on plain contrasting background

OK

Logo on single gradient

NO

Logo on image (busy background)

NO

Logo on any pattern

12

Hollywood Burbank Airport

Brand Identity Guide

NO

Smoothing of logo

NO

Malalignment of logo/typo

NO

Incorrect spacing

NO

Incorrect justification

NO

Incorrect elements

NO

Incorrect word placement

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Hollywood Burbank Airport

Brand Identity Guide

Color Identity

Playful, yet sophisticated, the primary color for the Identity System is a cool and classic mint green. Found throughout the Airport property and the HBCU, this color adapts to the current terminal while also laying the groundwork for the new one, allowing the Airport to operate with a cohesive brand image that seamlessly transitions into the future.

Paying tribute to southern California's deep crimson sunsets, the Secondary Color System is a rustic red tone that offers a modern and timeless look and feel. Found throughout the RITC, this color conveys essential refinement and elevates the overall brand identity of the Airport.

Primary Color System

Secondary Color System

14

Hollywood Burbank Airport

Brand Identity Guide

Color Brand Examples / White Background

Color Brand Examples / Dark Background

15

Hollywood Burbank Airport

Brand Identity Guide

Color Palette

Inspired by the stunning southern California skies, the color palette selected for Hollywood Burbank Airport is a seamless blend of warm and cool tones, establishing a modern feel that is both inviting and complementary to the Airport's vibrant history and impressive future. Unashamedly evocative of classic Airport elements, the color palette is future-forward, tethering to this establishment's unique past and spirited present. An additional palette has also been created to extend color usage across a variety of marketing materials. The colors represented here are shown in tones that range from 75% value of tone at the top and change in value by 25% towards the bottom of each strip.

16

Hollywood Burbank Airport

Brand Identity Guide

Primary Color Palette

75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%

Extended Color Palette

75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%

17

Hollywood Burbank Airport

Brand Identity Guide

Typography

Approachable and classic, the secondary typeface boasts a timeless aesthetic and appeal that blends beautifully with its primary counterpart. Fusing a modern sans serif type with an elegant script, this font creates endless opportunities for compelling graphics while paying tribute to Hollywood culture and celebrating the significance of Burbank to the film industry.

Secondary Type System

HANLEY COLLECTION

OTF Typeface - District 62 Studio

The Hanley Font Collection from District 62 is a group of fonts that consists of nine font files, two Inline Only fonts and two Extras fonts that seamlessly blend together, offering an authentic vintage look with a twist of modernity. Warm, versatile and friendly, this typeface has a bold personality that will shine across all marketing materials. Product names and key items should be used in this font only. It is not suggested for use in body copy and other content where there are more than five words.

Primary Type

Hollywood Burbank

HOLLYWOOD BURBANK

HOLLYWOOD BURBANK

HOLLYWOOD BURBANK

18

Hollywood Burbank Airport

Brand Identity Guide

Typography

WELCOME TO

Hollywood Burbank

AIRPORT

Heavy - 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()?

Light - 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Medium - 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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19

Audiences & Messaging

ASSESSING THE LANDSCAPE

Goals

Based on providing continued support to Hollywood Burbank Airport for the successful implementation of its rebranding and marketing goals, including:

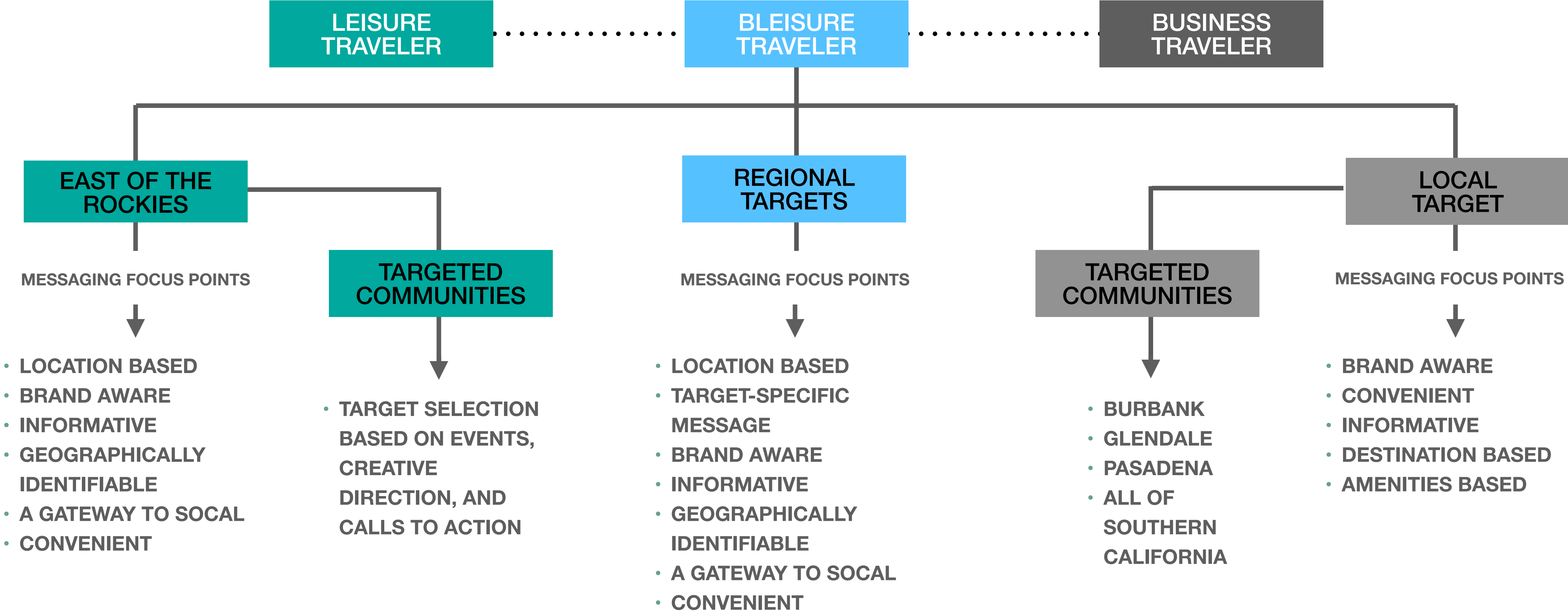
- **Increasing passenger levels**
- **Continuing to establish the Airport as one of the premier regional airports in the US**
- **Developing marketing strategies and branding support for Air Service Development**
- **Growing the Airport's geographic identity to speak globally to the traveling public**
- **Expanding on target demographics via new strategies and creative campaign directions**
- **Creating new campaigns that are seasonal and target-specific**
- **Providing marketing/advertising analytics that detail key performance indicators (KPIs)**

Creating Content Pillars



Convenience Elevated

Our content and messaging behind all Phase III goals (including paid search, social media, and print advertising) have been derived from the four pillars identified to showcase all of the daily conveniences offered by Hollywood Burbank Airport.



Creating Across All Channels

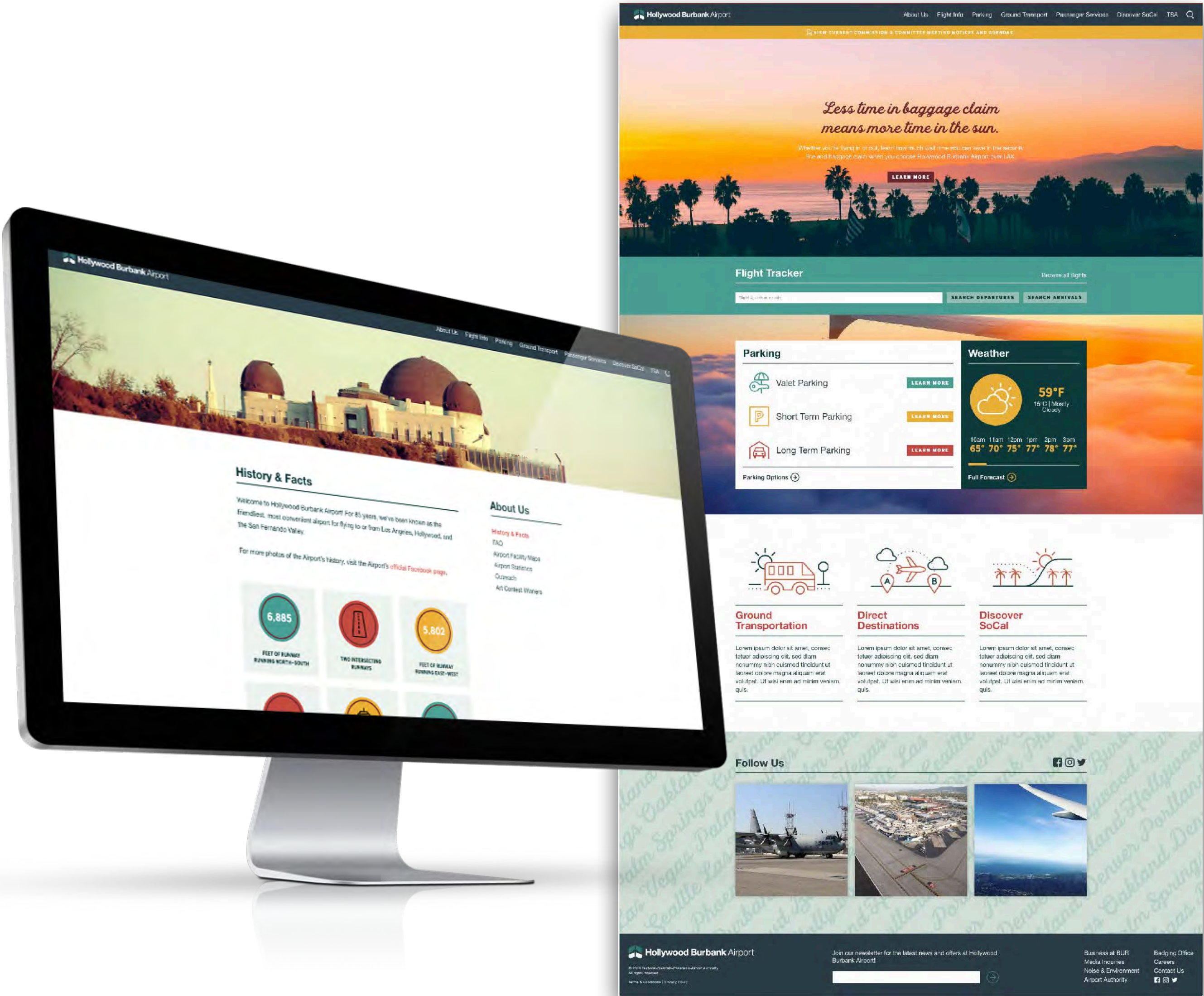
CREATING INNOVATIVE CONTENT AND BIG IDEAS TO CONNECT WITH OUR TARGET AUDIENCES



CREATION OF CUSTOM WEBSITE AND LAUNCH

New Site Features

- Optimized page titles, copy headlines, and meta descriptions to optimize content for search engines
- Real-time flight statuses
- Parking booking widget with real-time inventory
- Live weather widget
- Cultural Listings—exciting art, music, and events in Burbank, Hollywood, Los Angeles areas specifically focused on venues and locations within a close commute of the Airport
- State-of-the-art Interactive Map
- Google Analytics deployed for full audience insights and attribution model





Print Advertising

BROADENING THE AUDIENCE

We have extended our print messaging and reach to regional audiences in Los Angeles, Ventura, San Francisco, Oakland, and Pasadena in order to generate awareness within markets that can easily access the Airport.

By doing so, we put our brand in front of new consumers on a daily basis.



LA WEEKLY
Audience
60,000

PASADENA Weekly
Audience
30,000

San Francisco Examiner
Audience
100,000

Southwest
The Magazine
Audience
6,000,000+

HOLLYWOOD BOWL
Audience
200,000

EAST BAY EXPRESS
Audience
35,000

SF WEEKLY
Audience
45,000

VCReporter
Audience
33,000

where MAGAZINE
Audience
55,000

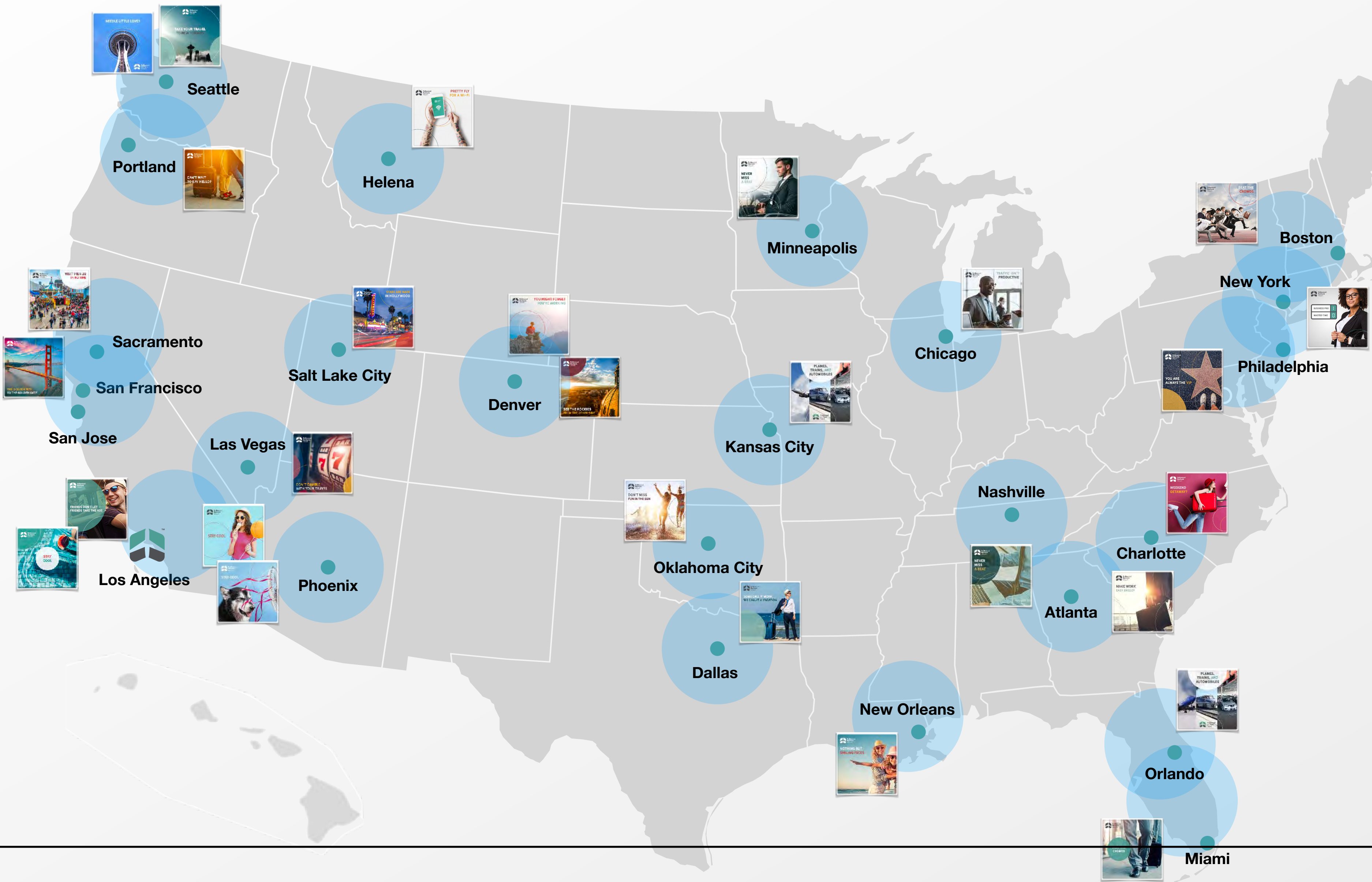
where GUESTBOOK
Audience
6,000,000

performances MAGAZINE
Audience
310,000

Social Media Marketing/Digital Advertising

CREATING AWARENESS AND ACTIVATIONS THROUGH HYPER-TARGETING

Hyper-targeting is the ability to deliver advertising content to specific interest-based segments in a network based on demographic data and online behavior. By using the massive amounts of data available to us through the respective digital platforms, we've had the opportunity to identify unique audiences for each of the campaigns we've built for the leisure, bleisure, and business segments.

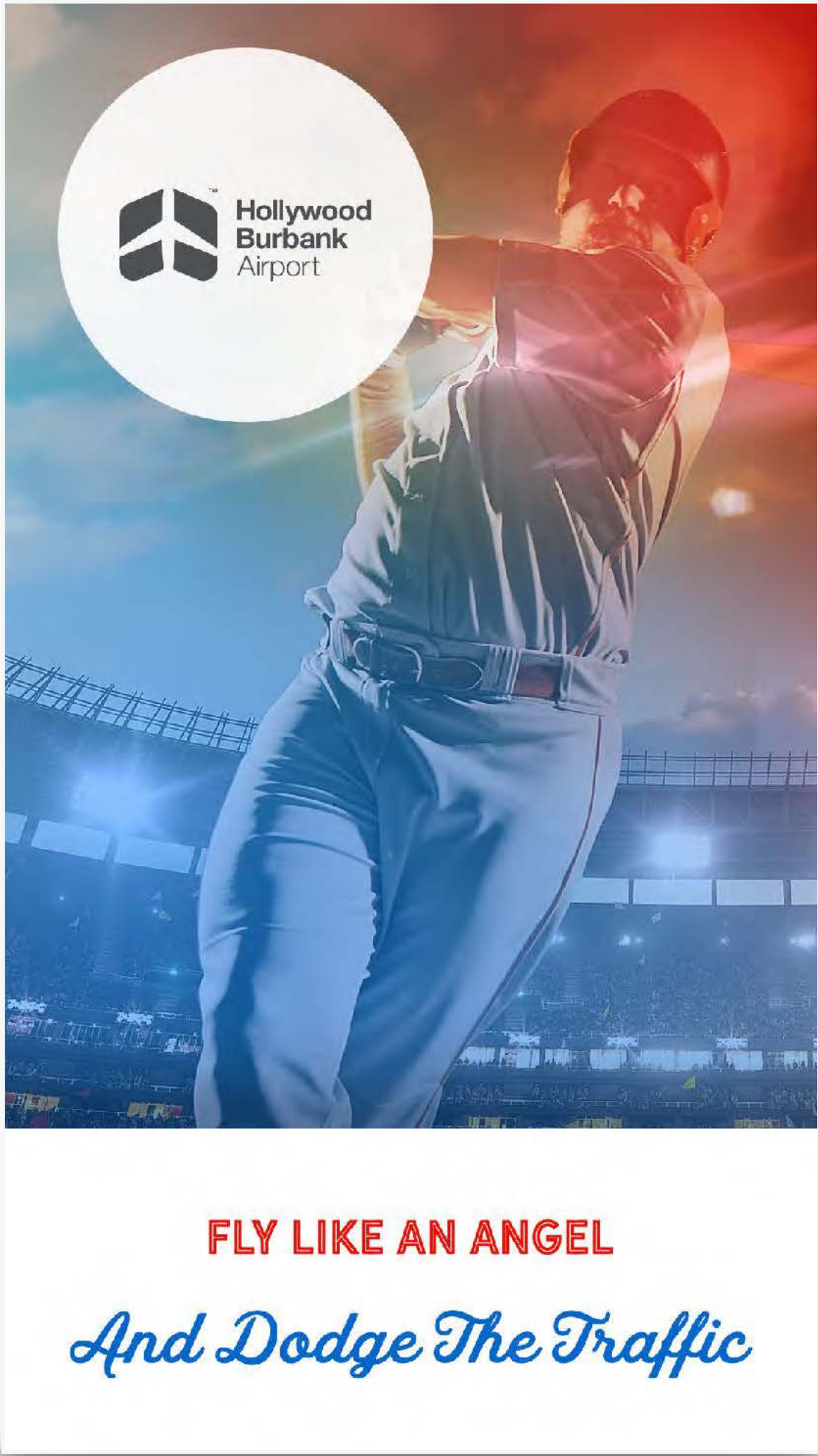


Airport Target Areas

- Boston, MA +25mi.
- Nashville, TN +25mi.
- Memphis, TN +25mi.
- Dallas +50mi. (captures Fort Worth)
- Minneapolis +25mi. (captures St. Paul)
- Madison, WI +25mi.
- Omaha, NE +25mi.
- Chicago, IL +25mi.
- Milwaukee, WI +25mi.
- Indianapolis, IN +25mi.
- Kansas City, MO +25mi.
- Lincoln, NE + 25mi.
- Wichita, KS +25mi.
- Oklahoma City, OK +25mi.
- Tulsa, OK +25mi.
- New Orleans, LA +25mi.
- Baton Rouge, LA +25mi.
- Nashville, TN + 25mi.
- Louisville, KY +25mi.
- Atlanta, GA +25mi.
- Birmingham, AL +25mi.
- Charlotte, NC +25mi..
- Greensboro, NC +25mi.
- Durham, NC +25mi.
- Raleigh, NC +25mi.
- Orlando, FL +50mi. (captures Kissimmee)
- Tampa, FL +25mi.
- St. Petersburg, FL +25mi. (captures St. Pete Beach area)
- Miami, FL +25mi. (captures Hialeah)
- Philadelphia, PA +50mi.
- New York City +50mi. (captures all NY boroughs, Jersey City, Newark, Trenton)
- Helena, MT +25mi.
- Boise, ID +25mi.

EVENT AND TRAVEL RELATED TARGETED DIGITAL CAMPAIGNS

Research is constantly in progress so we can hyper-target digital advertising to very specific audiences and demographics. These advertisements are extremely dynamic and can be changed very quickly. A perfect example is the March Madness campaign, because the brackets changed so quickly as teams won, we were able to pivot the ads and target the teams and cities of the winners. Below are a few examples of the types of event and travel-based targets launched in Phase III so far.



MARCH MADNESS TARGET ▲

Ads were created that targeted the traveling taking place for **March Madness**. We targeted not only the 4 games that were played in Southern California, but the cities each team was coming from, too (ie: Michigan Wolverines, A & M Aggies [Houston], Gonzaga Bulldogs [Spokane, Washington], and the Florida State Seminoles [Tallahassee, FL]). Additionally, the ads targeted passengers traveling to and from Las Vegas to watch the Championship games and San Antonio where the Championships were held.

◀ SPRING TRAINING TARGET

Ads were created that targeted both LA baseball teams, Dodgers and Angels, that had **spring training** in Arizona. We found that people were traveling to and from the LA Area to attend spring training in person.



SPRING BREAK TARGET

Ads were created that focused on **spring break** travelers. Students traveling to and from the LA Basin were targeted for these campaigns.



