

FRANK. *COMPANY
PROSPECTUS*

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AGENCY_PROFILE

A formula for successful integrated communications solutions: Frank Design, 2B Worldwide and Anitron Media Technologies have merged into *Frank Worldwide* or simply **FRANK.**

Frank Design, a design studio that evolved from *Pinkhaus* — a firm that for nearly two decades dominated the Miami design scene until it was acquired by the world leader in marketing communications, *Omnicom Group*, in 1998— together with *2B Worldwide* — a global branding and strategic marketing firm specializing in corporate identity (CI) and domestic and international business development — and *Anitron* — a cutting-edge multi-media and interactive firm with deep roots in the Silicon Valley scene are now one and headquartered in Miami.

Frank Worldwide is an innovative full service boutique advertising firm with core competencies in strategic creative, marketing, design and interactive disciplines. Our diversified experience covers industries such as automotive, cosmetics and personal care, retail and luxury brands, distilled spirits, education, professional services, travel & tourism, hospitality, spas, real estate development, architecture + construction, theme parks & festivals, museums and art galleries, technology, medical services and sports and entertainment.

FRANK. is uniquely positioned to provide complete communications solutions for your company through the seamless integration of our comprehensive suite of services. Partnering together, we develop purpose-driven branding, marketing and advertising programs through “smart” design in all media forms that produce on-target results to improve your business metrics. 📊

QUOTE

Alex Bogusky
Chief Creative Officer
Crispin Porter + Bogusky

“Working with FRANK. has been everything we hoped it might be. We knew the design work would be great but the most exciting part of the relationship has been all the conceptual thinking they bring forward. It’s strategically right on and the spirit of collaboration has been easy and natural.”

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AGENCY_APPROACH

FRANK. advertising. It's not a novel idea by any means but it's certainly not an industry standard either. The mighty dollar has produced slick Madison Avenue "marketeers" better known for smoke and mirrors than plain speaking. Certainly not the moral right, FRANK. is comprised of a talented and eclectic group of advertising evangelists and the kind of candor FRANK. sells is far from "run of the mill"-it's big, it's real and it's different (translated-it's THE big idea, it's on point and it's not formula-based).

ADJECTIVE

"He stated his case in a rather FRANK. manner; candid, direct, plain, straightforward, forthright, open, honest, without beating around the bush, without mincing one's words, without prevarication, point-blank; blunt, outspoken, with no holds barred."

We are marketing and advertising experts – our understanding of market trends, strategy and captivating design makes us a very unique hybrid. By not conforming and becoming a "specialist" in any specific field (i.e. food, automotive, real estate, etc.) is what keeps us fresh, edgy and exciting. We are not followers but instead trend-setters! Being chosen as preferred strategic partners by ad industry icons including CP+B, DONER, Zimmerman and Ogilvy, speaks volumes of our quality, energy and insight.

For the same reason FRANK. does not specialize in any particular industry sector we also do not have just one core competency. Diversity and flexibility are the keys to our success. The common thread in all our work is the FRANK.atude-the intensity and focus of our comprehensive approach; the freshness of our thinking, the innovation of our strategies and problem solving techniques, the signature design style and creativity in the executions and "the fun factor" of our personalized relationship building.

To us, it's not about building a "giant" agency, it's about building a "great" agency and in our business, greatness is measured by producing consistent positive results and "work" that makes a difference; "work" that challenges, inspires and promotes change. For team FRANK., fulfillment comes from within not from without. We flourish on inspiration and expression through brilliant design and execution of cutting-edge communication systems. If it does not bend the mind (strategic), touch the heart (emotion) or stimulate the soul (spiritual), then it has not been FRANK.ified. If we don't have the opportunity to perform at our full potential – we will simply PASS!!!

We help clients create a dialogue with their target audience and keep them engaged as a community and by segment. Whether it's a B2B or B2C business model, they must be current, relatable and relevant. 📺

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AGENCY_ CAPABILITIES / COMPETENCIES

Unlike most agencies, FRANK.'s unique background (the merging of 3 specialized yet interrelated companies) distinguishes them from the competition by not simply boasting a single core competency, but instead a range of skills with the following top three highlighted below:

- D** Design (strategic creative and high-altitude thinking)
- M** Marketing (brand building through application + integration)
- I** Digital (repurposing offline content for online + viral)

Our senior executive team is comprised of the former President's/CEO's of the companies that merged together to form FRANK. and retain complete control over their respective areas of expertise, hence maintaining the integrity and superior performance standards with a unified FRANK. vision and approach-a formula for successful integrated communications solutions.

