

The World Craves Design...



M-A-D www.madx.com acceleration advertising art
beta business branding charting collaboration
culture communication complexity e-commerce
engagement exhibit familiarity forecasting format
green identity information innovation investment
interface image lifecycle longtail mapping
marketing metaverse mobilism momentum network
ondemand opensource packaging pattern planning
podcasting print publishing red reference research
realtime rss video 3Dworlds search simplicity
socialmedia startup statistics strategy supermodernism
systems tracking universal userexperience
virtual web webcasting web2.0 widgets wireless

...a design that feeds, inspires and can translate complex ideas into simple human opportunities.

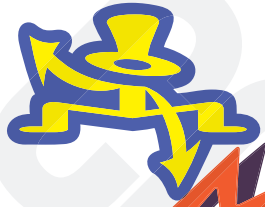
<a small foot print for a great design leap>

BRANDING as motion

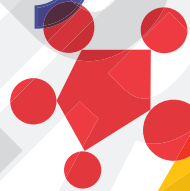
While the marketplace is an endless clutter of products and services, the brandsphere is nothing but a kinetic blur. Whether for large or small corporate, cultural and academic entities, presence needs to be immediate, responsive and compelling to attract and retain attention.

In a brand era defined by mobile and social media, identities are framed by new conventions that are typically found at the **intersection of business and culture.**

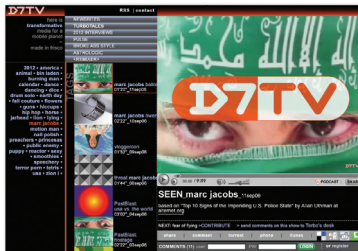
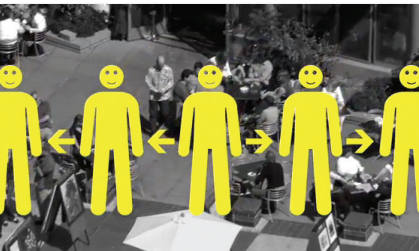
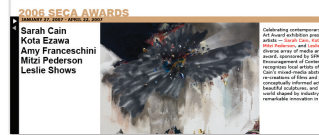
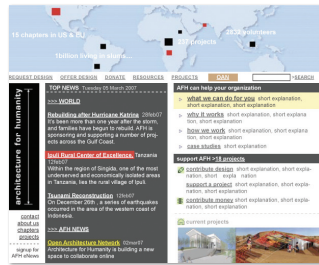
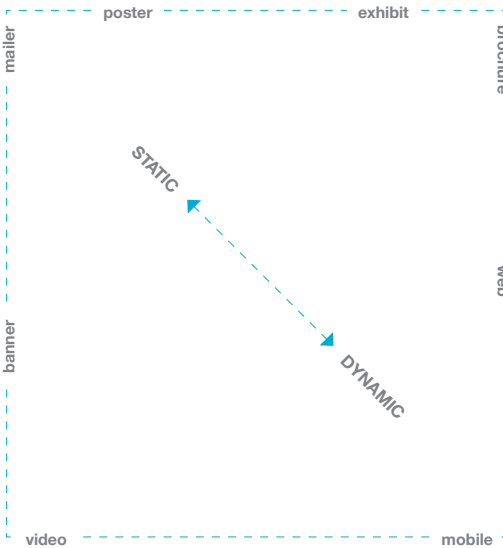
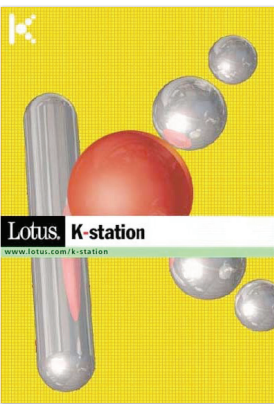
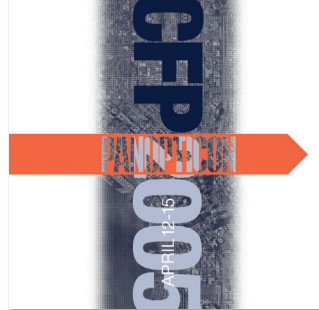
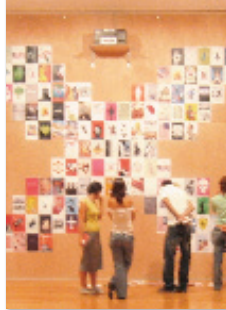
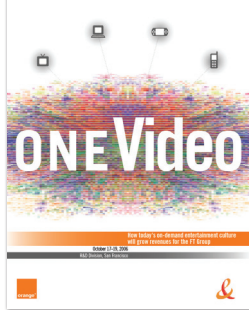
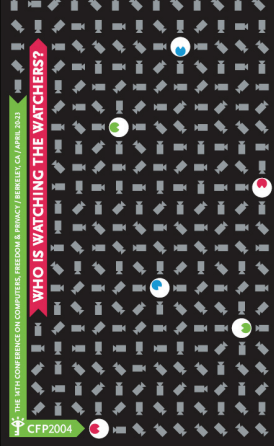