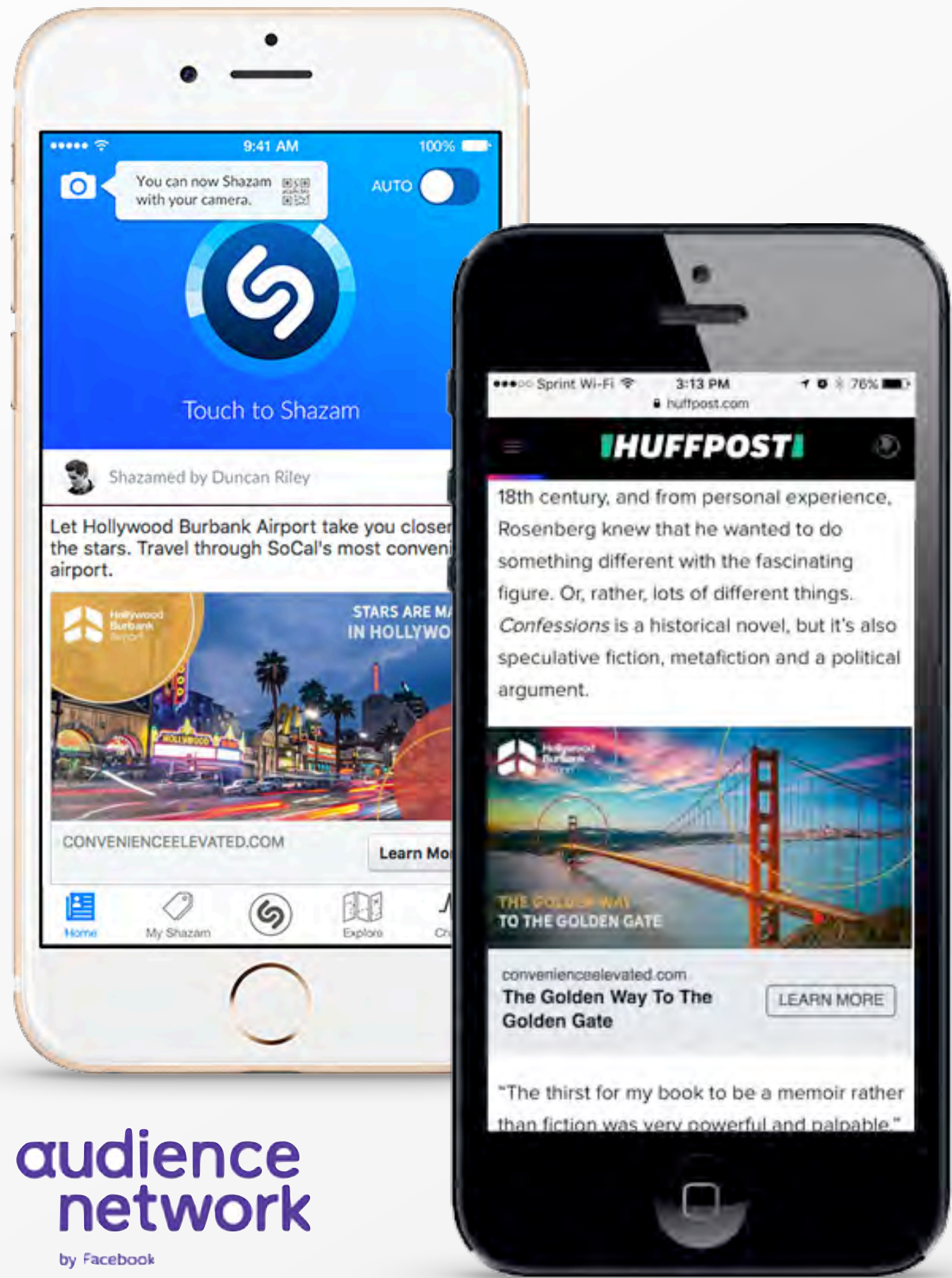
ANYONE

// TARGETED SOCIAL CAMPAIGNS



ANYONE

// TARGETED SOCIAL CAMPAIGNS



HOLLYWOOD BURBANK AIRPORT VIDEOS



Play ANIMATED Video



Play FULL Video

Collaborating With Our Customers

AIRLINES AND OUR AIRPORT



THE BEST WAY
TO FENWAY.

Fly nonstop to BOS with the
official airline of the Red Sox.



jetBlue



FLIGHTS THAT
ROCK YOUR SOX

Fly nonstop to BOS with the official airline of the Red Sox.

jetBlue



jetBlue®

 Hollywood Burbank Airport

EVEN LADY LIBERTY
NEEDS A HOLIDAY.

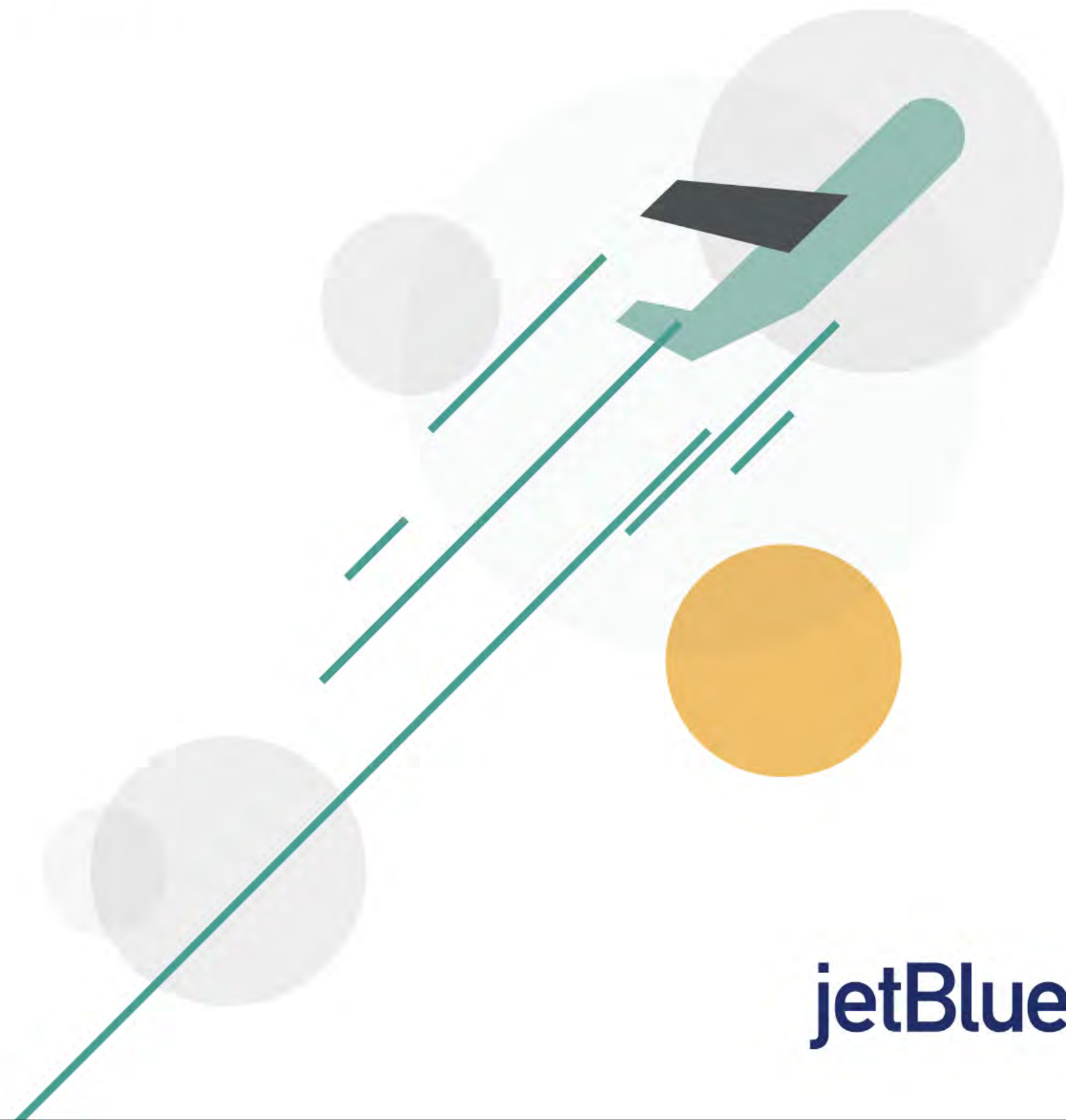
Daily nonstop flights from JFK to BUR.



 Hollywood Burbank Airport

GET THERE IN A
NEW YORK MINUTE.

Daily nonstop flights from BUR to JFK.



jetBlue®



SWEET DREAMS ARE
MADE OF TEAS.

One stop flights from BUR to LHR.






SWEET DREAMS ARE
MADE OF TEAS.

One stop flights from BUR to LHR.





ROYAL GUARD TO RED CARPET

One stop flights from LHR to BUR.









BIG BEN TO BIG SCREEN.

One stop flights from LHR to BUR.






Hollywood
Burbank
Airport



TURN YOUR TRAVEL
UP TO 10

10 NONSTOP FLIGHTS TO YOUR
FAVORITE U.S. CITIES

Southwest

Hollywood
Burbank
Airport

SCORE **BIG** WITH YOUR TRAVEL

10 NONSTOP FLIGHTS TO YOUR
FAVORITE U.S. CITIES



Southwest



Hollywood Burbank Airport

FROM SOCAL TO NORCAL

SOUTHWEST AND HOLLYWOOD BURBANK AIRPORT HAVE YOU COVERED.





Hollywood Burbank Airport

DON'T GAMBLE
WITH YOUR TRAVEL




NONSTOP FLIGHTS FROM
BURBANK TO LAS VEGAS. JACKPOT.

Southwest




Current Routes





Hollywood
Burbank
Airport

BUR TO PDX NO STRESS

Breathe easy with daily
nonstop flights to Portland.



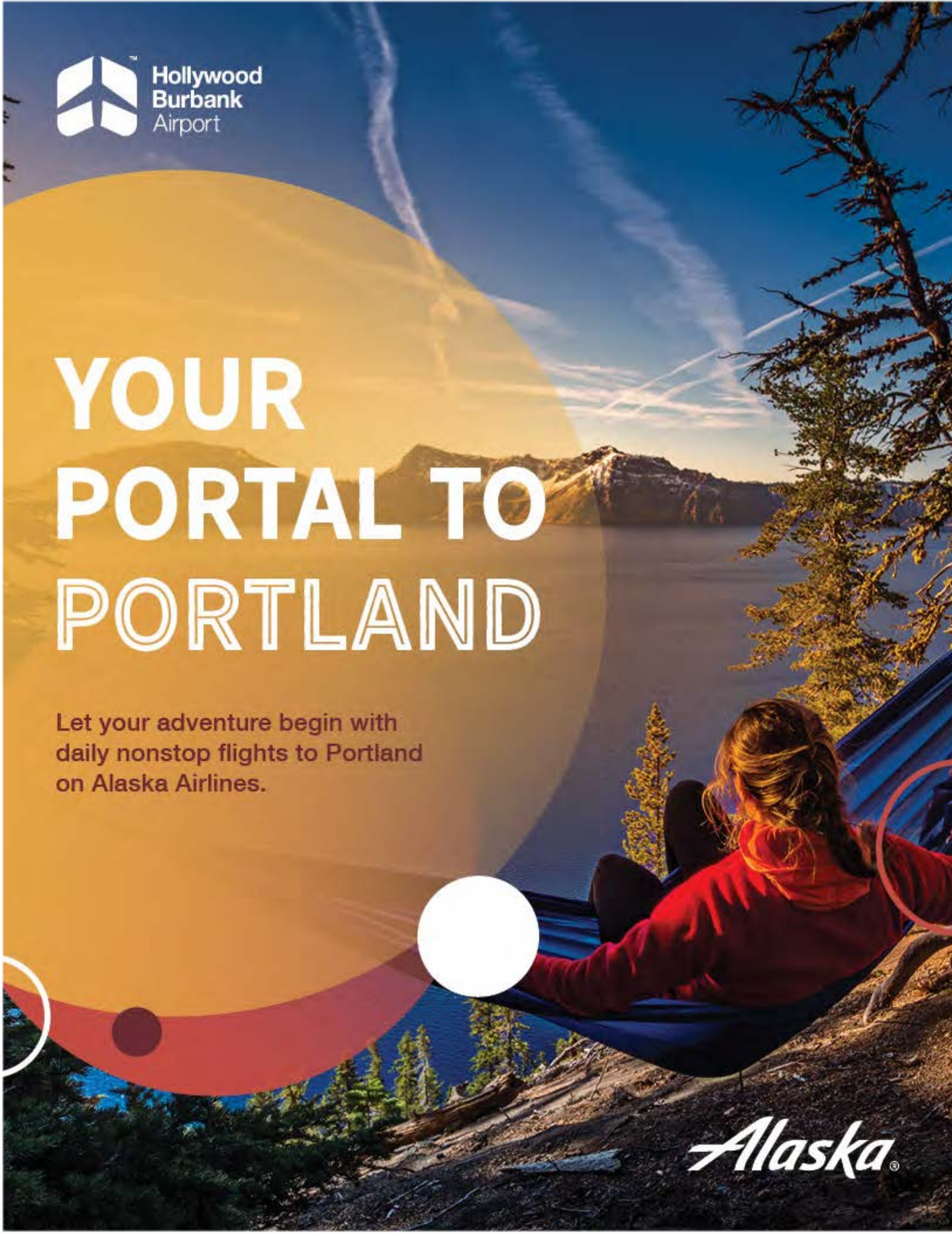





Hollywood
Burbank
Airport

YOUR PORTAL TO PORTLAND

Let your adventure begin with
daily nonstop flights to Portland
on Alaska Airlines.







Hollywood
Burbank
Airport

SEE WHAT'S BREWING

Daily nonstop flights to
Portland for fresh-brewed
coffee by day and craft
brews by night.





Nor Cal - Bay Area Focus




UNION SQUARE BY AIR

Daily nonstop flights to San Francisco so you can Shop 'til You Drop.










THE GOLDEN WAY TO THE GOLDEN STATE

Spend the day by the bay with daily nonstop flights to Oakland.









PIER 39 IN NO TIME

Daily nonstop flights to San Francisco so you can sea it all.









GET READY TO GET GOING!

WE ARE NOW FLYING WITH

spirit™

LESS MONEY. MORE GO.

Now featuring new service with Spirit Airlines! The cost-conscious air travel provider that gives you more options when traveling.





GET READY TO GET GOING!

WE ARE NOW FLYING WITH

spirit™

Now featuring new service with Spirit Airlines! The cost-conscious air travel provider that gives you more options when traveling.



Measuring the Impact

A QUICK SNAPSHOT OF MEASURED SUCCESS

Measuring the Impact

In October 2018, Anyone™ was granted the opportunity to administer the Airport’s organic social presence by way of employing strategic, proactive community management strategies. These strategies immediately generated a noticeable shift in KPIs across all three major platforms. The numbers below illustrate the **first 30 days of results**, as compared to September 2018, before Anyone™ began steering community management.



FOLLOWERS

↑21.6%

compared to prior 30-day date range

ENGAGEMENTS

↑27.1%

compared to prior 30-day date range

IMPRESSIONS

↑40%

compared to prior 30-day date range



FOLLOWERS

↑6.4%

compared to prior 30-day date range

ENGAGEMENTS

↑54.2%

compared to prior 30-day date range

IMPRESSIONS

↑54%

compared to prior 30-day date range



FOLLOWERS

↑0.15%

compared to prior 30-day date range

ENGAGEMENTS

↑15.3%

compared to prior 30-day date range

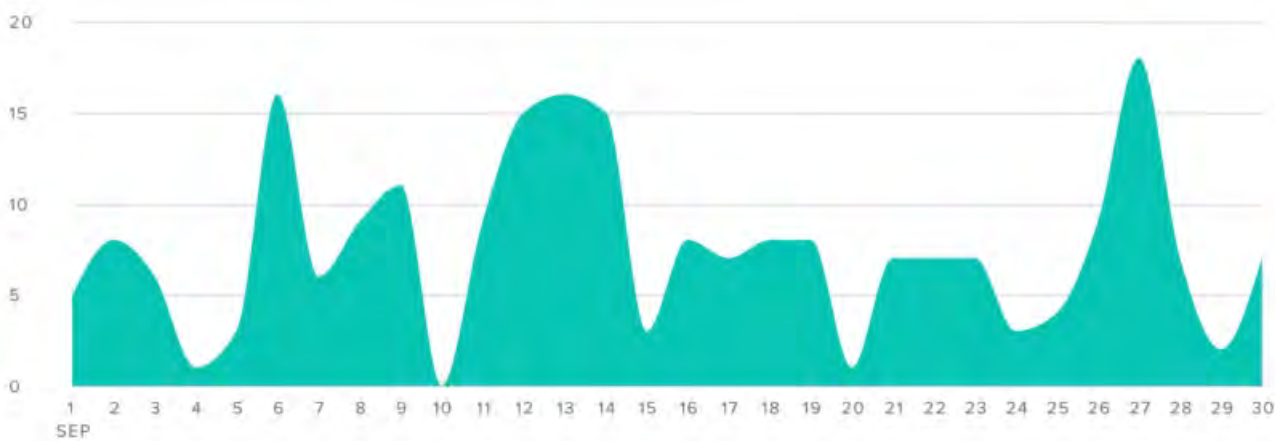
IMPRESSIONS

↑22.3%

compared to prior 30-day date range



Followers Gained

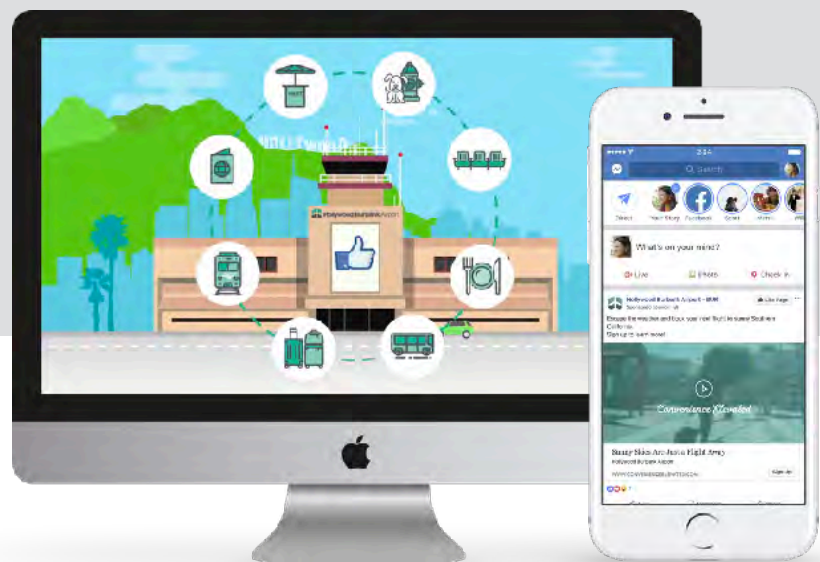


Net Followers Gained



Organic Likes Unlikes

The Impact of a Multi-Channel Approach



Video Content

4 Million + Views



Digital Marketing

6.5 Million Users Reached
12 Million Impressions



Print Advertising

9 Million + Consumers Reached



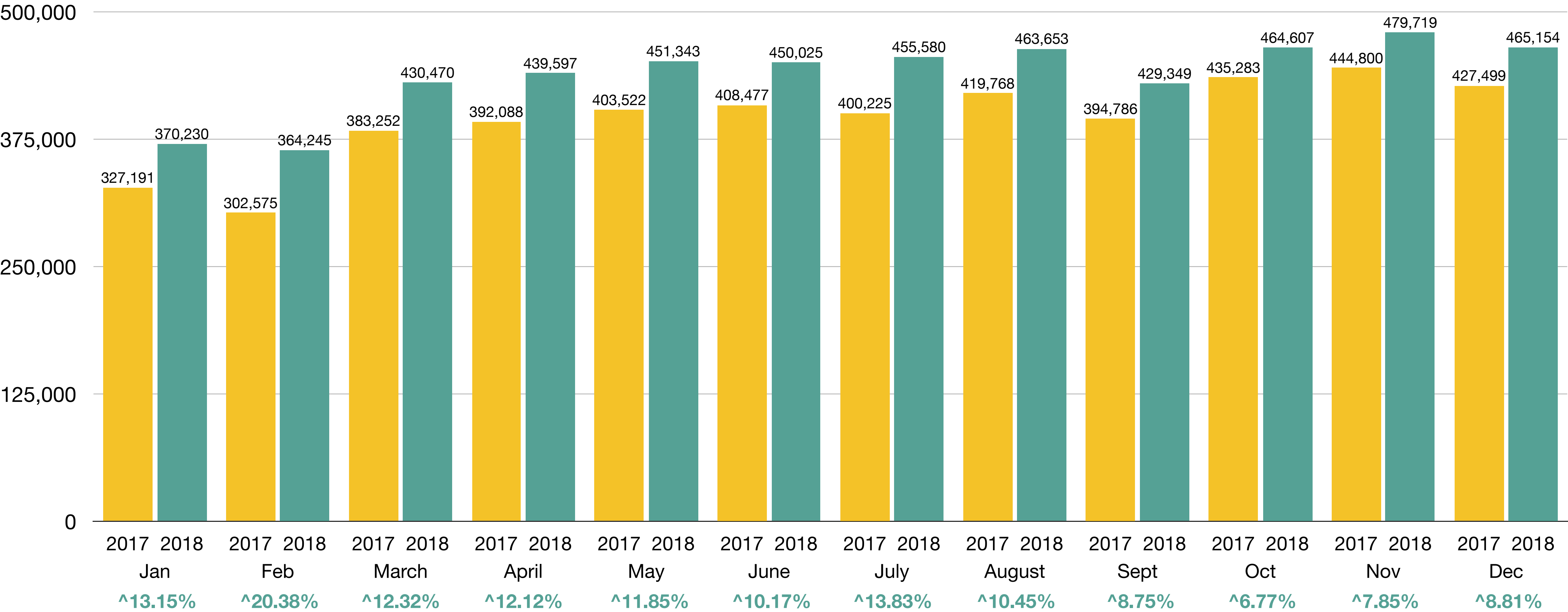
Website Traffic

2 Million + Sessions



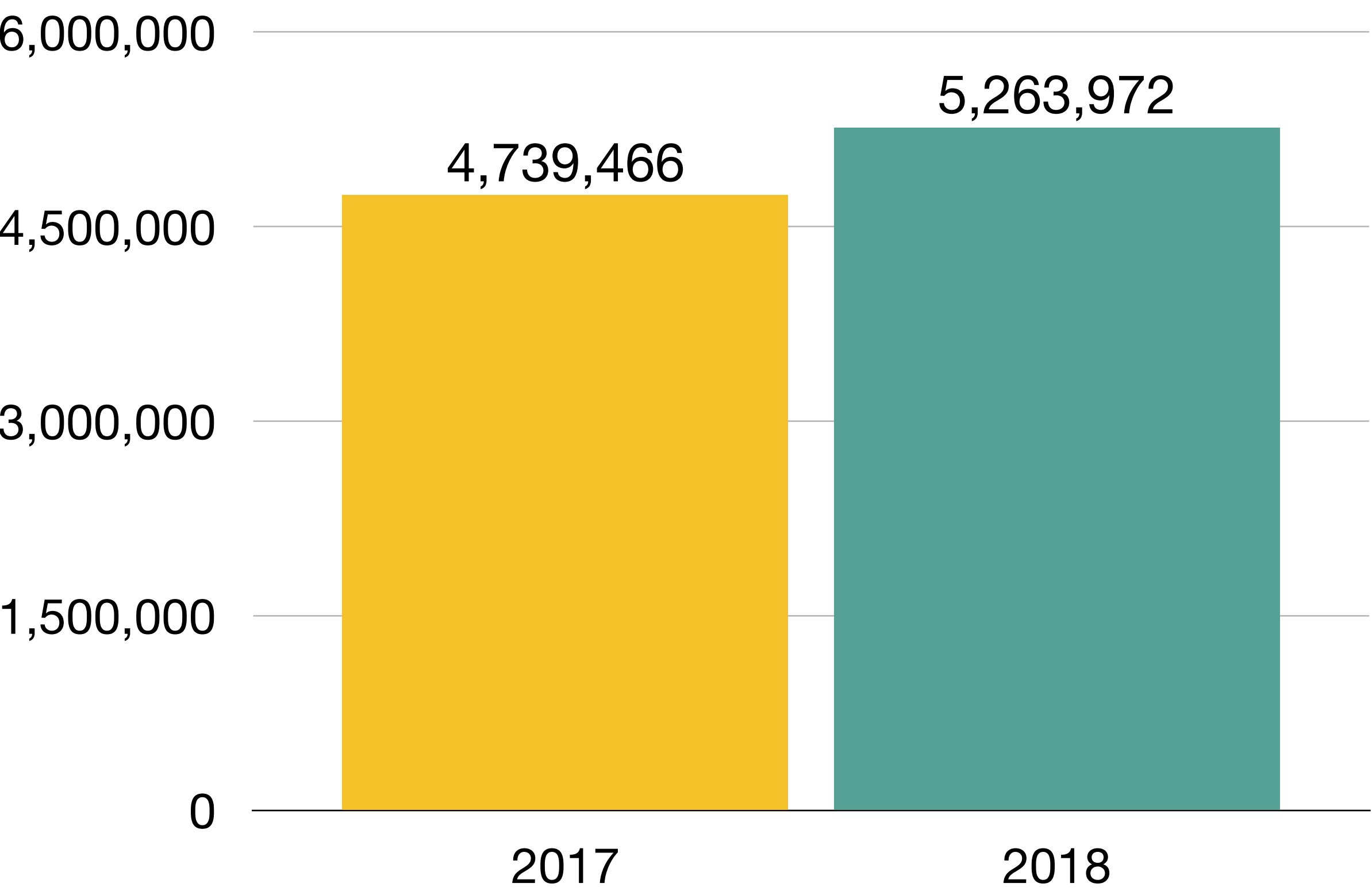
Year-Over-Year Revenue Passenger Growth

2017 vs. 2018



Year-Over-Year Revenue Passenger Growth

2017 vs. 2018



+11.07% Increase

Another Metric of Success

INDUSTRY RECOGNITION OF OUR WORK

Airports Council International Awards 2018



2018
AWARD
WINNERS

1st

BRAND IDENTITY - *FIRST PLACE*

This category recognizes excellence in demonstrating the visible elements of an airport's brand that together identify and distinguish the brand in the minds of airport passengers.