FRANK.'s unique focus is on the consistent creation and seamless integration of "strategic creative" conducive to memorable brand-building by generating talk value and "organic" buzz. **F**




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COMPANY_FOCUS

At the forefront of innovation & creativity, three accomplished companies in their respective fields of design, marketing and digital, Frank Design, 2B Worldwide and Anitron have merged into Frank Worldwide – or simply FRANK. A formula for successful integrated communications solutions, FRANK. is a full service, boutique advertising agency with their core strength being “strategic creative” and is coming soon to a product dear to you!

Known to insiders as the “advertising agencies agency” - producing award winning work for industry powerhouses including CP+B, DONER, Zimmerman and Ogilvy on groundbreaking global brands such as Volkswagen, Minute Maid and American Express OPEN, FRANK. is moving from behind the scenes to front and center stage with their unique creative flavor they refer to as simply “FRANK.ness.”

The fusion of these three entities has brought about an agency that provides high-altitude thinking translated into clever and witty creative executions across multiple media platforms that generate sales and increase market and mind share for their clients. Their extremely diversified skill sets allow them to develop dynamic campaigns that produce an unparalleled amount of ‘talk value’. And in a sea of parity, it’s that signature organic buzz or FRANK.atude that’s sets them apart within a field that struggles with differentiation.

FRANK. views the role of interactive technologies not only as simply another medium for advertising, but as an integral component of an end-to-end integrated solution. Instead of simply presenting static information to customers, we believe that the best campaigns are those that engage people to become the most important part of the brand experience. To relegate interactive to merely mean web initiatives is to miss the power and point of the medium. Interactive projects should do just that - involve themselves in an interactive conversation with customers bettering both their lives and their brands. We go into every project with the intention of building a full cross-media ecosystem around a brand, its products, and connecting the two in meaningful ways with the lives of customers. 

Q U O T E

Jonathan Mobily
Dealer Collateral Specialist
Volkswagen of America

“FRANK. is one of the most innovative companies I have worked with in my 10+ years at Volkswagen of America. When it comes to innovation, challenging the status quo and downright good creative, FRANK. is tough to beat.”

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COMPANY_BIOS

Brett Malden**Chief Executive Officer**

FRANK. is the culmination of Brett's 20+ years as a successful businessman and entrepreneur. A "marketeer" at heart with strong core competencies in strategic analysis, branding and advertising, his unique and extremely diversified industry experience makes him the ideal professional to lead FRANK.

After graduating from the University of Miami with a Bachelor's of Science Degree in Mechanical Engineering, Brett was employed as a New Product Development Manager for Motorola. He also went on to pursue an MBA from Harvard Business School while engaged in numerous highly publicized tech and dot-com ventures including NetCreations and "Postmaster Direct".

Having forged successful relationships with such business icons as LVMH, The Walt Disney Company, Universal Studios, Nestle, Avis/Budget and the like, Brett founded 2B Worldwide, Inc. in 2001 to service these and other multi-billion dollar organizations in their domestic and international business development efforts.

FRANK. represents Brett's ultimate vision of integrating spot-on creative and design with strong strategic messaging and storytelling delivered across an integrated and strategic mix of offline and online media that compels the target audience to think outside of the box.

Todd Houser**Chief Creative Officer**

Todd's habit of winning awards began during his attendance at East Carolina University where his work earned 7 Addies, including a Best in Show, in addition to being featured in both How and Print Magazines. He was also awarded the Richard Steven Bean Memorial Scholarship for Graphic Arts. Todd earned a Bachelor of Fine Arts Degree in Communications Arts.

Todd joined Pinkhaus in June 1993 and worked on many high-profile advertising campaigns including Couples Resorts, Sterling Commerce, Steiner Leisure and Bacardi Imports. His work has been awarded and recognized in The 100 Show, Graphis, Graphic Design USA, How Magazine, Print Magazine Annuals, a handful of design books, 1998 Addy Best of Show, two prestigious Potlatch Context 1 contests, and in Creativity and American Graphic Design.

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COMPANY_BIOS

In 1998, Todd launched the motion graphics and film department. After 10 years at Pinkhaus, Todd left and co-founded Frank Design that later merged with 2B Worldwide into FRANK. in early 2007. Todd continues to push the creative envelope through his signature application of smart and functional design.

Abdul Muhammad II
e-Business Director

With 10 years of experience as the President/CEO of Anitron Inc., a successful interactive web development company, Abdul Muhammad II has matured as investor, entrepreneur, and Internet Guru that specializes in creating award winning on-line marketing strategies. In Aug 2008 Anitron merged with FRANK. and now Abdul serves as the e-Business Director for this Miami based integrated advertising agency.

Abdul has served as lead consultant and online strategist for over 430 interactive web development projects over the last 10 years, and continues to push the envelope with new innovative ways to brand, market and promote business online. He takes an integrated approach to internet marketing seeking the best possible solution for each unique situation with an intense focus on ROI.