AmQ



Ew



CASE #1: extensive

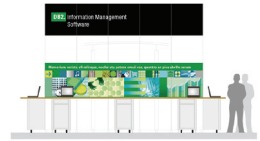
Conceiving a brand vernacular for IBM software was an opportunity to explore the ubiquitous power of software in our lives and businesses. A broad array of offerings was integrated through a **scalable** color coded system that can easily flow through existing IBM formats.

IBM software ↓ Five large scale image mosaics were part of a cross media design system. →





DB2 software



Lotus software



Rational software

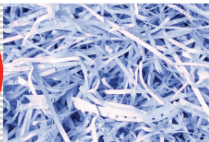
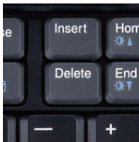


Tivoli software



WebSphere software





CASE #3: momentous

The future is inevitably **paved by change**, therefore the rethinking of brand strategies is a recurring opportunity to readapt, grow, explore new business pathways and new significance.

The **COMPAQ** brand audit and repositioning strategy was completed in one month. ↓ →



COMPAQ → COMPAQ→

> HP BRAND CLUSTER



> TECH BRANDS CLUSTER



mycompaq.com

- user-branding (myspace, youtube, etc)
- contest: "start a life"
- limited edition CompaqPled for contest winners
- user-promotion on aggregators (MySpace, Tribe, Revver, etc)
- what's more important on a desert island, the right PC or a MiniCooper?
- brand your PC: user generated stickers
- compaq2friend.com: get cash for leads

> ACTIVITIES CLUSTER

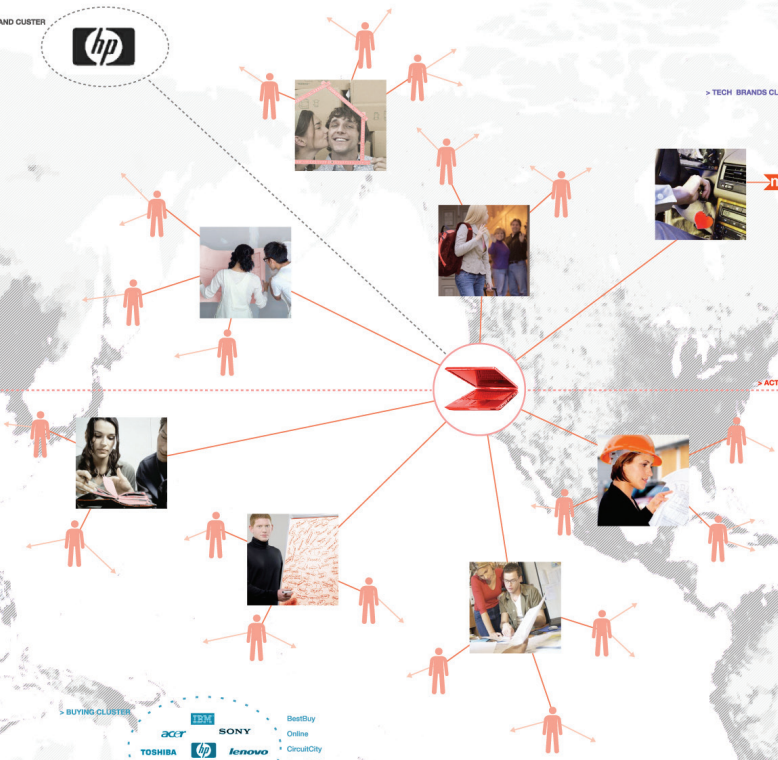


> BUYING CLUSTER



BestBuy
Online
CircuitCity
CompUSA
Fry's
Staples

> LIFESTYLE BRANDS CLUSTER



CASE #4: nuts-n-bolts

Design works for giants and nascent institutions, for systems and people. It allows the flow of understanding between humans and things. It helps fingers and interfaces find each other. It does so, and more: it brings a face, voice, character and intelligence to entities that would otherwise be anonymous. It generates trust and attachment.

Good design follows function, efficiency and performance.

The Wholesale Lending Online brand audit led to a streamlining of all design components, including shortening the name to **WLO**. The redesign dramatically improved the company outreach and growth. →

“Icons of Urbanity” were created for *Architecture Must Burn*, a book coauthored by Erik Adigard/M-A-D and Aaron Betsky. ↓



madxs.com **M-A-D** PO Box 190 Sausalito CA 94966 415-830-6053 info@madxs.com