1st

DIGITAL ADVERTISING / COMMUNICATIONS - *FIRST PLACE*

This category recognizes excellence in web and social media advertising that promotes the airport, including giveaways, contests, and other promotional initiatives.

1st

PRINT COMMUNICATIONS - *FIRST PLACE*

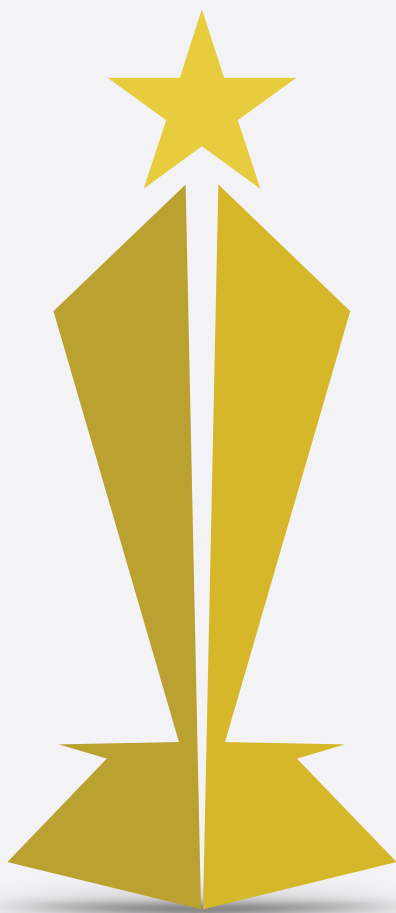
This category recognizes excellence in brochures and print advertising that may be general or targeted to a specific event, industry segment, or special offer.

1st

OVERALL MARKETING PROGRAMS - *FIRST PLACE*

This category recognizes excellence in overall approaches to airport marketing and promotions by defining a product or service and creating a strategy for communicating the message that will produce growth.





2018
AWARD
WINNERS

2018 PEGGY G. HEREFORD AWARD WINNERS

OTTAWA – Airports Council International-North America (ACI-NA) announced the recipients of the 2018 Excellence in Airport Marketing, Communications, and Customer Service Awards on November 15, 2018, at an award gala during the 2018 Marketing and Communications Conference in Ottawa, ON. Anyone™ Collective LLC and Hollywood Burbank Airport received the 2018 Peggy G. Hereford Award recipient as the airport with the most overall recognition in the contest’s categories.

“Our industry’s ability to tell the dynamic and compelling story of airports is extremely important to helping us advance as an industry,” said ACI-NA President and CEO Kevin M. Burke. “Airports like Hollywood Burbank Airport and all of our other winners are going above and beyond in connecting with their passengers and amplifying their message about the airport’s essential role in their local communities. ACI-NA is delighted to applaud the innovative work and the talented individuals who are telling our industry’s story.”

The Excellence in Airport Marketing, Communications, and Customer Service Awards recognizes the quality of work, abundance of talent, and creativity within the marketing, communications, and customer service field of the airport industry. This year the contest received more than 300 entries in 20 categories.

Regarded throughout the airport industry as the highest honor an airport can earn for marketing and communications excellence, the Peggy G. Hereford award recognizes overall creativity in communicating the airport’s message, effectiveness in connecting with audiences, and the overall scope of the airport’s effort in marketing and public relations.

A founding member of the ACI-NA Marketing and Communications Committee, Peggy G. Hereford championed the notion that adventure and spirit of aviation should inspire the ways airports tell their stories to the world. She served as the Public Affairs Director at Los Angeles International Airport, where she was the first woman to head the public relations department for a major U.S. airport, retiring in 1977.

In addition to being named the 2018 Peggy G. Hereford Award recipient, Anyone™ Collective LLC and Hollywood Burbank Airport were awarded first place wins in the categories of Brand Identity, Digital Advertising / Communications, Print Communications, and Overall Marketing Programs.



ANYONE™



PowerWatch®





The Challenge

Evolving from a Kickstarter campaign and out of the mind of a technology genius, PowerWatch entered the ultra-competitive market of smartwatches to showcase a consumer-friendly and appropriately-scaled example of advanced thermoelectric technology. In addition to joining a crowded space as a newcomer, the company also faced the obstacle of presenting the core technology in a way that was palatable for consumers, while not diluting the value of the technology as a whole.

The Solution

Anyone™ took on the task of not only presenting a new consumer brand, but also positioning the company as much more than a smartwatch manufacturer. After thorough research and analysis, Anyone™ strategized that PowerWatch would stand alone as both its own brand and company. The core technology behind it could then be positioned as an isolated company with its own separate brand. This was a bold move that resulted in a truly unique and powerful brand called PowerWatch.

POWERWATCHTM
M A T R I X I N D U S T R I E S

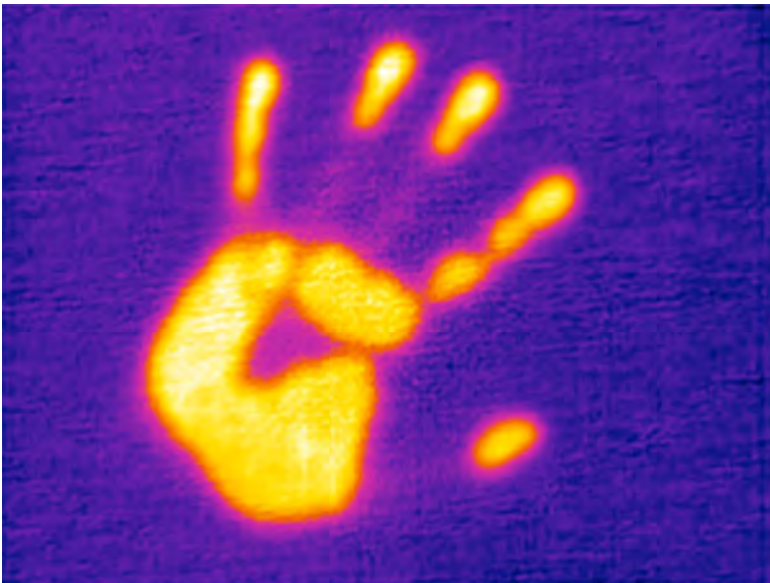
POWERWATCHTM
M A T R I X I N D U S T R I E S

POWERWATCHTM**2**
M A T R I X I N D U S T R I E S

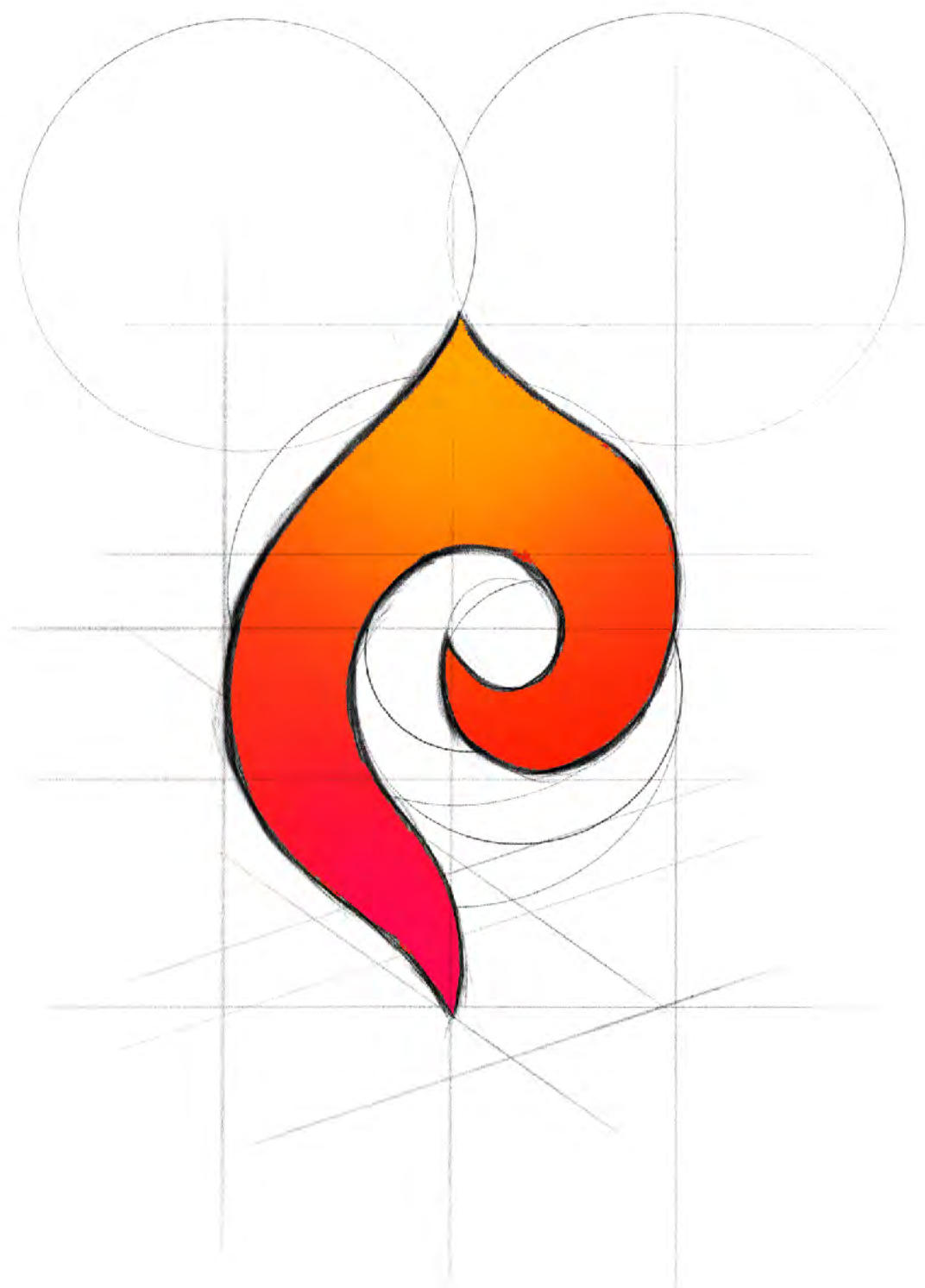
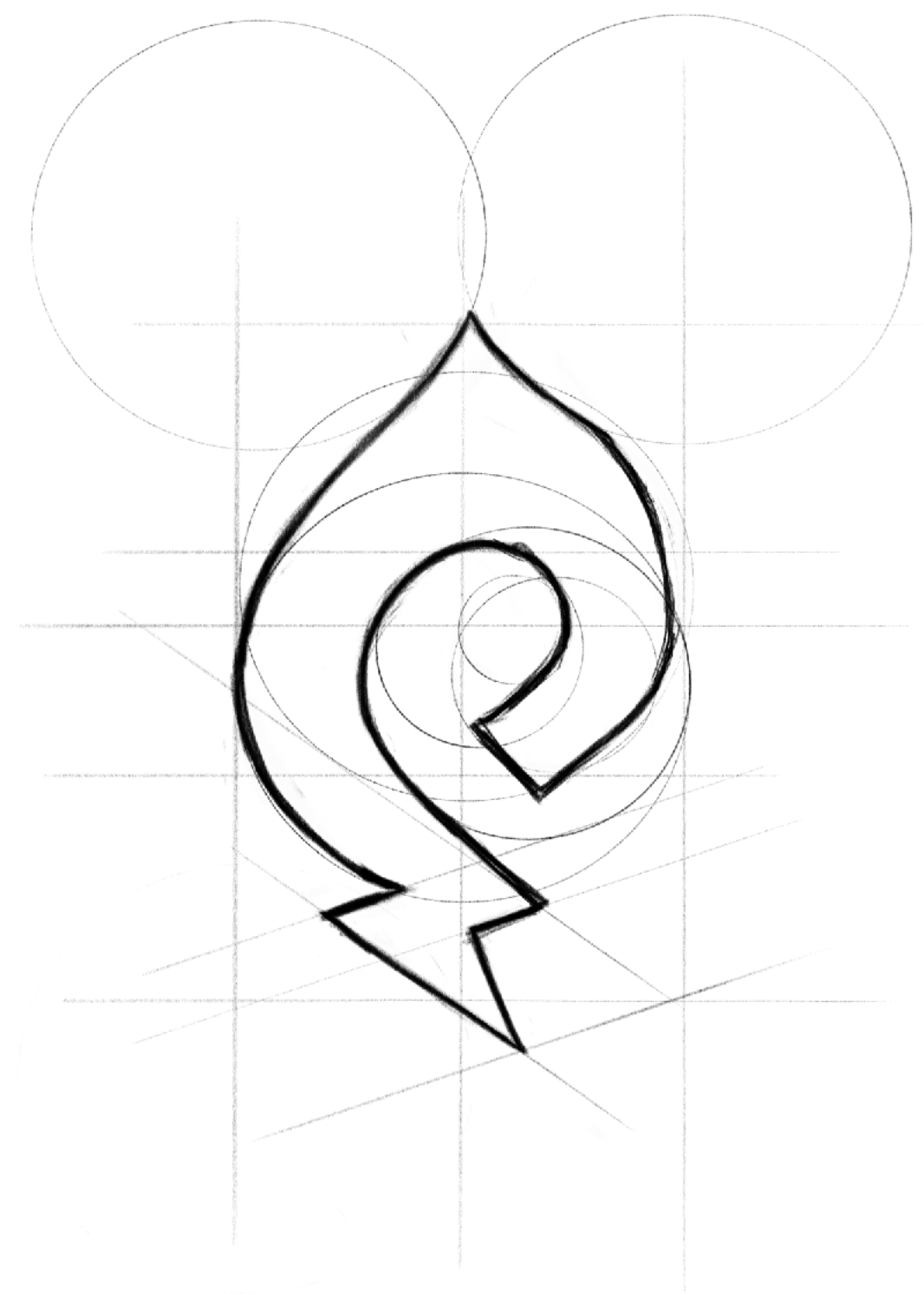
- 3 COLOR DESIGN
- WIDE FORMAT ONLY
- MATRIX INDUSTRIES AS ONE WORD
- NOT SCALABLE
- DIFFICULT TO REPRODUCE
- PLAIN TEXT GOTHAM

ANYONE

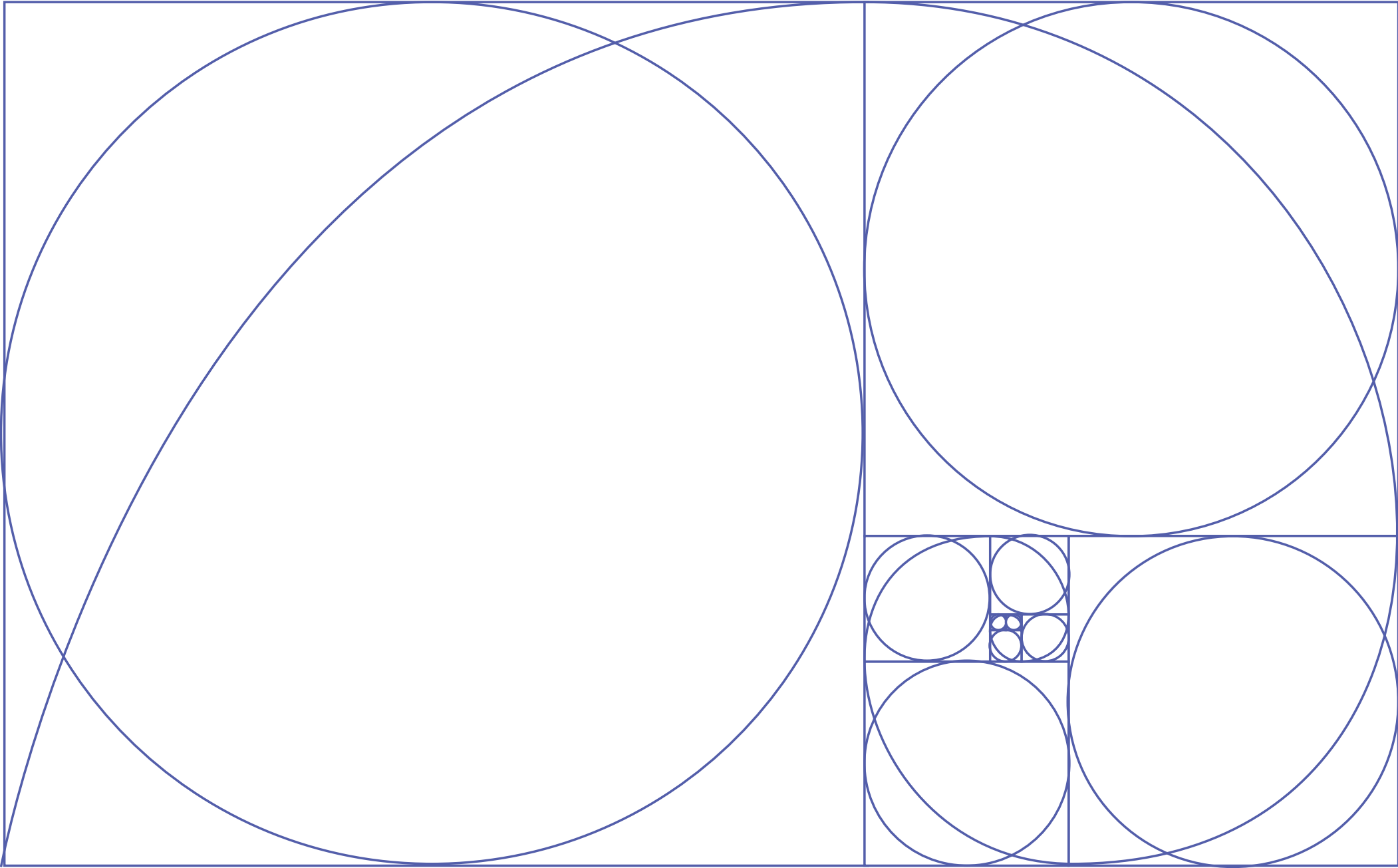
//EXECUTION: LOGO DESIGN

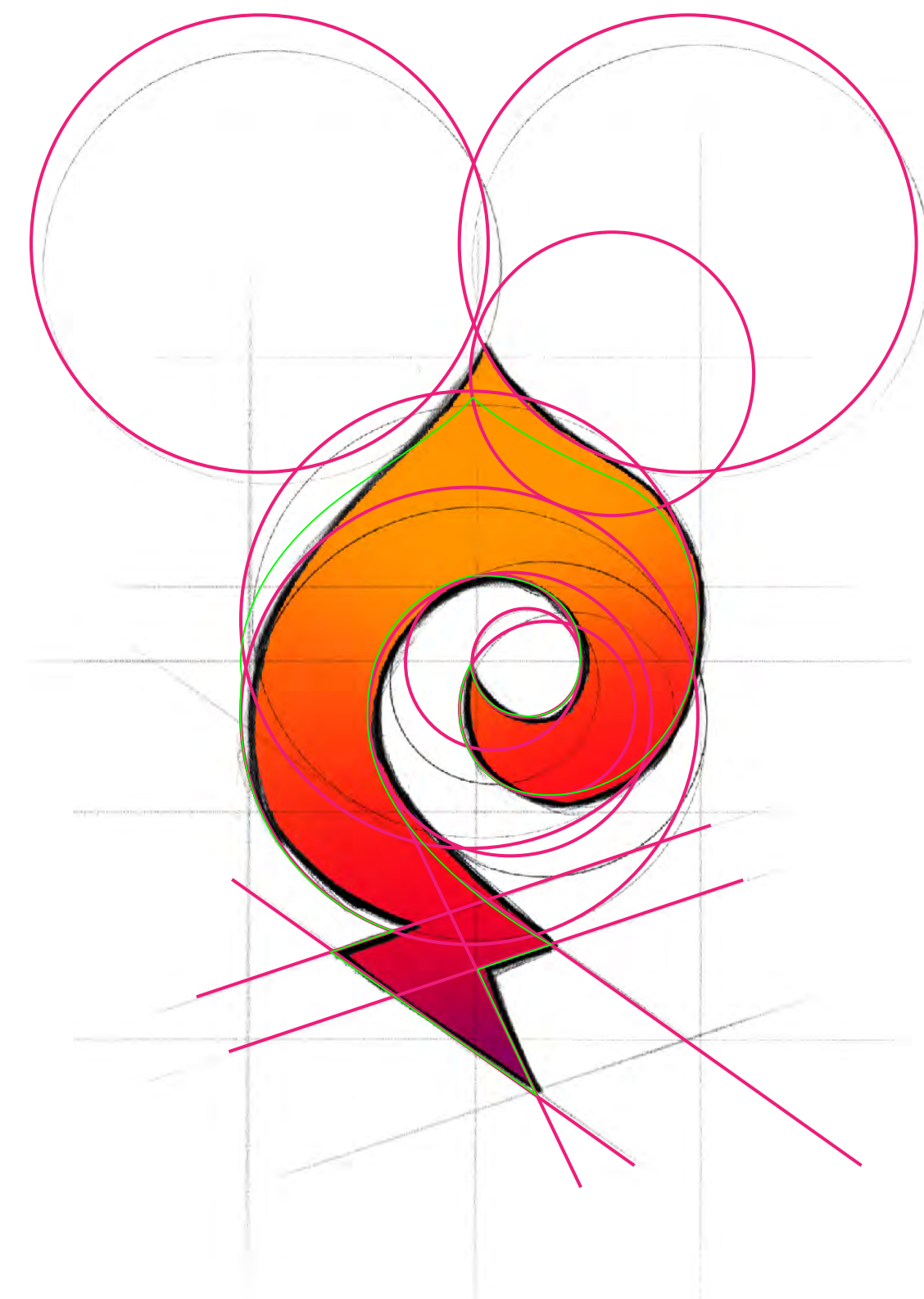


🔥 + ⚡ + P



Devine Proportions - Fibonacci number 1.618

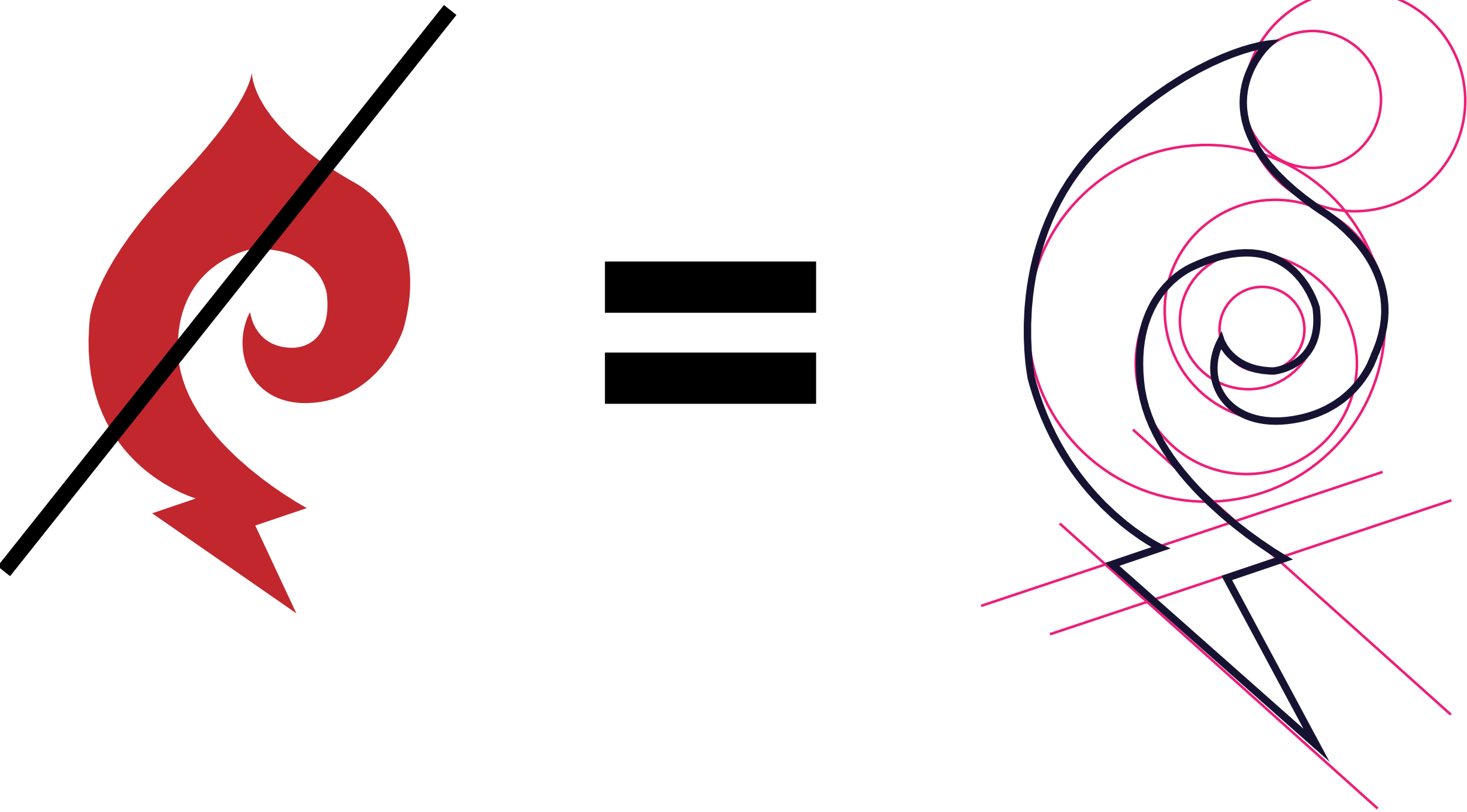




REFINED RESULT
ODD TOP
BOLT NOT LONG ENOUGH
TOO CHUNKY

ANYONE

//EXECUTION: LOGO DESIGN



FURTHER REFINING
MORE CHARACTER



PowerWatch™



NEVER
CHARGE
AGAIN.

CURRENT PRODUCTS

SERIES 2

MSRP: \$499



SAPPHIRE GLASS
RUBBER STRAP

SERIES 2 PREMIUM

MSRP: \$599



SAPPHIRE GLASS
STAINLESS STEEL STRAP
QUICK RELEASE BUCKLE

SERIES 2 LUXE

MSRP: \$699



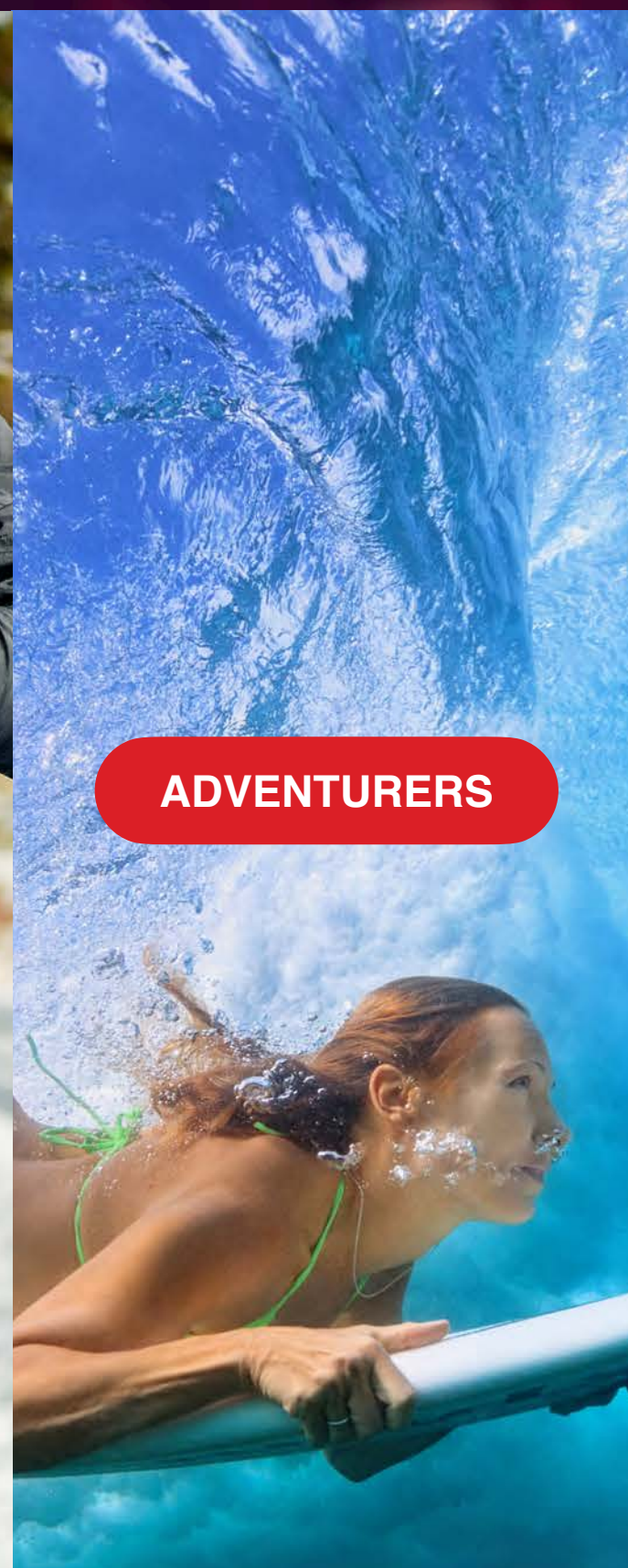
SAPPHIRE GLASS
SHARK FIN MILANESE STRAP
QUICK RELEASE BUCKLE



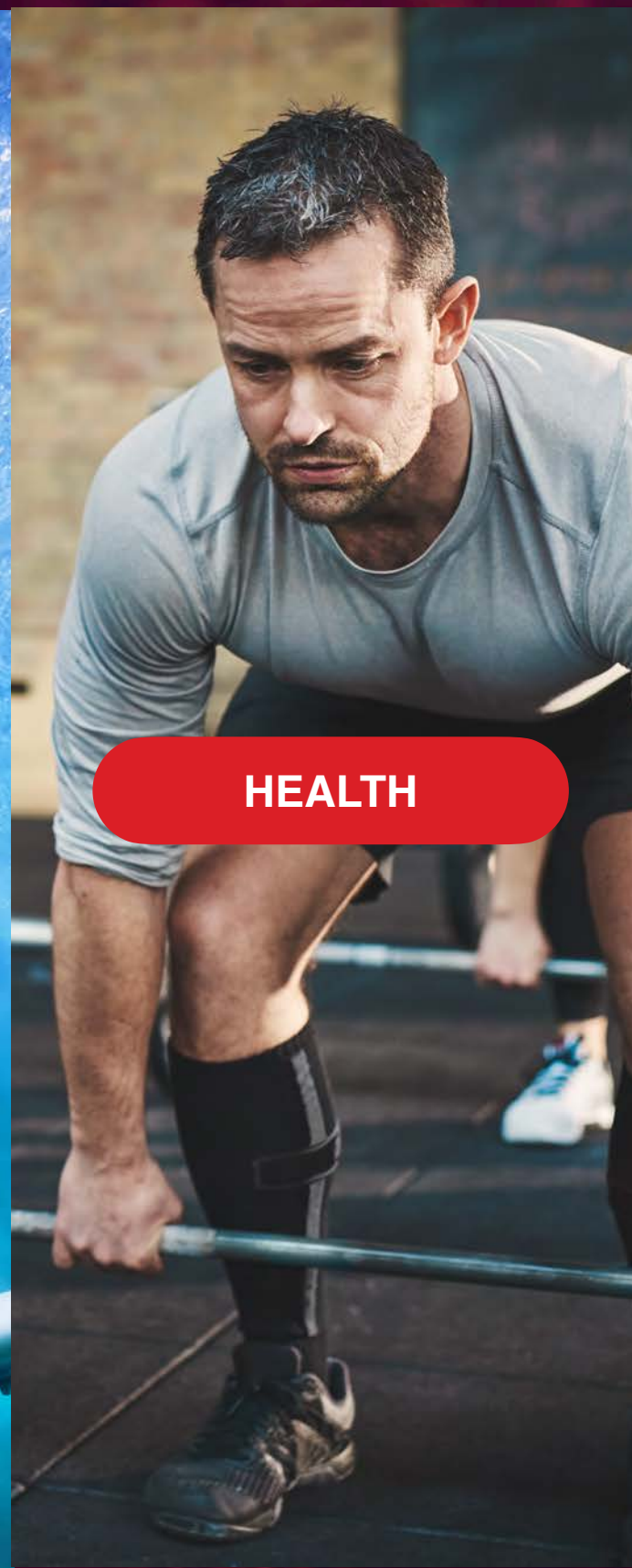
BUILT FOR LIFE



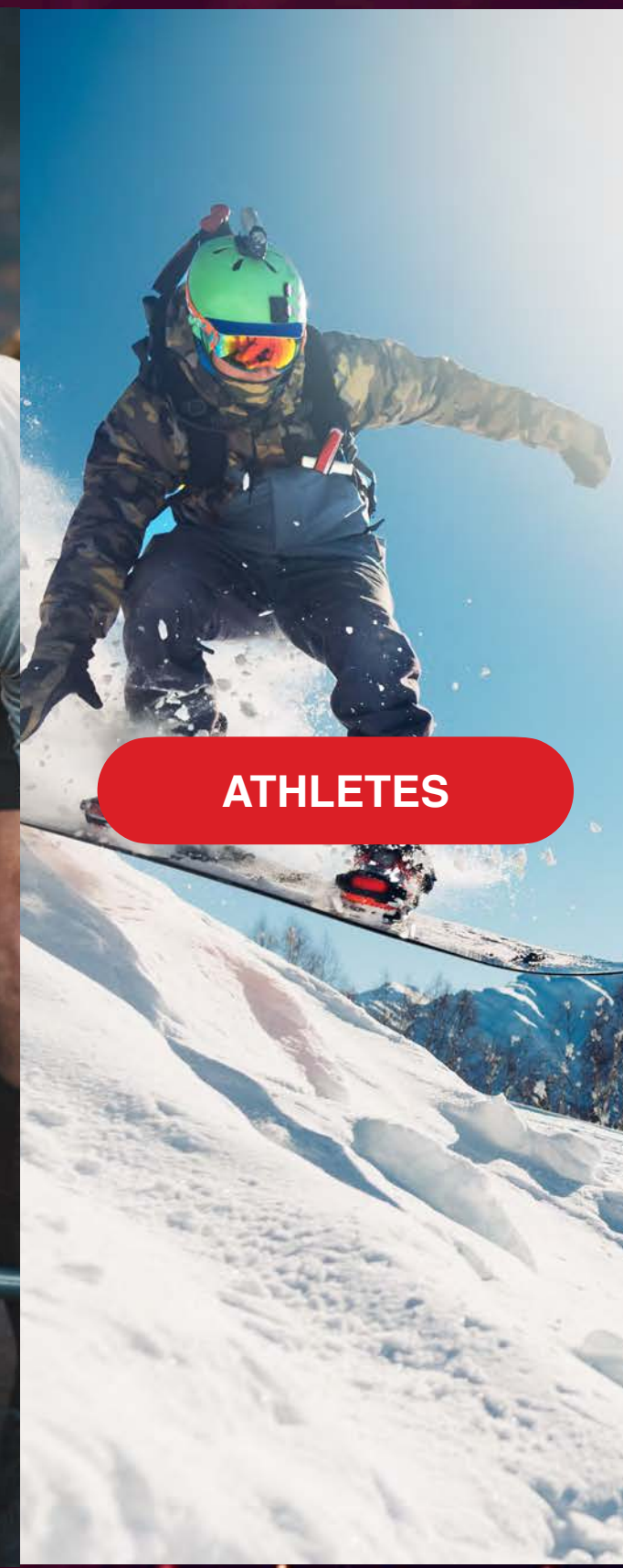
GOVERNMENT



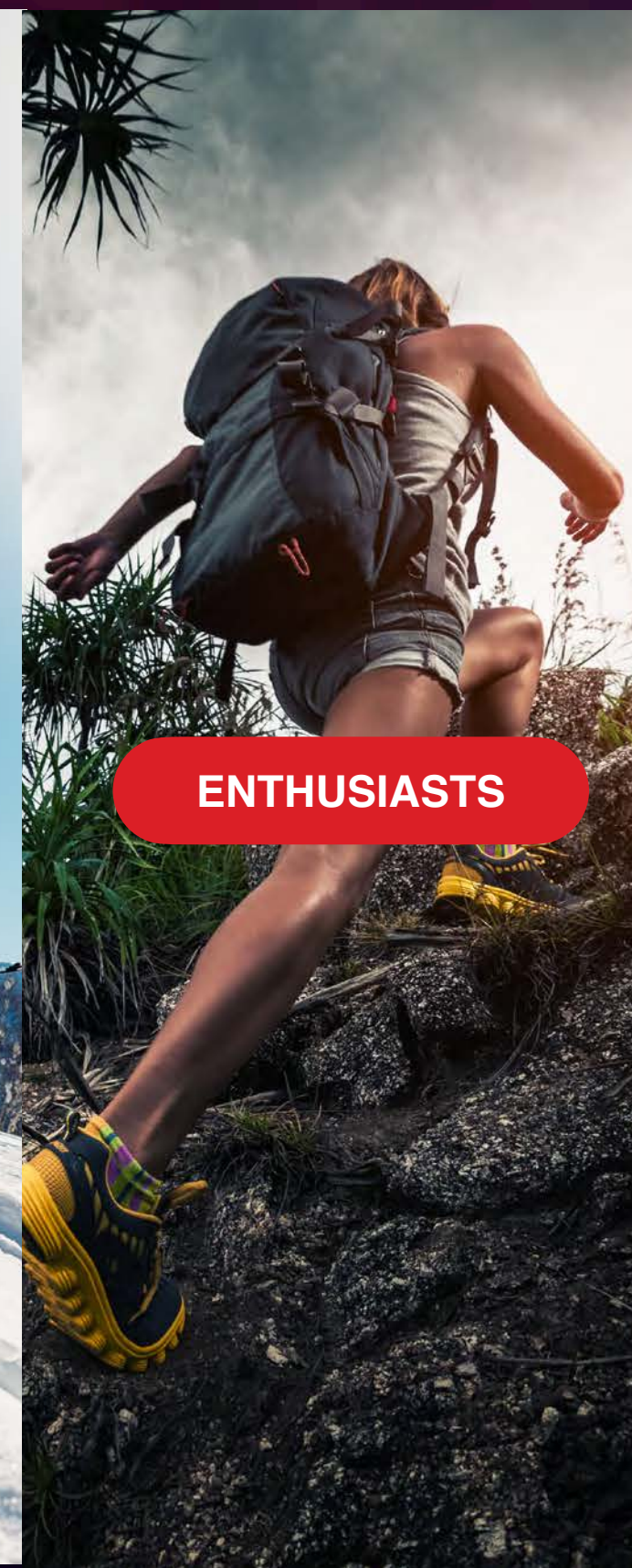
ADVENTURERS



HEALTH



ATHLETES



ENTHUSIASTS

TARGETING

PRELIMINARY

Who are we aiming to reach?



TARGET PERSONAS

PRELIMINARY

SPORTS & FITNESS

Primary Persona	Gym-Goer	Training/Endurance/Strength	Aerobic/Cardio
Sub-Persona(s)	N/A	Boot Camp, CrossFit, Endurance, Weight Lifters, Body Builders	Runners, Cyclers
Description	Casual gym-goers who have a membership at one of the major "big box" gyms and attend a few times a week before or after work.	Training enthusiasts who like challenging themselves and pushing it to the max. They attend their sessions religiously and set clear physical goals.	Running and cycling are a means of escape for these enthusiasts. They look forward to their weekends, which allow them to spend a number of hours getting lost in the headspace that these activities provide.
Age Range	30–50	30–45	30–45
Gender	Male & Female	Male & Female	Male & Female
Occupation	Full Spectrum	Full Spectrum	Full Spectrum
Family Status	Married & Single	Married & Single	Married & Single
Education	Bachelor's, Postgraduate	Bachelor's	Bachelor's, Postgraduate
Income	\$75,000–\$85,000	\$80,000–\$90,000	\$80,000–\$90,000
Purchase Behavior	Calculated but eager to invest in tools that help keep them on track with their fitness routine.	Since bootcamps, CrossFit, and other comparable forms of training are not cheap, this consumer is willing to invest in whatever has been proven to help them achieve their fitness goals.	The tech that this consumer adopts becomes a companion on the road and reliability is paramount.
PW2 Value Proposition	Easy Legibility, Heart Rate Sensor, Pedometer, Calorie Counter	Heart Rate Sensor, Calorie Counter, Rugged Design, Durability	MATRIX Power, Solar Power, Heart Rate Sensor, GPS, Easy Legibility, Pedometer

ADVENTURERS

Primary Persona	Land-Based	Snow-Based	Water-Based
Sub-Persona(s)	Climbers, Campers, Hikers, Backpackers	Skiers, Snowboarders, Sledders	Surfers, Kayakers, Rowers, Canoers, Snorkelers, Scuba Divers
Description	These explorers try to dictate their own schedule so they can hike and backpack all over the world, exploring everything from the Incan ruins in Machu Pichu to national parks all across the country.	These snowbirds rush to the slopes as soon as the first snowfall of the season hits so they can get some runs in on the freshest powder. In the upper age range of this segment, they may often own a cabin that the family uses in winter months, and plan a big annual vacation to a large ski resort.	These water adventurers are extremists that are willing to island-hop or beach-hop for the best scuba and snorkeling experiences the world has to offer.
Age Range	30–45	25–45	30–45
Gender	Male & Female	Male & Female	Male & Female
Occupation	Freelance, Remote, Consultant	Corporate, Middle- to Upper-Management	Freelance, Remote, Consultant
Family Status	Married & Single	Married & Single	Married & Single
Education	Bachelor's	Bachelor's	Bachelor's
Income	\$85,000–\$125,000	\$90,000–\$175,000	\$90,000–\$175,000
Purchase Behavior	When climbing a remote mountain or hiking in the middle of the woods, these consumers look for truly reliable tech and will invest in whatever brings them peace of mind while they wander the globe.	While zipping through powder and only stealing occasional glances at their watches, this group looks for durable devices that can withstand the elements and is easy legibility for quick visual cues while they're on the slopes.	Water resistance is paramount for this segment. As most of their free time is spent in or around water, they seek tech that not only performs and keeps up with other best-in-class products, but can take a beating and handle frequent water exposure.
PW2 Value Proposition	MATRIX Power, Solar Power, Heart Rate Sensor, GPS, Easy Legibility, Pedometer, Durability, Rugged Design	MATRIX Power, Heart Rate Sensor, Water Resistance, Easy Legibility	MATRIX Power, Solar Power, 200m Water Resistance, Easy Legibility, GPS

HYPER TARGETED AD

MARKET TARGET EXAMPLE

MARATHONER

FEMALE - 63%



**LOCATION: 25MI. AROUND
NATIONAL MARATHON
SCHEDULE**

AGE: 25–54

TARGET BENEFITS

- POWERED BY BODY HEAT
- EXTENDED GPS TRACKING
- ACCURATE CALORIE TRACKING
- NO CHARGING REQUIRED
- HEART RATE MONITOR
- HEALTH APP SYNC

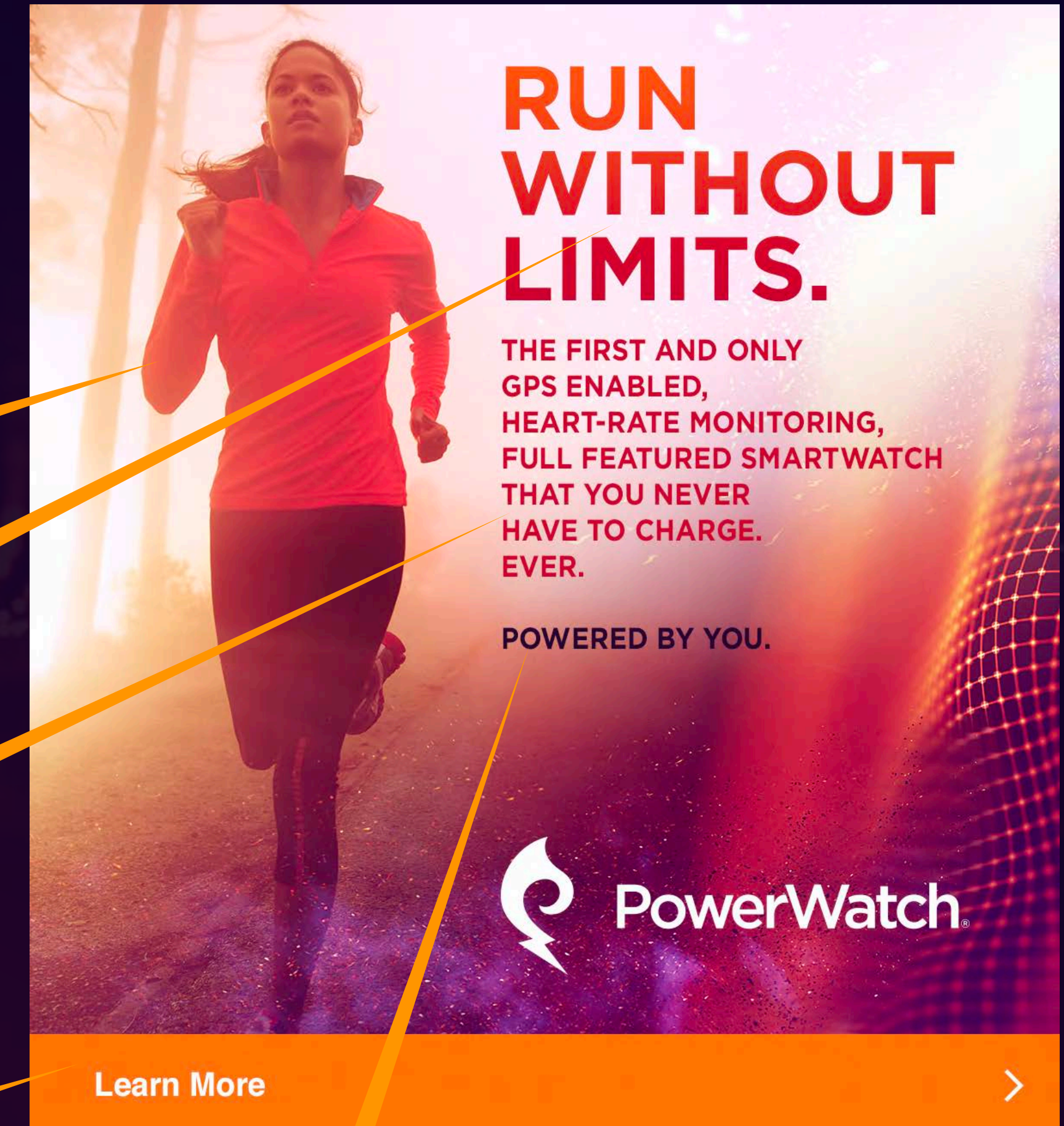
FEMALE RUNNER

CUSTOMIZED HEADLINE

PRODUCT BENEFITS

BOLD COLOR FOR ACTION


HERO TAGLINE



**RUN
WITHOUT
LIMITS.**

THE FIRST AND ONLY
GPS ENABLED,
HEART-RATE MONITORING,
FULL FEATURED SMARTWATCH
THAT YOU NEVER
HAVE TO CHARGE.
EVER.

POWERED BY YOU.

 **PowerWatch®**

Learn More >

POWER



TO GO FURTHER



PowerWatch



POWER

TO EXPLORE MORE

BRAND EXAMPLES



BRAND EXAMPLES



BRAND EXAMPLES



BRAND EXAMPLES





PASKOWITZ

F O U N D A T I O N



The Challenge

We all want to change the world for the better and we’re missing tangible ways to effect meaningful change. We’re missing the great global sea ambassador to challenge the status quo and publicly lead the charge to protect our oceans.

The Solution

The Paskowitz Foundation will not only shine a bright spotlight on our oceans problems, we will leverage partnerships with the most impactful environmental groups to bring equipment and funding to some of the most endangered people and environments around the world.



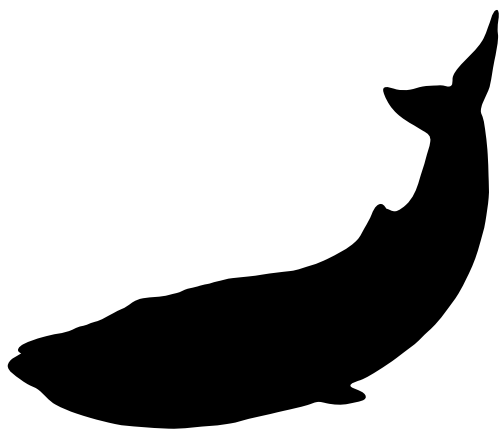
WHAT WE DO

Paskowitz Foundation drives resources, actions, and solutions that protect our planet.

We create and execute global, hands-on eco operations and encourage participation in ocean recovery and clean-up, so we can push awareness of human impact across multiple generations and deliver positive change for the future.

We are the creators, drivers, and implementors of action to save our world's oceans.

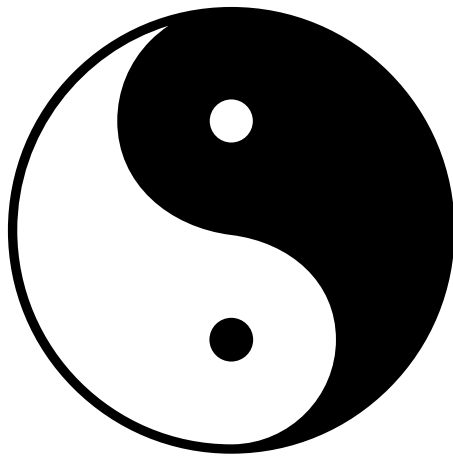
Reduction
Method



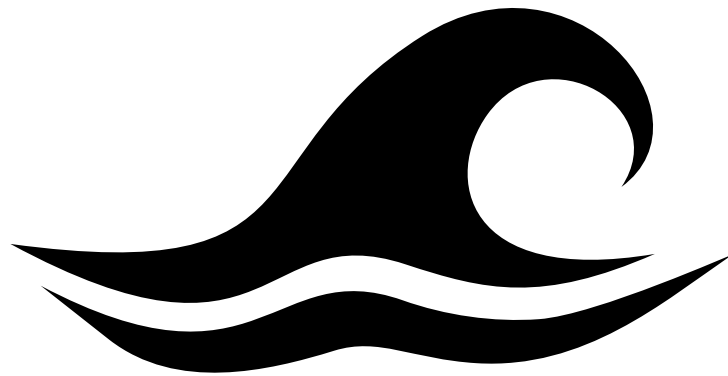
+

P

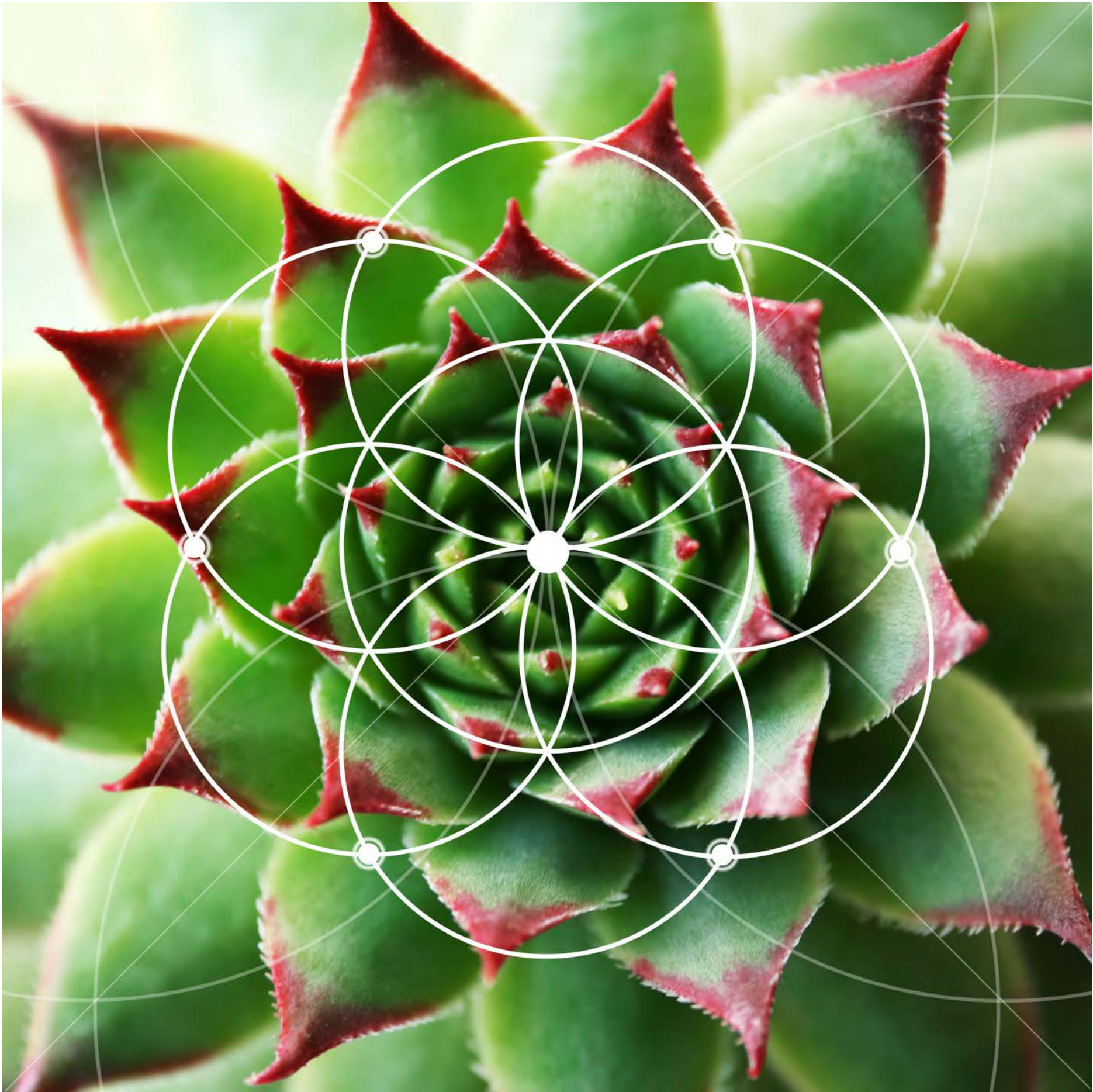
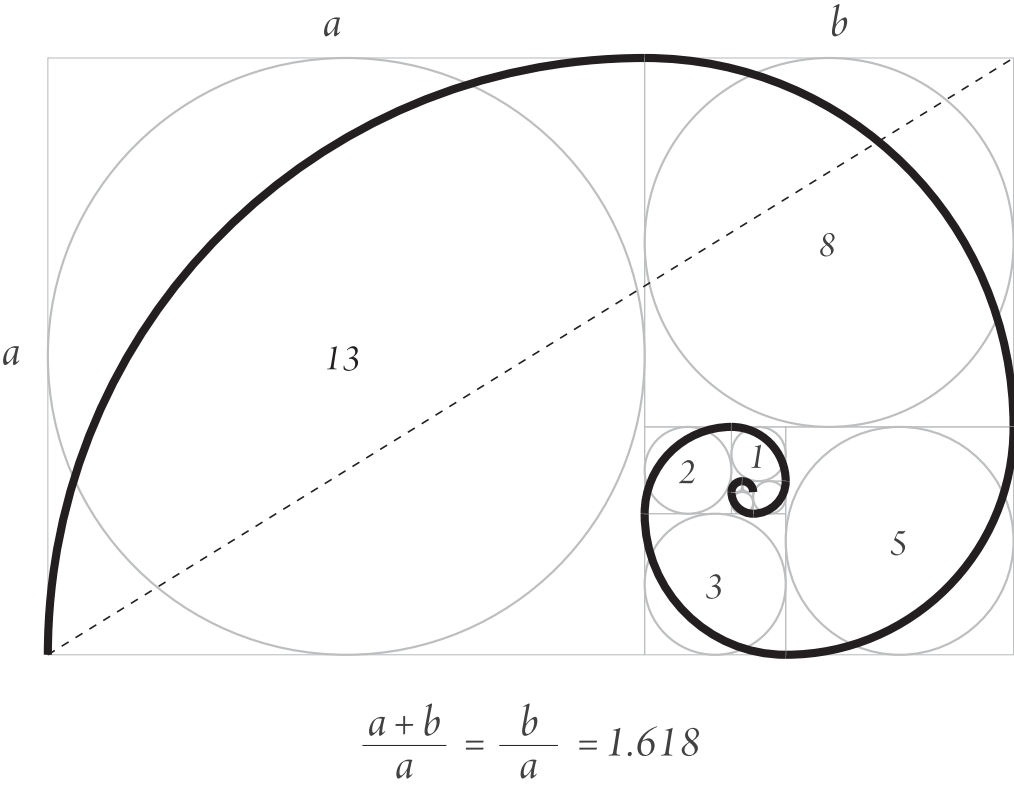
+



+



Using The Golden Ratio





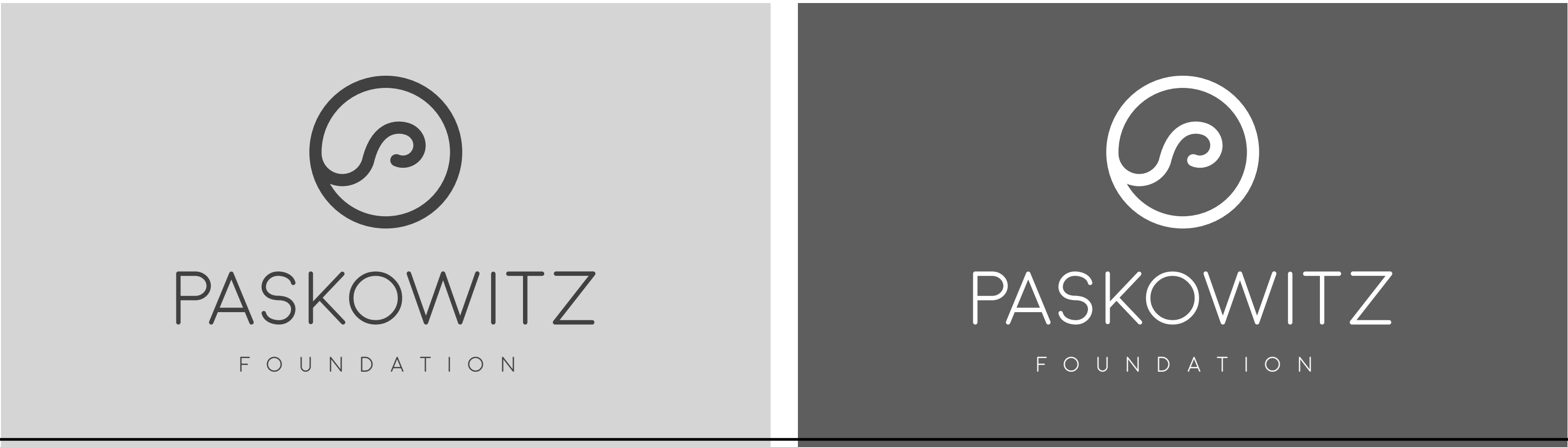
PASKOWITZ

F O U N D A T I O N

Optional Color Identities

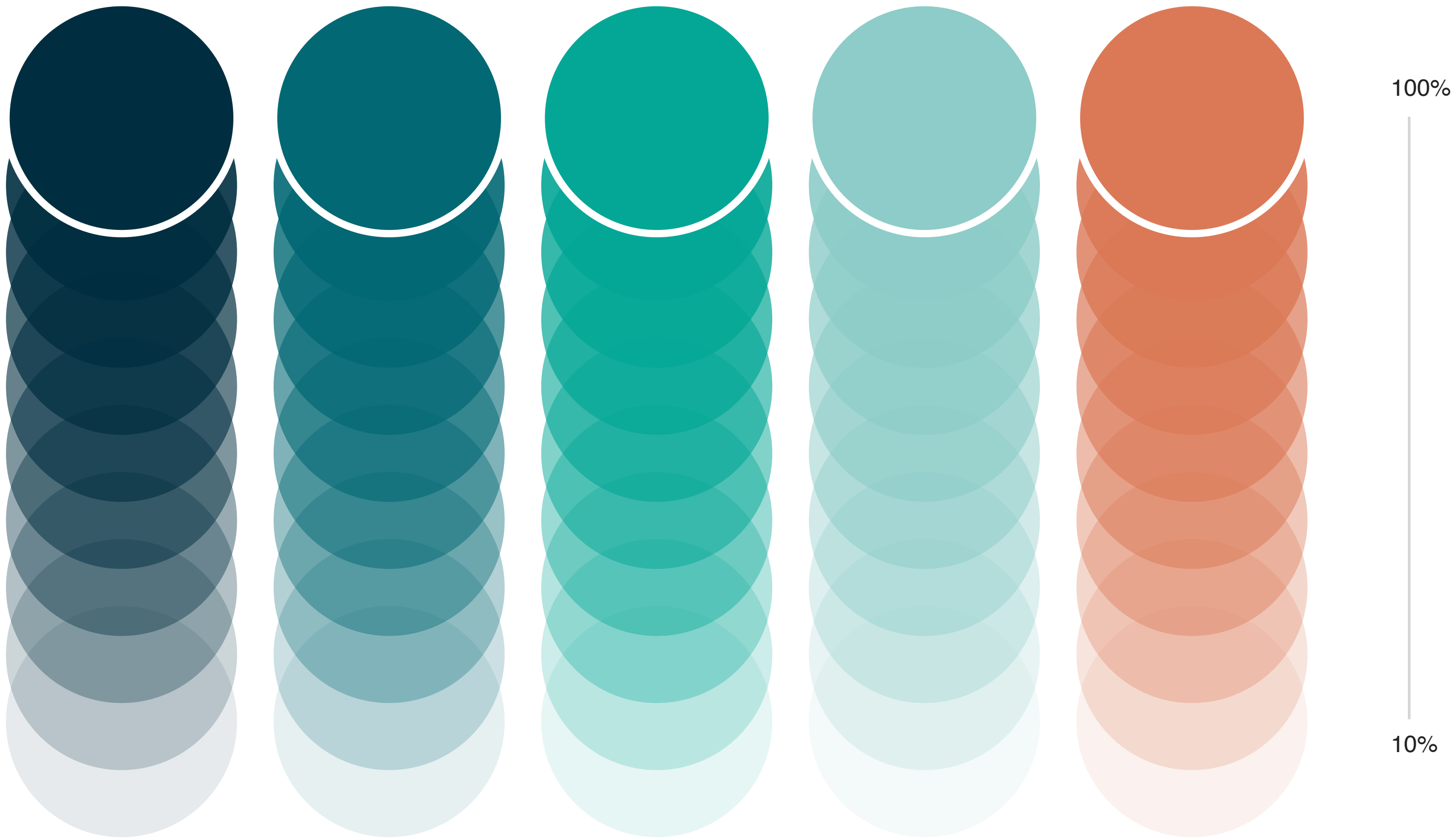


Monochromatic Identities



Color Palette

Paskowitz Ocean





OUR CAPTAIN

Continuing
the mission
that a father
gave to his
children.



Captain
Adam Paskowitz

Waterman & Explorer



HOW WE START

Q1 2019 PRELIMINARY OPERATION

Local CA Cleanup

TAKING CARE OF OUR OWN BACKYARD

Paskowitz Foundation will start by patrolling the local California waters to rescue tangled sea-life and proactively clean up our “backyard.”

We are a fast attack team working in real-time to save marine life and community ecosystems currently struggling to adapt to the changing plastic environment.

We will gather data and maintain affiliation with academic institutions and environmental programs for scientific study.



1.



PATROL OUR LOCAL “BACKYARD”
WITH SMALL FISHING **BOATS & CREWS**

2.



SAVE MARINE LIFE AND LOCAL
COMMUNITY ECOSYSTEMS

3.



WITH **HUMAN POWER** WE CAN
MAKE A DIFFERENCE

4.



GATHER **CRITICAL DATA** AND **DEVELOP CURRICULUM** TO PREPARE FOR THE
LARGER MISSION



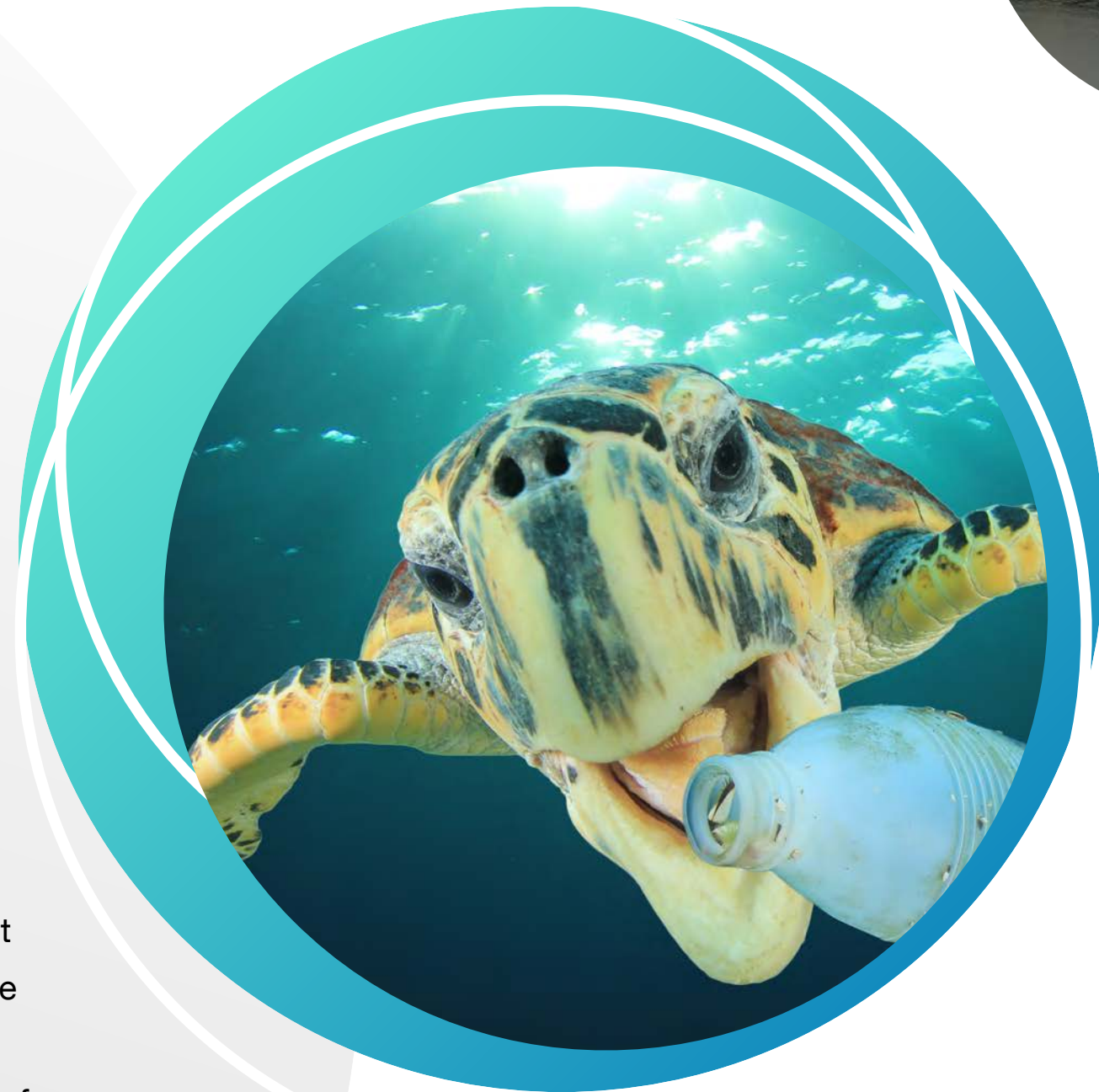
OUR 2019 MISSION

Q2 2019 OPERATION

Pickup PLASTIC

5 OCEAN GYRES - 1 MISSION

We will use high speed, extreme-condition PURSE-SEINE VESSELS outfitted with house-size excavation EQUIPMENT and mile-long nets. Set up with the latest and greatest in waste processing and safety GEAR, we will feed the LARGE CORONA LUX PYROLYSIS MACHINE decades-old floating plastics from the size of a quarter to the massive abandoned shipping pallets. The oil made from the plastic pyrolysis will be used to fuel the vessels. With a team of tuna-cowboys and aquanauts, all tangled sea animals will be cared for and kept out of harm's way. Our MEDIA AND MARKETING team will produce viral content for network and streaming broadcast.



1.



A FLEET OF PURSE-SEINE VESSELS TO HOUSE THE CREW AND EQUIPMENT

2.



USE PROVEN MILE LONG NETS TO TRAP THE PLASTIC AT LOCATION

3.



SAVE AS MUCH MARINE LIFE AS POSSIBLE

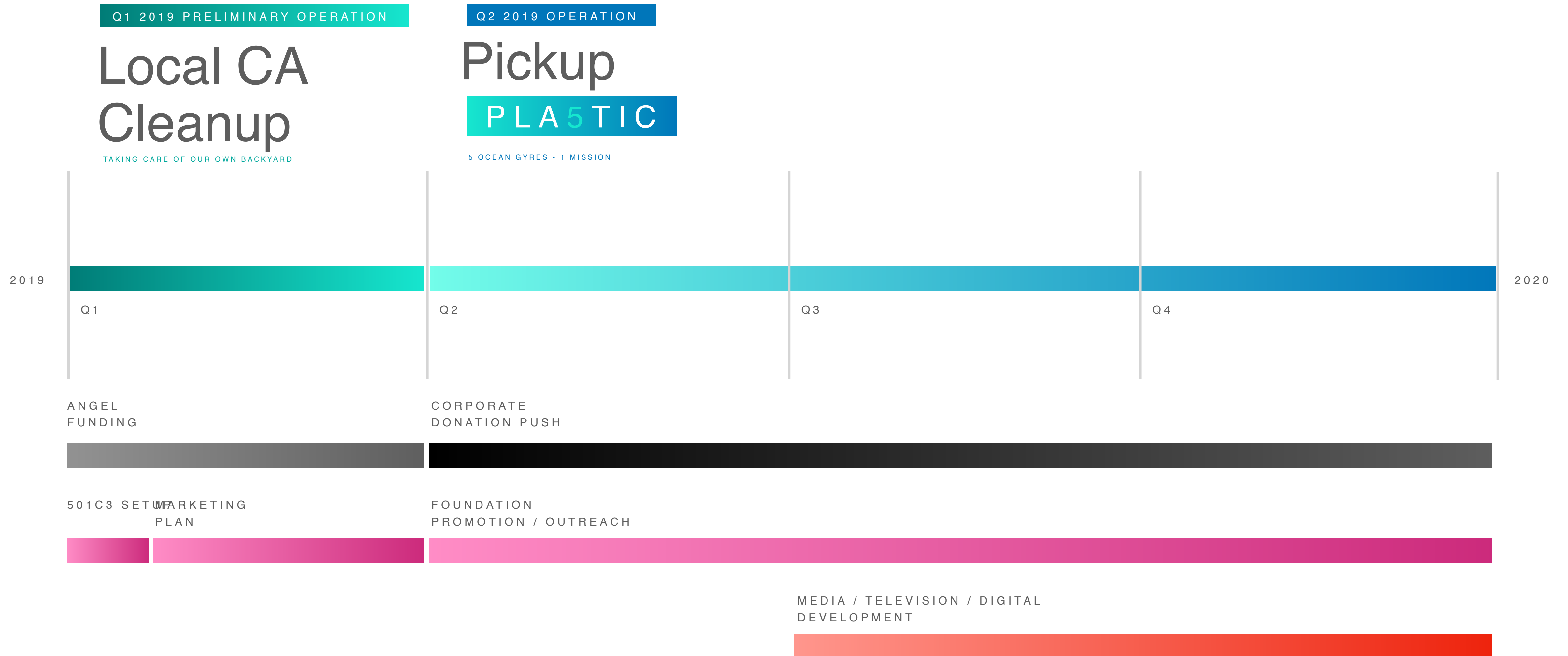
4.



PLASTIC IS PROCESSED ON SHIP WITH LARGE PYROLYSIS MACHINE



TIMELINES





 **HYUNDAI**



When is a Car Commercial More Than a Car Commercial?

PARTNERING WITH A CLIENT TO EXTEND BRAND PERCEPTION

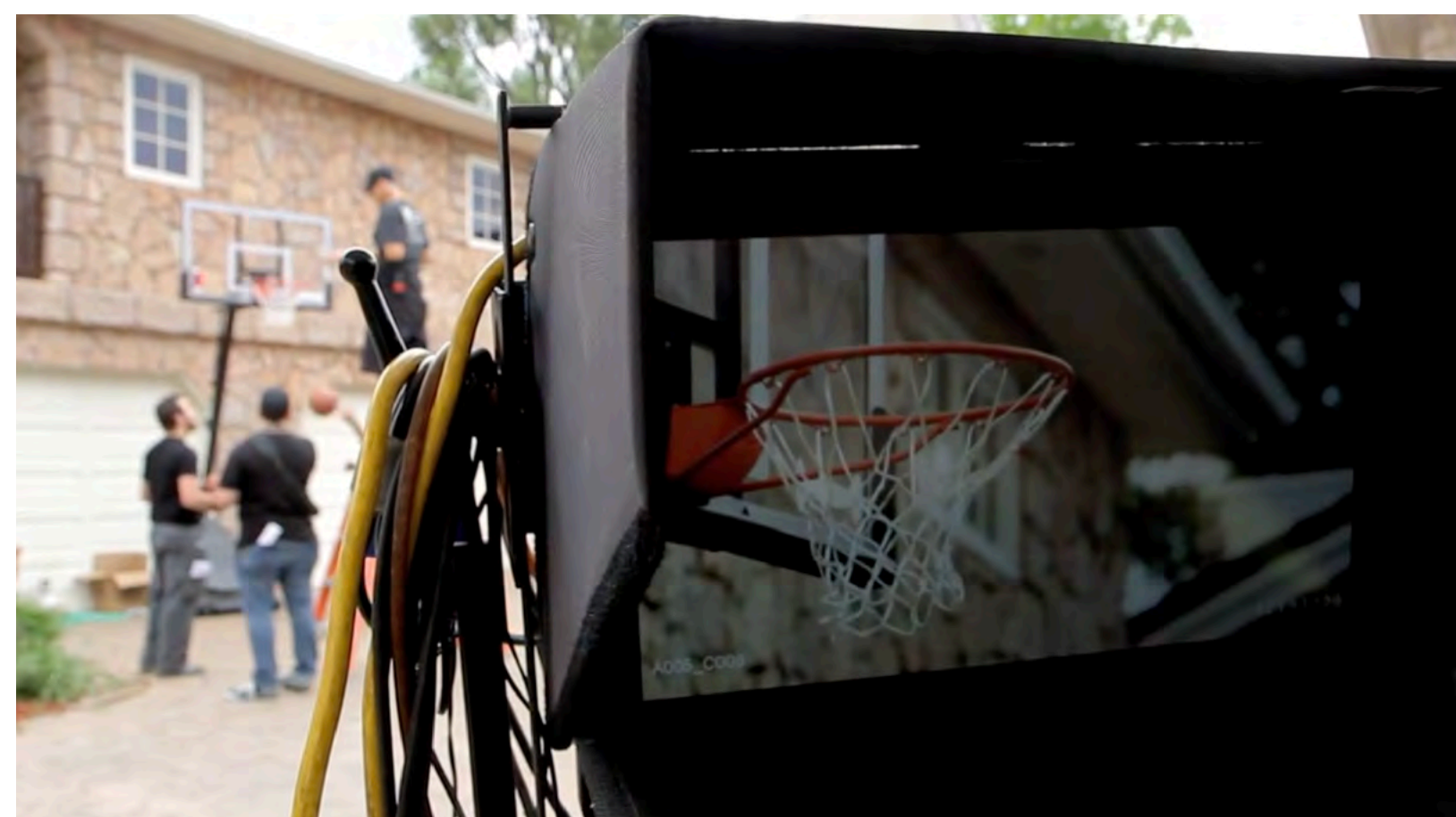


The Challenge

Hyundai has been a major partner of the NBA for a better part of this decade. With the major shifts in consumer behavior and the introduction and adoption of social media, Hyundai was seeking additional ways to collaborate with the NBA beyond being the official car sponsor.

The Solution

Anyone™ capitalized on the banter that characterizes *Inside the NBA* to push for an integration beyond the typical 30-second commercial spot, creating a concept focused around an in-show activation. Involving Kenny “The Jet” Smith’s real-life family in a multi-episode series that aired during the show resulted in significantly increased airtime and exposure for Hyundai. A total of six minutes of content aired live, creating repeated opportunities for the host to call back to and discuss the spots. Culminating in Kenny driving a Hyundai Santa Fe onto the soundstage, this activation flowed over into trending conversations across multiple social platforms. Anyone™ not only created the idea, but named the concept and built the identity system. The concept proved so successful that it was then developed into a full-blown reality television drama for major network TBS. Hyundai was so thrilled with the success of the initial series and social campaign that they fully integrated as the major brand partner on TBS’s “Meet The Smiths” taking the car from the showroom floor to the screen.



Extending Reach


At the launch, our concept ran as a special segment on the top-rated sports program *Inside the NBA* on TNT. Furthermore, it was released on YouTube to be consumed via social media, where we then organized major NBA influencers and show hosts (Shaquille O’Neil, Kenny Smith, and Charles Barkley) to drive traffic to the content. It was also featured on the homepage of [NBA.com](#), where it garnered more positive attention from consumers and the press. Following the network activation, web and social media success, and development of the reality show, Anyone™ worked to ensure the execution of the concept and the brand’s full integration at every level.



TRENDING

[#Reliance Industries](#)
[#Maruti Suzuki](#)
[#Large Hadron Collider](#)

FIRSTPOST.



VENKAIAH NAIDU

"Home Minister can go to hell..."

Read on

FRONT PAGE

POLITICS

SPORTS

INDIA

WORLD

BUSINESS

ECONOMY

INVESTING

LIFE

BOLLYWOOD

TECH

BLOGS

PLUS

Budget 2013

Live Debate

Real estate


New Delhi

Mumbai


Photos

Debates

SPARK THE RISE



[Firstpost](#) > [Topics](#) > [Organization](#) > [Hyundai](#) > [Videos](#)



Trash Talk with the Smith's - Kenny the Jet Smith's Hyundai Commercial

www.KennyTheJetSmith.com Trash Talk with the Smiths' is a fun look into the competitive banter Kenny Smith now deals with at home. While trash talk is an essential part of basketball, Kenny Smith thought he was finished when he retired

Get Started

Download on the
App Store

Get Frequency for
your iPad & iPhone

nba

HYUNDAI - Inside The NBA -
Trash Talk with The Smiths -
ALL - FINAL

nba 4h ago

SEE MORE VIDEOS

The Odds Couple #017:
Celtics vs Suns /
Timberwolves vs Thunder

nba 1m ago

College cheerleader scores
basket with incredible front-
flip half-court shot

nba 25m ago

HYUNDAI - INSIDE THE NBA - TRASH TALK WITH THE SMITHS - ALL - FINAL 4H AGO

SOURCE

Vimeo

Like

Save To

Share

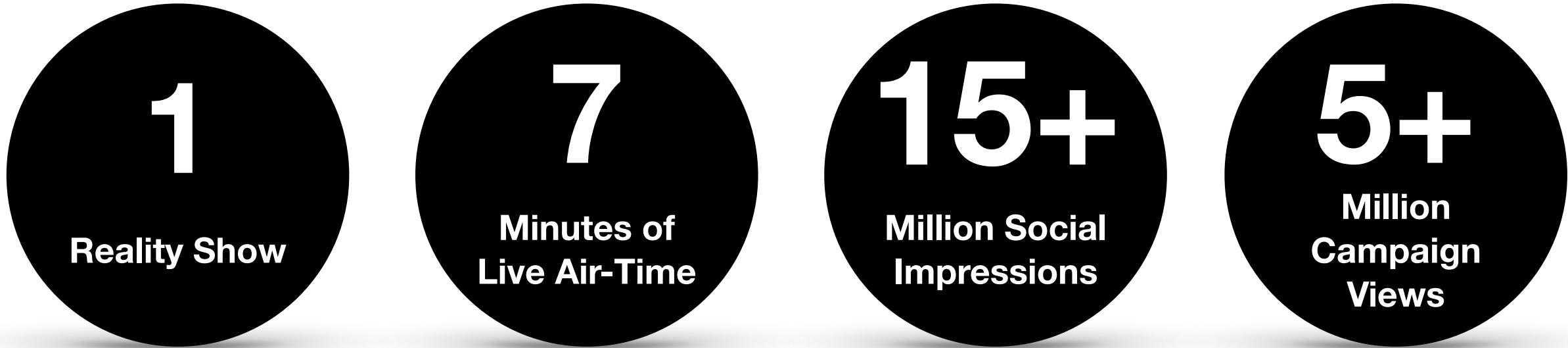
Posted on February 22nd, 2013 - By Bossip Staff
 Categories: [Entertainment](#), [News](#), [Video](#), [We Broke It Here First!](#)

[Pinterest](#) [Google+](#) [Facebook](#) [Twitter](#) [Email](#)

[Like](#) 0

0 Comment

HYUNDAI - Inside The NBA - Trash Talk with The Smiths - ALL - FINAL from weareanyone on Vimeo.



Results

The launch and full integration with the sports program *Inside the NBA*, social media premiere, and subsequent reality TV show spin-off with Kenny Smith garnered the nationwide attention Hyundai was hoping for with this target demographic. News was released on social and initially garnered over 15+ Million impressions with the hashtag #IGotThatHyundai. In the year this was released, Hyundai’s total sales in the U.S. increased an impressive 2.5% over the previous year. This campaign also led to success in sales growth in the quarter it was released.



METROLINK®

EMERGENCY
ACCESS



ANYONE

//OUR METHOD

How Do You Activate An Entire Community?

ECO-CHARGING LA'S TRAIN SYSTEM



The Challenge

Founded as part of Southern California Regional Rail Authority, Metrolink began operating in 1992 and has since provided a commuter rail system for Southern California. Metrolink offers service for 72 lines across over 500 miles of the state, but has not seen significant ridership growth over the course of its service. The organization recently partnered with Hollywood Burbank Airport to promote and support Airport related services and as a result, was introduced to Anyone™. Although Metrolink has worked with the same agency for many years, a connection was made during that work and as Earth Day approached, Anyone™ reached out to see if there was an opportunity to help increase awareness and ridership.

The Solution

Metrolink was offering free rides for Earth Day, so Anyone™ was tasked with creating a compelling campaign around the day that would showcase the offering and the Metrolink brand in a modern, thoughtful, and engaged manner. The goal was to increase ridership and show existing riders that the brand was connected to the communities it served. Since public transportation is known as an inherently eco-friendly option, we created messaging that showcased the many ways Metrolink helped the planet. That messaging combined with captivating imagery captured the attention of thousands of riders while showing support for the environment. As a result, we were able to “eco-charge” Metrolink and **increase ridership by over 70%.**

ANYONE

// WHY

METROLINK® EARTH DAY 2019

TRAIN TODAY FOR A BETTER TOMORROW.

“Metrolink’s mission is to provide safe, efficient, dependable, and on-time transportation service that offers outstanding customer experiences and enhances quality of life.”

We recognized Earth Day was much more than one day of eco-action: it was about the **persistent and consistent practice of stewardship**. Metrolink provided sustainable and responsible service every single day. Earth Day provided the perfect platform to tell that story.



REDUCES
GREENHOUSE
GAS EMISSIONS

MINIMIZES
PERSONAL
CARBON
FOOTPRINT

PROMOTES
OTHER
SUSTAINABLE
TRANSPORT
(22K BIKES ON
TRAINS PER MONTH)

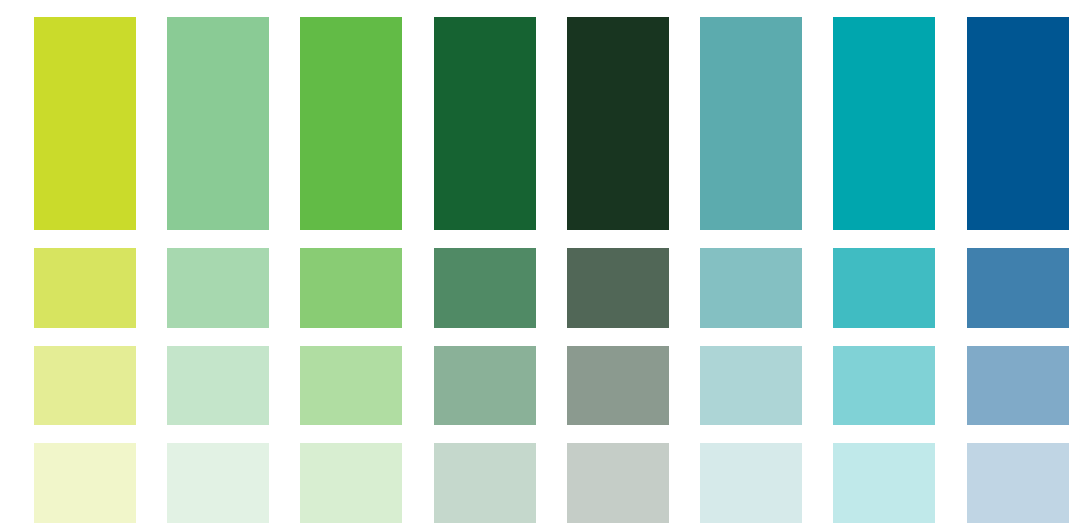
REMOVES
APPROX. 8.5M
WEEKDAY
AUTOMOBILE
TRIPS PER
YEAR

REDUCES
FUEL
CONSUMPTION
BY 13%

CUSTOM IDENTITY



COLOR PALETTE - EARTH WATERCOLOR



GRAPHIC LANGUAGE - ELEMENTS & TEXTURE



EARTH DAY TREATMENT



TYPOGRAPHY

AKZIDENZ GROTESK BOLD CONDENSED

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*()_+

AKZIDENZ GROTESK LIGHT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*()_+

AKZIDENZ GROTESK REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*()_+

AKZIDENZ GROTESK REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*()_+

ANYONE

METROLINK®



//ADS

METROLINK® EARTH DAY 2019

Earth
DAY
4.22.19

REDUCE,
REUSE, AND
RIDE THE TRAIN

metrolinktrains.com/freerides



ANYONE

//ADS

METROLINK® EARTH DAY 2019



Earth
DAY

FREE RIDES ON
MONDAY, APRIL 22

RIDE FREE ON EARTH DAY,
ALL DAY! NO TICKET REQUIRED.

LASER-FOCUSED LANDING EXPERIENCE

Once a prospect engaged with one of our digital ad channels, we brought them into an owned, fully-immersive experience where they gained full exposure to the Earth Day content and visuals, with bold calls-to-action. A custom landing page spotlighted the "ride for free" offer to new and existing passengers.

Additional Benefits

- Optional pop-up modal for email capture
- Data integration into email marketing platform
- Pixel placement for retargeting campaigns



ANYONE

//EXECUTION: PROMOTIONAL ITEMS

METROLINK. EARTH DAY 2019

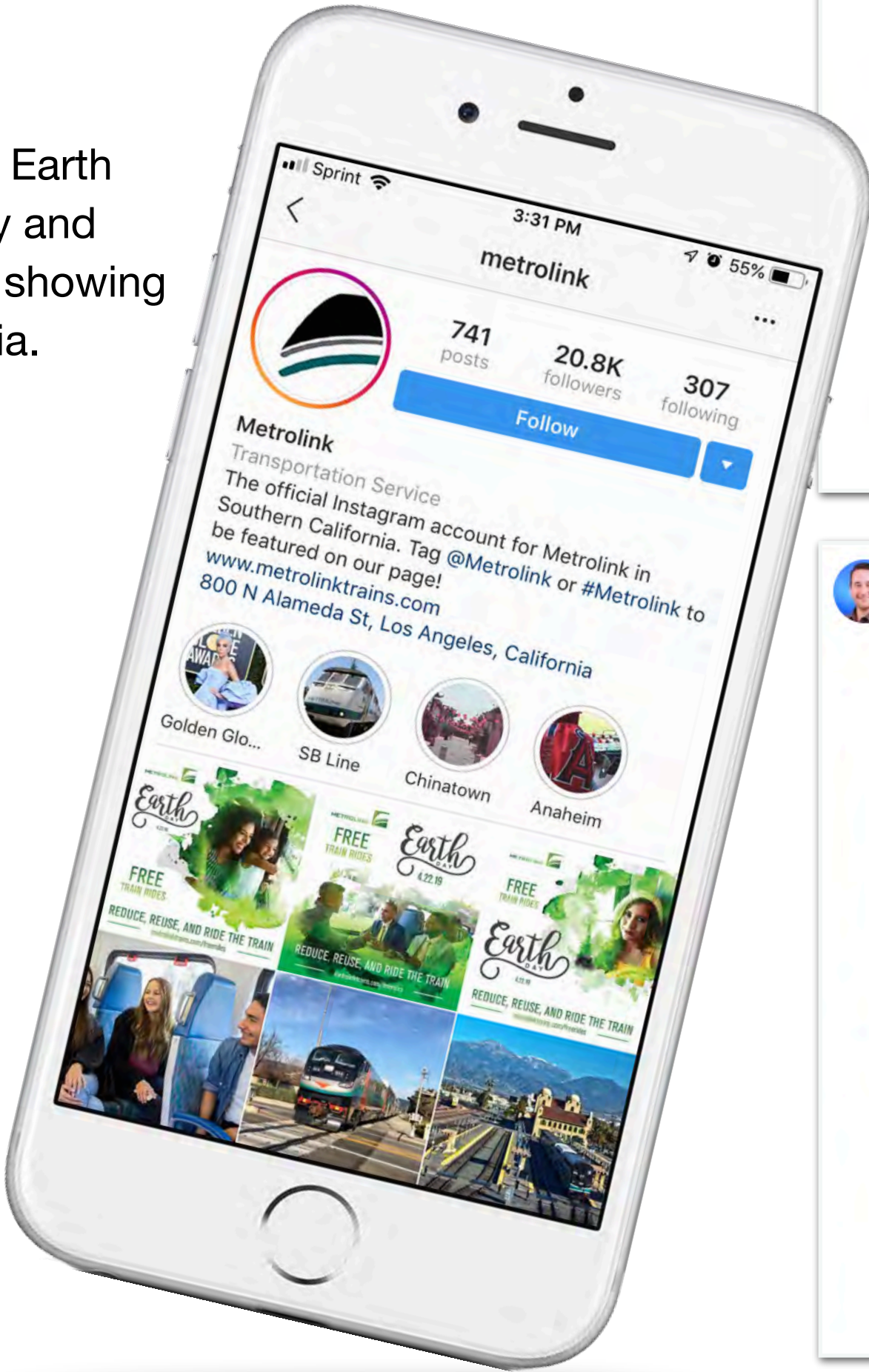
BRANDED PROMOTIONAL ITEMS

Creating campaign-inspired physical marketing collateral for Earth Day allowed us to form a groundswell of engagement leading up to and on Earth Day.



SOCIAL ENGAGEMENT

In addition to premier local media coverage, the Earth Day campaign was embraced by the community and people truly loved promoting the campaign and showing off Metrolink Earth Day swag across social media.



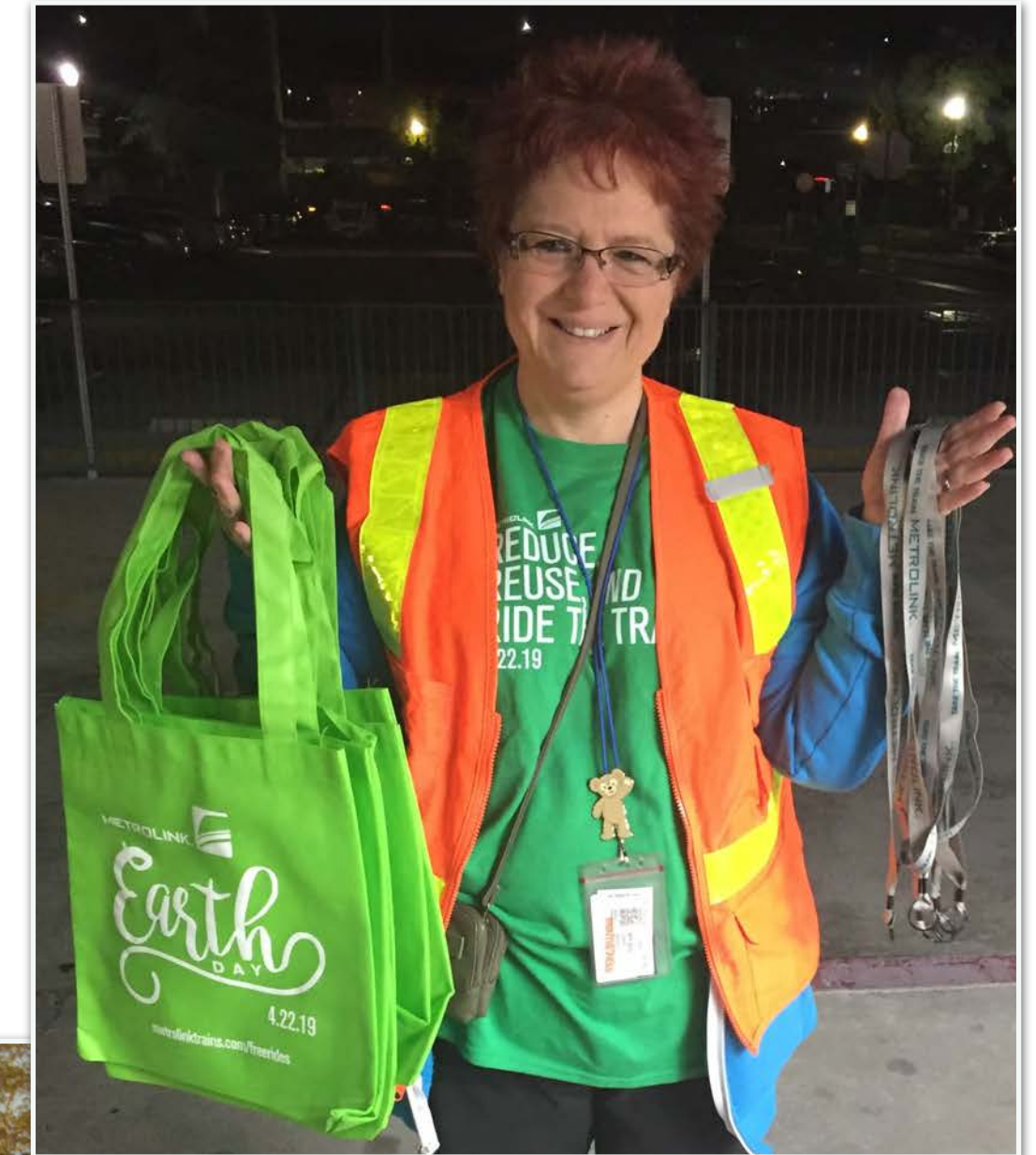
CAMPAIGN RESULTS: EARTH DAY RIDERSHIP & IMPACT

Total Ridership: 57,820

- 48% increase compared to FY19 Average Weekday Ridership (39,213)
- San Bernardino Line – 76% increase
- Orange County Line – 50% increase
- Ventura County Line – 44% increase
- Antelope Valley Line – 37% increase
- Inland Empire-Orange County Line – 36% increase
- Riverside Line – 27% increase
- 91/Perris Valley Line – 23% increase

Environmental Impact

- Earth Day riders saved nearly 375,000 pounds of greenhouse gas emissions
- 10 Tier 4 Locomotives – Metrolink's cleanest – operated on Earth Day



ANYONE

// CAMPAIGN RESULTS

METROLINK® EARTH DAY 2019

CAMPAIGN RESULTS: EARTH DAY MEDIA COVERAGE

15 media outlets mentioned Metrolink's Earth Day Free Ride campaign (**Total TV Audience: 3,989,230 people**)

News Station Coverage

- ABC 7 Eyewitness News, Fox 11's Good Day LA, NBC 4's Today, Telemundo Channel 52 and CBS Channel 2

Radio Station Coverage

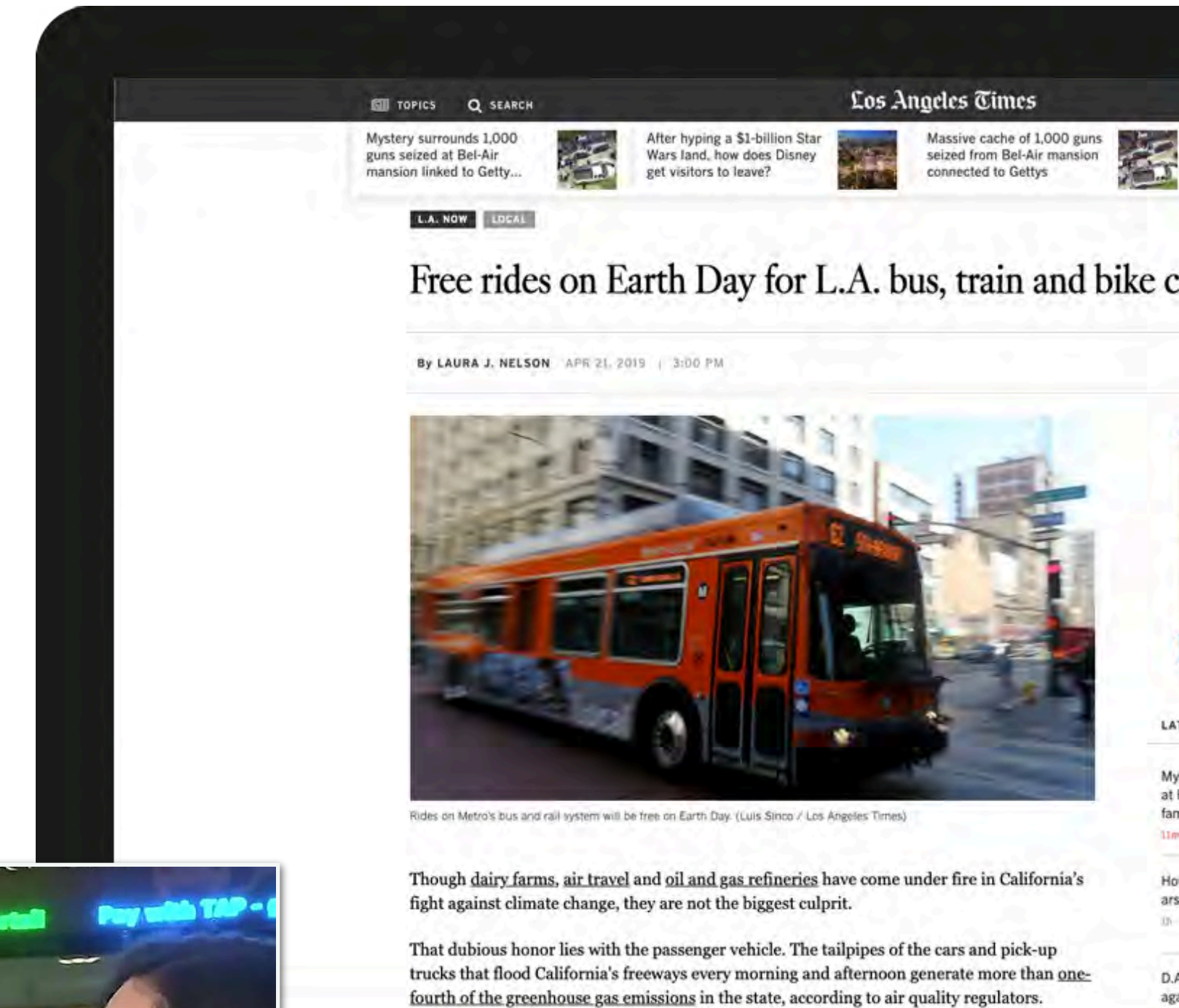
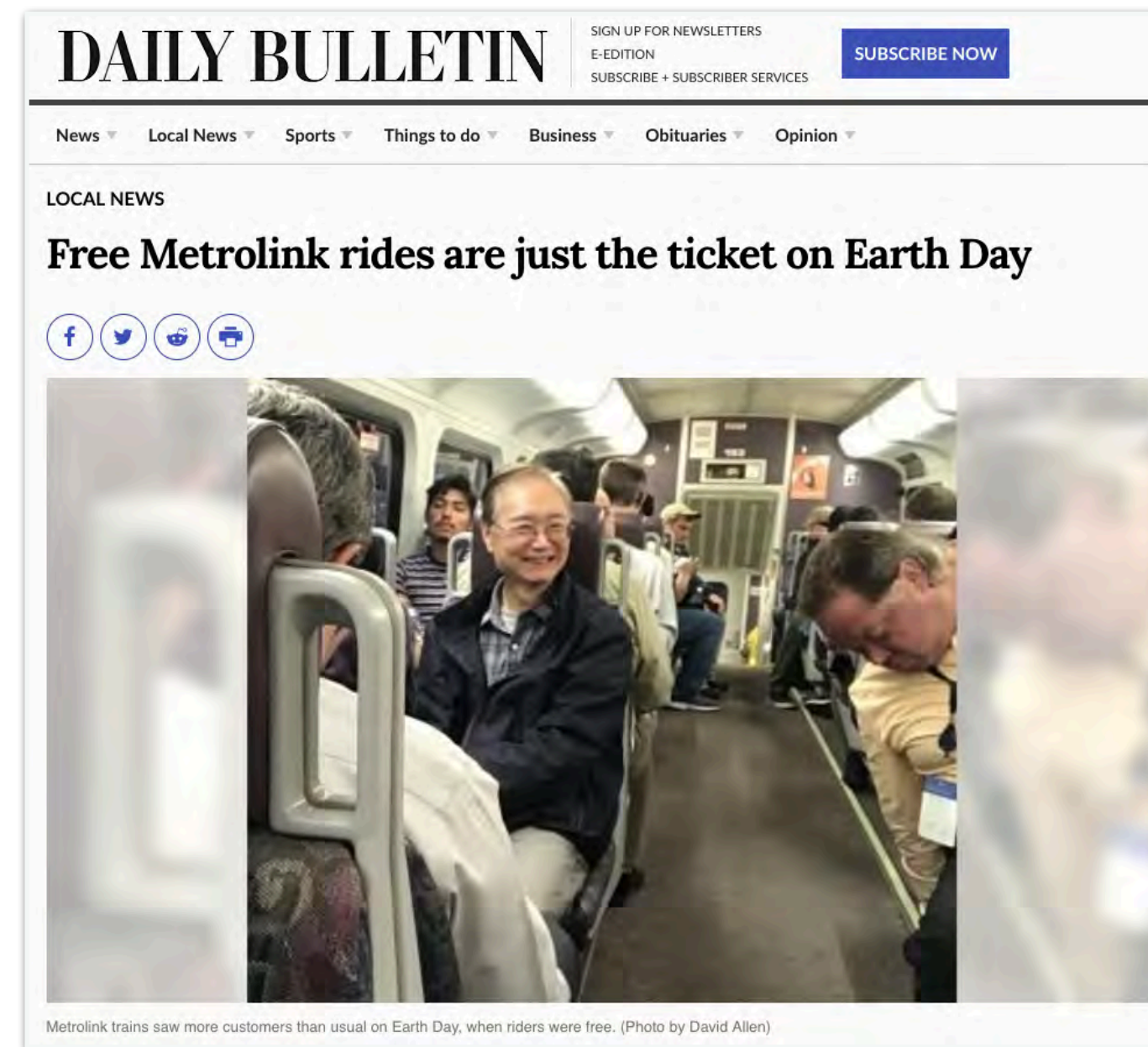
- KPCC-FM, KABC-AM, KFI-AM and KNX-AM

News Articles

- Los Angeles Times, Citizens Journal, Traversinglines, My News LA, KFI AM 640, Travel and Tour and Laist

Media Event at L.A. Union Station

- Speakers included Metrolink's and Metro's Media Relations Managers



CAMPAIGN RESULTS: EARTH DAY DIGITAL MARKETING

Social Media Metrics (April 8–22)

Pledges

- Twitter: 339; Facebook: 161; Instagram: 26

Facebook Posts

- Impressions: 120,700; Engagements: 4,200

Twitter Posts

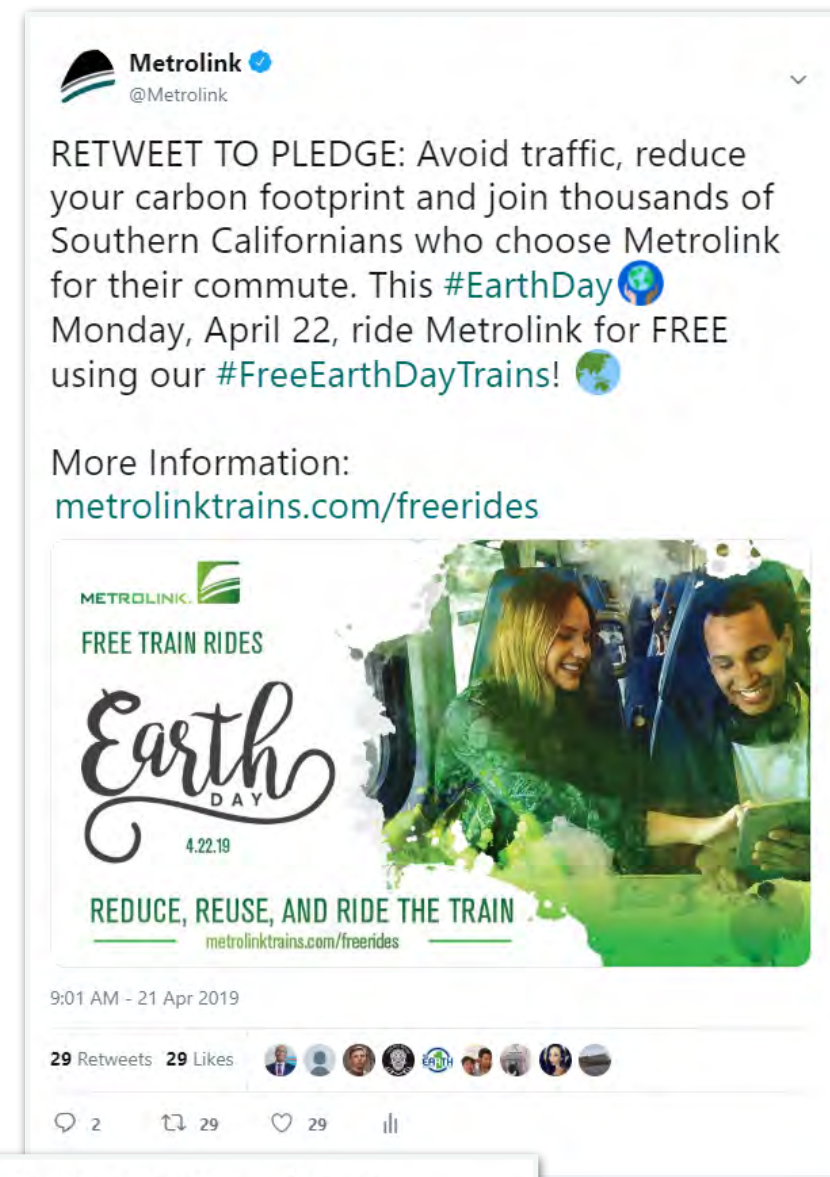
- Impressions: 104,000; Engagements: 1,800

Instagram Posts

- Impressions: 28,400

Instagram Story (April 22)

- Views: 16,500



Mobile App Downloads

- April 8-22 (Campaign) – 8,880
- Earth Day only – 951
- 29% more than daily average of 737



Earth Day Email Blasts

- Email #1: April 17
 - Total deliveries: 66,990
 - Open Rate: 19% (12,764)
- Email #2: April 22
 - Total deliveries: 67,757
 - Open Rate: 17% (11,711)



Pioneer

How Do You Make an 80-Year-Old Brand Appealing to Millennials?

REPOSITIONING A TECH COMPANY

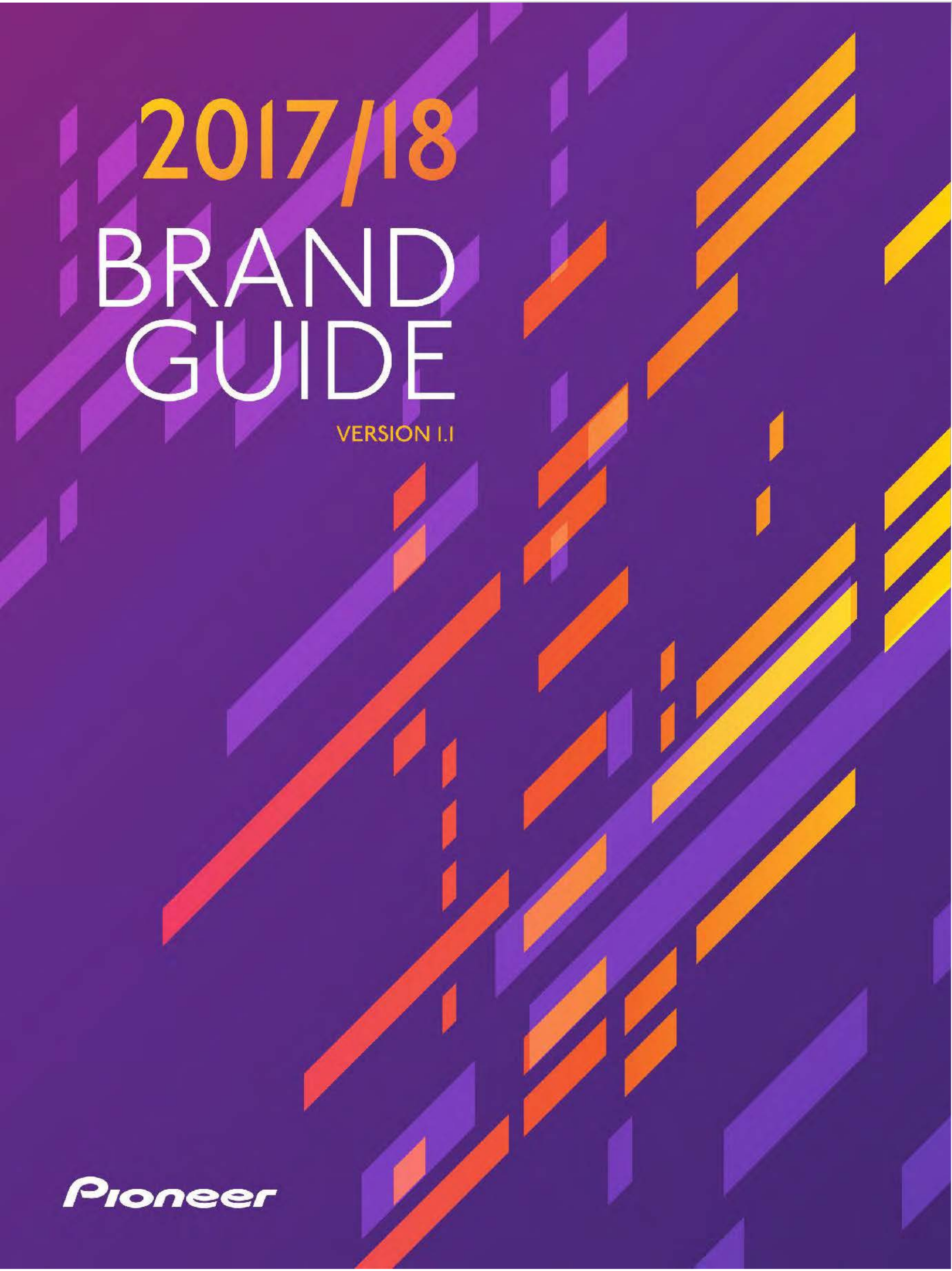


The Challenge

An early innovator in the tech space, Pioneer Electronics still leads the market in transformative consumer electronics and audio products. In their heyday, their perceived value was off the charts as consumers clamored for their product. As the market shifted and the company expanded into a global brand, it became more and more challenging for this 80-year-old brand to communicate a consistent message and reach modern consumers.

The Solution

Anyone™ undertook an audit of Pioneer’s global brand communication and created a versatile, graphic brand language that included rules and assets for print, digital, and in-store brand applications as well as an overarching graphic system for signage, packaging and global marketing. To speak to a younger demographic, we went back to basics. Music is at the soul of the brand. This unifying force informs every decision that Pioneer makes and their brand language needed to communicate this. Through the use of sound waves, DNA, and a bright, engaging color palette, Anyone™ sought to reposition this legacy brand and infuse it with new life. The new graphic direction was the first ever to be globally adopted by Pioneer and was then translated into advertising, marketing, packaging, POS, social media, and all aspects of branding.



UNIQUELY FAMILIAR

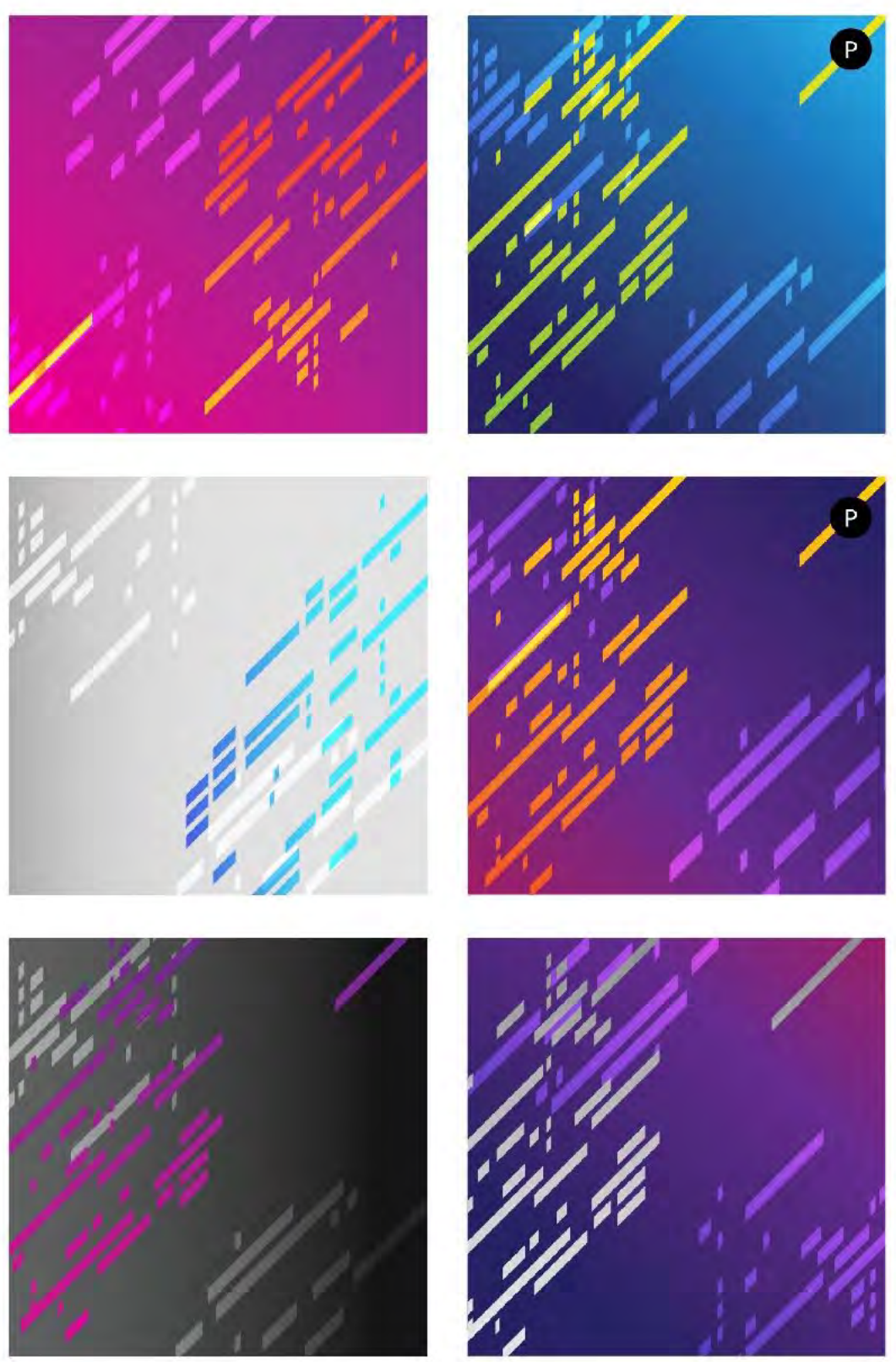
In order to ensure a unique and adaptable graphic style, we have created a base system for the elements. The examples on this page show three DNA sequences that have been adjusted in terms of scale, opacity and element selection.

Each sequence has been executed using a different set of standards to create a unique Pioneer DNA graphic look. However, the key to this direction is that each of these independent designs feels like it is part of the same graphic treatment due to the consistent elements and methods used to create them. Variations in color help to diversify the aesthetic, while always remaining consistent with the brand vision.

DESIGN TIPS

Duplicate your created sequence and stack the elements to create a graphic that looks complex in very little time.

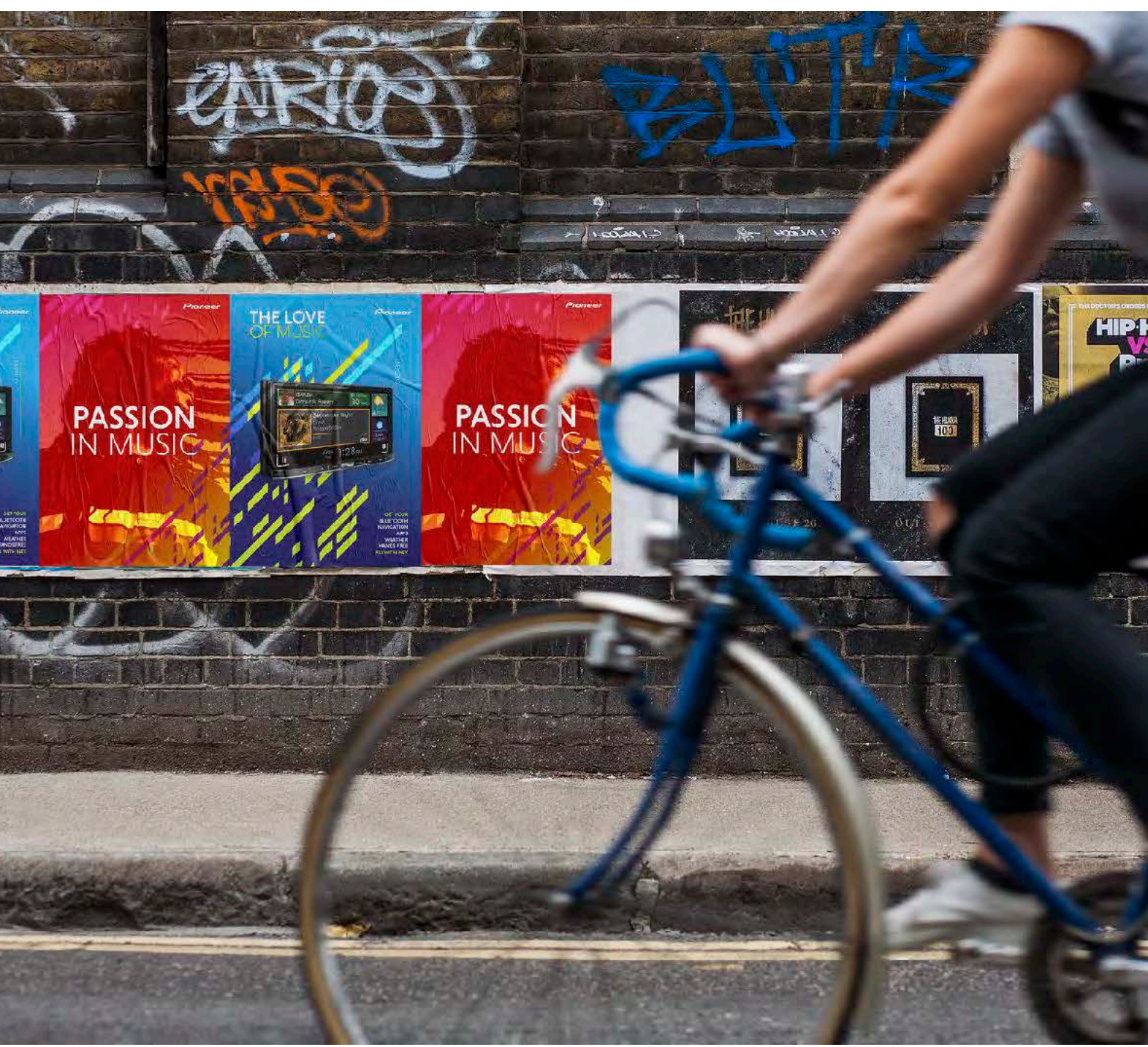
Select a variety of elements to create your sequence. The more variety in the size and placement, the more unique your sequence will appear to be.



COMPOSITES

The combination of powerful imagery with a bold color palette and the Pioneer DNA elements will convey the heart and soul of the Pioneer brand. Isolated, the elements continue along the path laid by the previous year's direction, establishing a through line for the brand. Combined, they create something that is new, modern and compelling, bringing Pioneer into the future and connecting with the target demographics.





Pioneer 2017/18 BRAND GUIDE

IMAGERY

To communicate the mood and energy of the Pioneer brand, the selection of appropriate images is essential. This brand is infused with the spirit of music and life, from concerts to selfies, the images we choose must create a fun, inviting and playful attitude, just like Pioneer products do.

- FUN
- BRIGHT
- LIVE
- EMOTIONAL
- SOUL
- MUSIC
- LOVE
- HAPPINESS
- FRIENDS
- ARTIST

Pioneer 2017/18 BRAND GUIDE

IN OUR DNA

DNA - the fundamental and distinctive characteristics or qualities of someone or something; essential, unchangeable traits

PASSION
SOUND
TECHNOLOGY
ENGINEERING
DESIGN
INNOVATION
MUSIC
LIFE

Pioneer 2017/18 BRAND GUIDE

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25% OPACITY ZOOM 150%

100% OPACITY ZOOM 100%

25% OPACITY ZOOM 50%



THE LOVE
OF MUSIC

AVIC-8200NEX



GET YOUR
BLUETOOTH
NAVIGATION
APPS
WEATHER
HANDS FREE
ALL WITH NEX

Pioneer

LISTEN
TO YOUR
MUSIC
WIRE FREE

WIRELESS APP SUPPORT STANDARD WITH AVIC-8200NEX

PIONEERELECTRONICS.COM

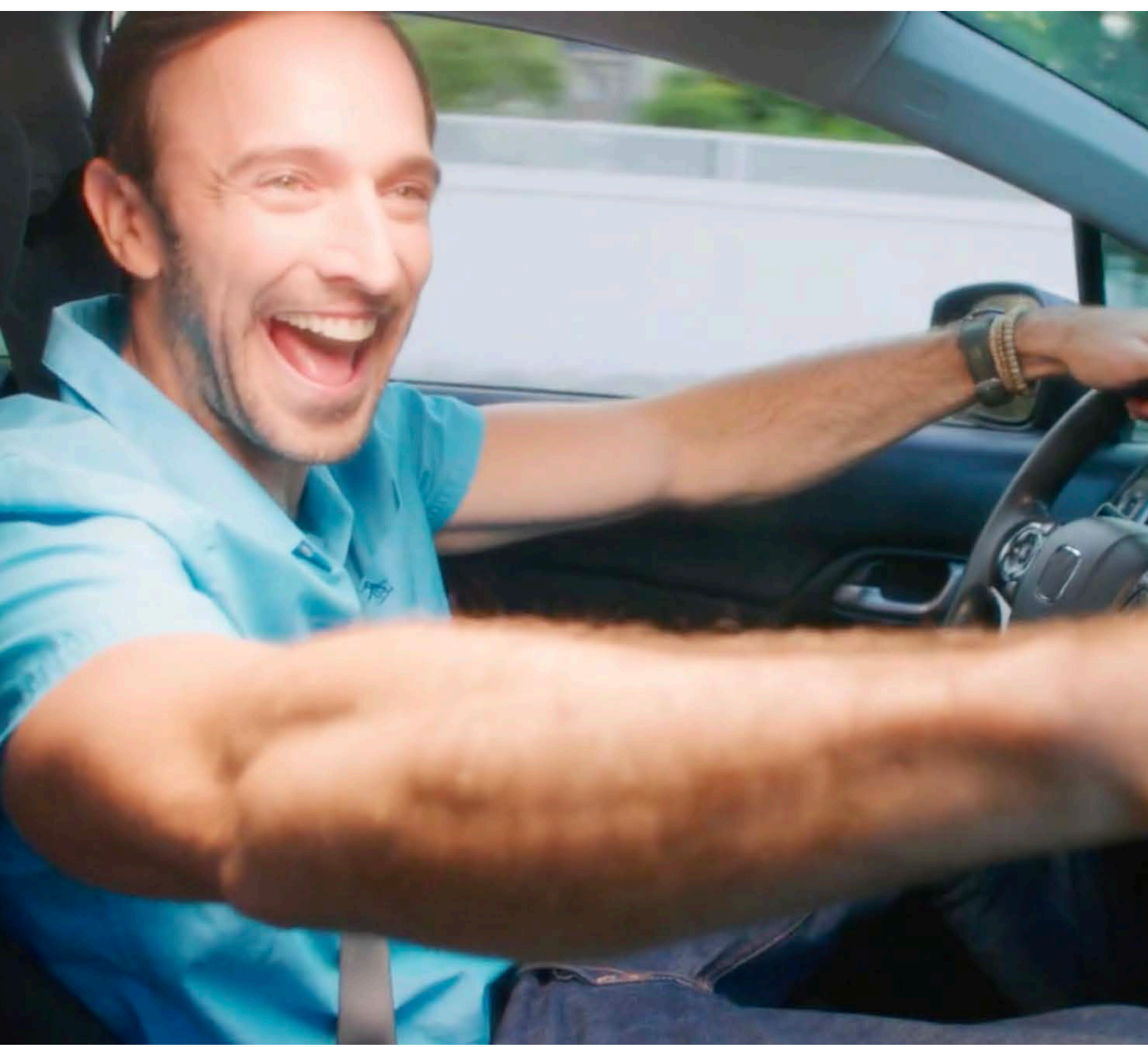
BRAND DIRECTION 2017/18

PASSION IN MUSIC



The New Brand in Action


To launch the refreshed brand and gain maximum exposure, Anyone™ designed and produced multiple global marketing events and environments, including experiential marketing booths for SEMA, SXSW, CES, and live events around the world. Simultaneously, Anyone™ launched the “Don’t Break Up with Your Car” campaign. This video-based campaign, designed to reposition and reinstate the brand as a tech-forward industry leader, was deployed across print, digital, and social media platforms following extensive research and assessment of targets. The tone of the campaign was a dramatic shift for Pioneer, changing it from a strictly information-based approach to something that, while still informative, was light and emotionally-driven. Reestablishing the brand in the eyes of a younger demographic made this tonal adjustment essential.



Pioneer

DON'T BREAK UP
WITH YOUR CAR
UPGRADE IT

©2017 Pioneer Corporation

 Play "UPGRADE IT" Commercial

A Versatile System

While shoring up their perceived value in the eyes of the consumer, Pioneer was also preparing to launch a new line of products that represented a collaboration with modern tech behemoths Apple and Google. This partnership made Pioneer the first company to bring Apple CarPlay and Android Auto to market, preceding even the creators of the technology itself. Because Apple and Google are direct competitors that would exist in the same space in Pioneer’s CES booth, the brand’s language had to remain true to its core while giving each of these major players equal weight in context, ensuring a unified brand message. To do so, Anyone™ adapted the new brand language to give each brand its own attribution and balance through the use of color—Pioneer Red, Apple White/Green and Google Black/Orange. Implemented side-by-side, this was translated to product launches as well as print, digital, and social media campaigns.

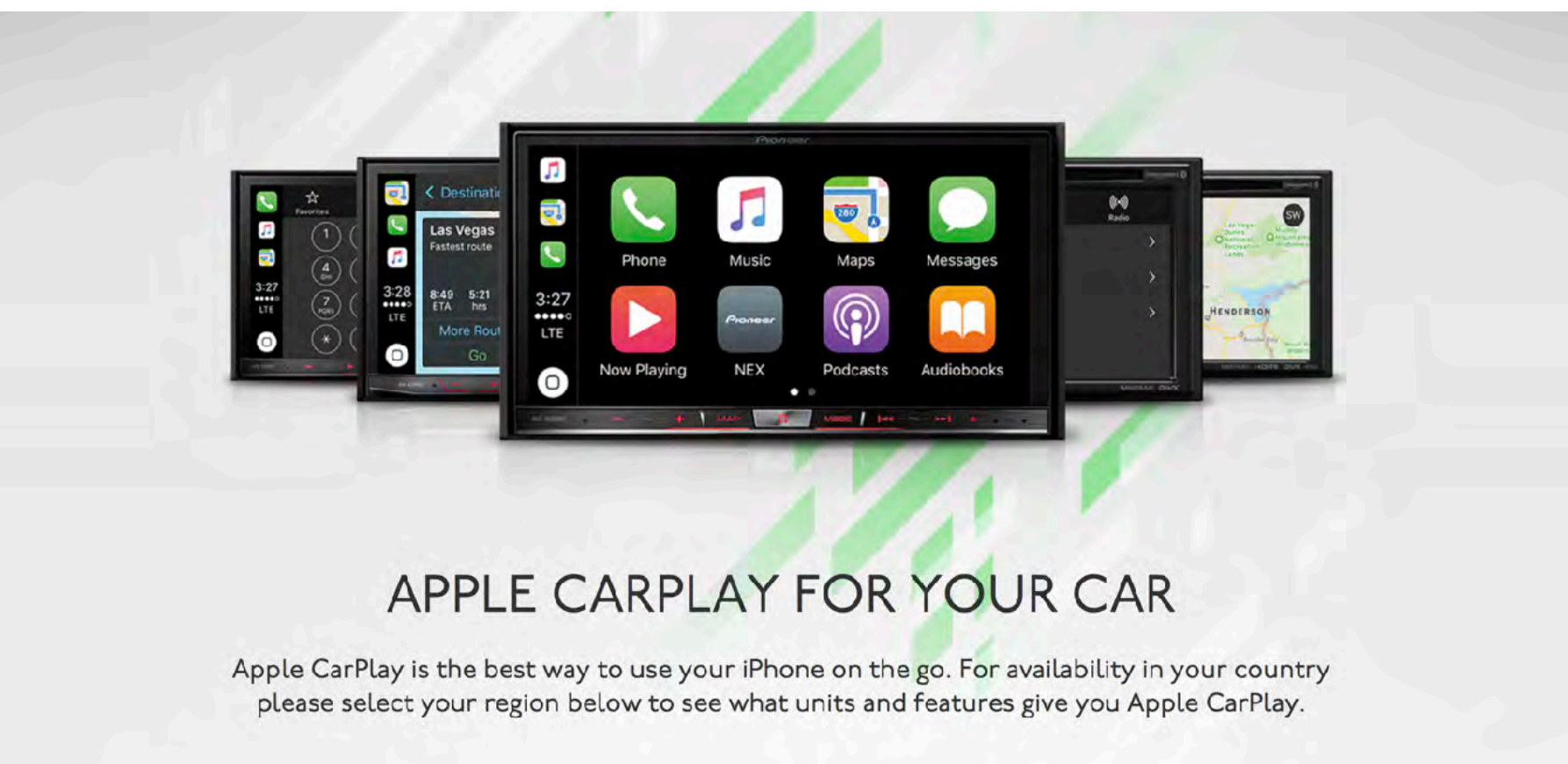




Play **"APPLE CARPLAY"** Commercial

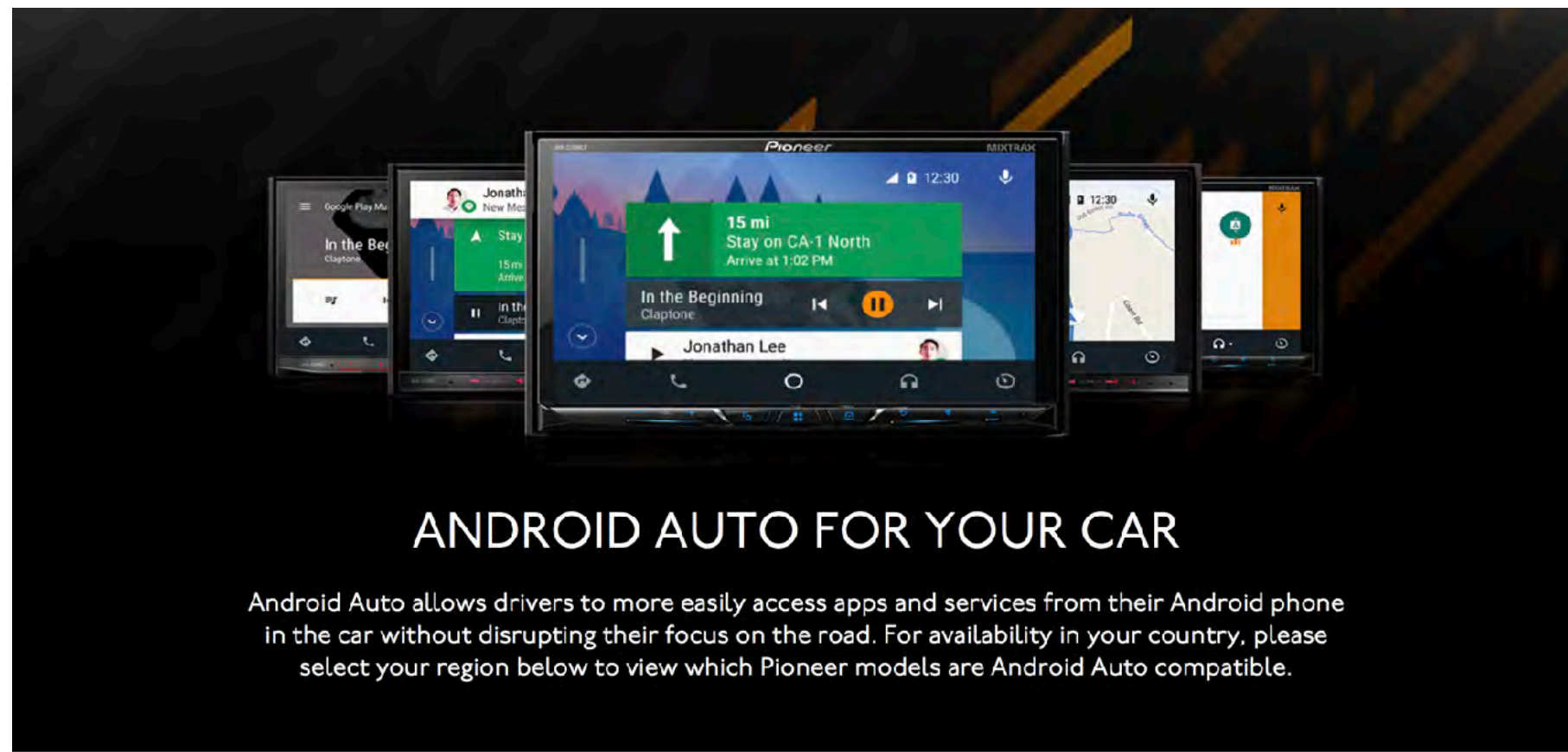


Play **"APPLE CARPLAY"** Commercial



APPLE CARPLAY FOR YOUR CAR

Apple CarPlay is the best way to use your iPhone on the go. For availability in your country please select your region below to see what units and features give you Apple CarPlay.



ANDROID AUTO FOR YOUR CAR

Android Auto allows drivers to more easily access apps and services from their Android phone in the car without disrupting their focus on the road. For availability in your country, please select your region below to view which Pioneer models are Android Auto compatible.



INTRODUCING THE AVH-3300NEX

I-Din DVD Receiver with
Apple CarPlay Compatibility



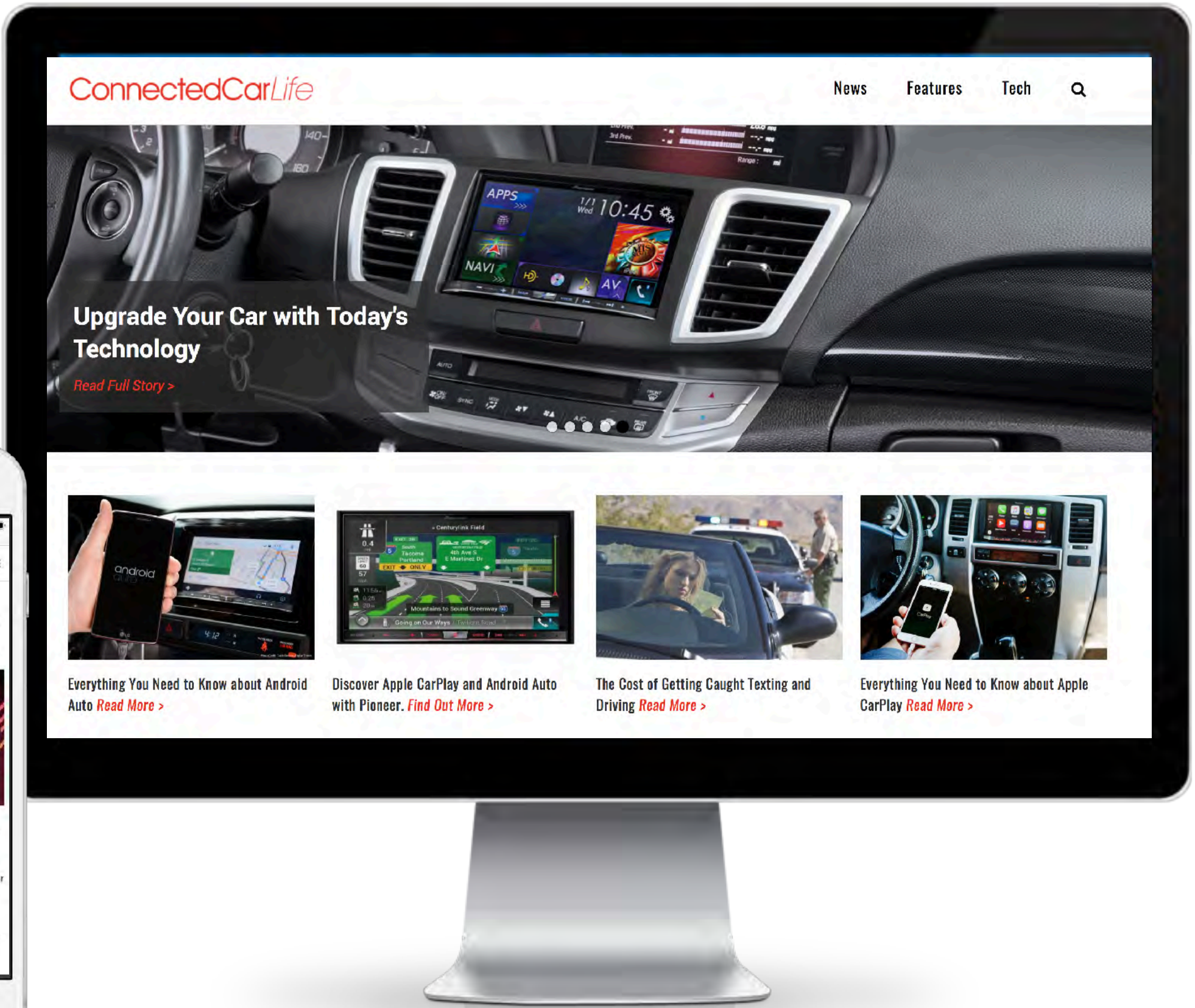
INTRODUCING THE AVH-3300NEX

I-Din DVD Receiver with
Android Auto Compatibility

Finding a New Audience

To further extend Pioneer’s reach, Anyone™ created Connected Car Life, a millennial-targeted website focused on car audio trends and tips. Seemingly brand-agnostic, this blog rapidly found its base with articles that were interactive and informative while subtly promoting Pioneer’s advancements and new releases. A social media campaign promoted the site, taking users to articles that were specific to their interests. Once there, they were directed to purchase points for Pioneer products. As the word began to spread, organic traffic also increased.

ConnectedCarLife

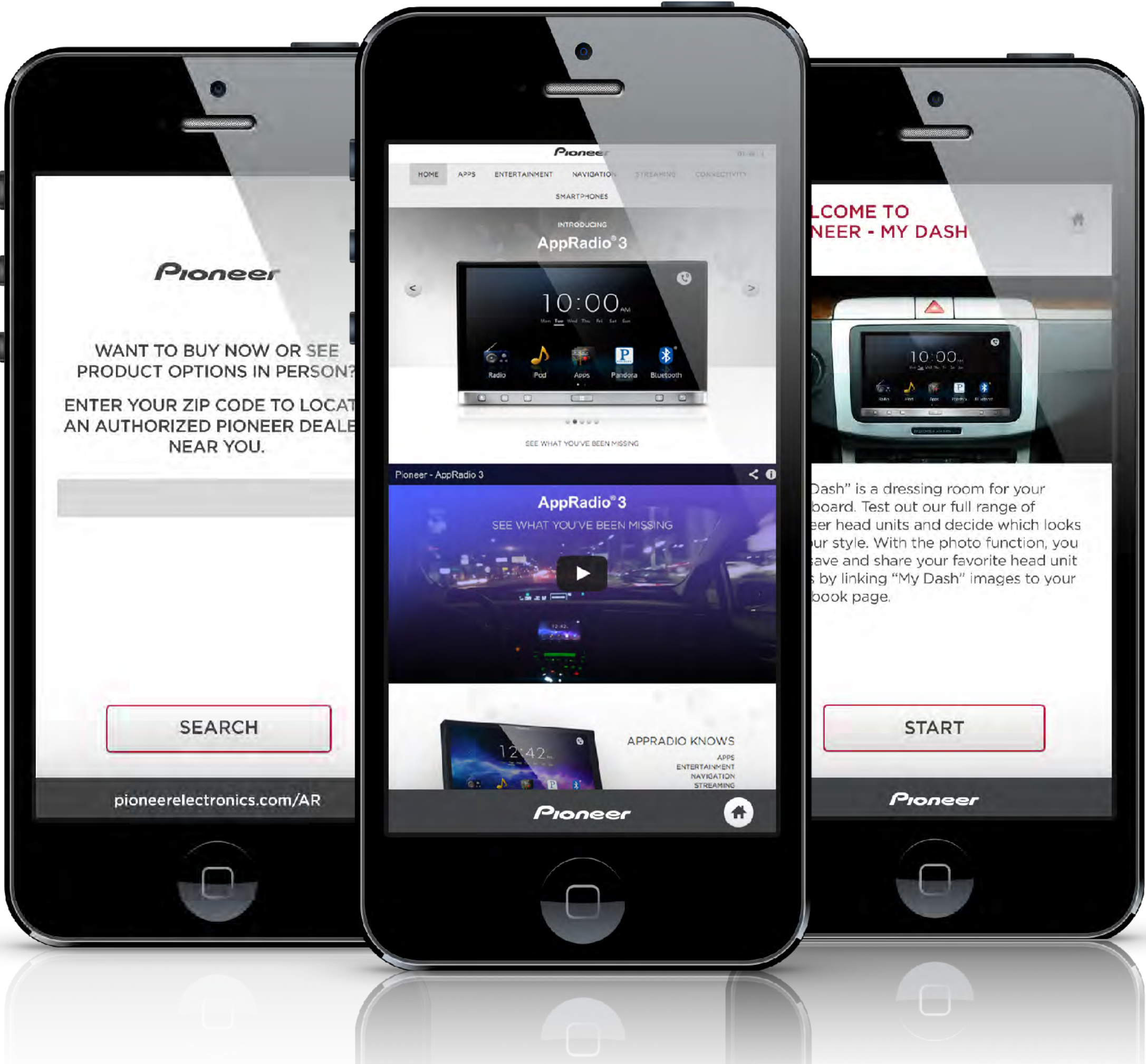


Takeaways

- 1. Connected Car Life is a tech website targeting an audience interested in connected car technology, Apple CarPlay and Android Auto.
- 2. Supporting Pioneer Electronics' initiative to promote their line of Apple CarPlay and Android Auto compatible car stereos, an on-going series of custom digital content was created.
- 3. Utilizing paid social promotions and organic Google traffic, the website has garnered over 345K unique visits in a 12-month period.
- 4. Average time on page: 2 minutes 19 seconds.
- 5. “Where to Buy” buttons that link to a Pioneer product finder are integrated into content pieces, leading to a 5.2% conversion rate.

ANYONE

// APP CREATION







Results

The repositioning of the brand and focus on millennial messaging distributed through targeted platforms has resulted in an increase in brand awareness and affinity to a new target demographic. This unified and cohesive brand language has been implemented across all divisions of Pioneer due to its scalability and versatility. The launch itself garnered nationwide attention. The alliance with Apple and Google helped reestablish Pioneer as a tech innovator and industry leader, supported by the seamless brand language developed by the Anyone™ team. The 2017 CES show was the most successful to date for Pioneer with sales increasing 118% from previous years.