When Sucrets and Anacin.com decided to launch their latest online initiative they turned to the University of Florida Graduate for his digital branding and marketing expertise. Hertz, Nickelodeon and CRM Media were very pleased with his leadership on the multimedia presentation that served as the official launch of their mobile digital player. With several Gold and Silver Addy awards, a winning attitude has become standard practice.

The rare combination of a “tech head” with a sound and proven business acumen is the key to Abdul’s success. He is constantly seeking out new media applications and innovative digital and mobile technology solutions for FRANK.’s clients in addition to making the world a better place to live, work and play.

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COMPANY_BIOS

Divina Bach**Account Director**

After graduating from the European Business School in London with a degree in International Business Management and Marketing, Divina started her professional career in Paris conducting stock exchange filings. Shortly realizing the Bourse was not her calling she decided to pursue a career that would cater to her love for travel and the opportunity to use her gift of languages that include fluency in German, French, Filipino, Indonesian and English.

Divina spent the next 5 years as a Management Consultant specializing in Total Working Capital Management for Fortune 500 companies throughout Europe with a diverse range of clients including Tyco, BP, Chubb, Bayer, Arcelor and Cable & Wireless. She predominantly managed projects throughout Germany, France, Luxembourg and the Netherlands. Still feeling like she was missing some excitement in her business life, Divina changed industries and spent one year working at Schlumberger as a Business Management Consultant assigned to a project in Kuwait at Kuwait Oil Company (KOC) followed by an assignment in the North Sea for Conoco Phillips and Statoil.

After much reflection, Divina decided to redirect her career path back towards her first love and true passion– Marketing. As Account Director for FRANK., she now has the opportunity to apply her strong managerial skills to the “art” of Client Relationship Management. Her complete skill set is fully utilized by integrating her proficiencies in best practices and business strategy into the creative process thus providing FRANK. clients with a total communications solution that delivers high-performance results.

Meghan Schlicher**Business Development Director**

A graduate of the International Relations program at Michigan State University, Meghan Schlicher spent her early career serving at the American Embassy in Athens, Greece. Ironically, she soon found out that diplomatic work required far too much diplomacy so it was time to move on.

Meghan's innate brashness and eye for beautiful design and clever messaging was a perfect fit for the glamorous world of advertising and the epicenter - Madison Avenue, NYC - was the perfect start. Among its very own star-studded international awards juries, the International ANDY

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COMPANY_BIOS

Awards offered a unique opportunity for her to mingle with the best of breed. She got her “PhD” in the industry hobnobbing with the creative masters themselves: Mark Tutssel, Marie-Cathrine Dupuy, Bob Scarpelli and other notable people you’d have absolutely no problem name-dropping to establish your industry credentials. She also managed to find time to put the organization’s efforts into funding educational and professional “join the dark side” programs for the five boroughs’ best young talent.

The bitter winters and an opportunity to work with the rising talent at Crispin Porter + Bogusky transplanted her to Miami. Upon arrival Meghan worked directly with Alex Bogusky and his famed creative department at ‘The Factory.’ She wrangled the talent through generations of clients including Microsoft, Volkswagen, Burger King, Domino’s, American Express OPEN, MINI and Miller Lite. She soon took on many responsibilities including promoting the agency’s creative work by ushering it to the awards circuit, from which her advertising education and career had been born. During her tenure she not only got into public relations initiatives on behalf of the CP+B brand and its clients, but also was responsible for recruiting and signing all creative and interactive talent. She also built the agency’s (and for that matter, the industry’s) first Department of Product Innovation.

At FRANK. Meghan works with the Executive tier on Business Development bringing new clients to the integrated boutique agency, rounds up new “rock star” hires, lives to promote the success of FRANK. and just plain enjoys the agency’s sexy culture.

Will Wellons

Public Relations Director

Will’s career began while he was still in high school, with a two-year stint in radio as on-air talent and News Reporter for WCGA-AM in Atlanta. Will then moved to Athens where he attended the University of Georgia and wrote for The Red and Black and The Athens Banner Herald. After graduating with a B.A. in Journalism, Will worked for more than 20 years as a journalist, including a long stint as a Business and Government Writer at The Orlando Sentinel. Will has won the prestigious Associated Press Feature Writer of the Year Award and the Orlando Sentinel’s Innovation Award.

After decades in journalism, Will brought his strategic communications skills to the client side. He served as Vice President of Public Relations at YPB&R, a renowned travel and hospitality firm with clients around the world. With his veteran media experience and savvy understanding of

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COMPANY_BIOS

communications, Will handled such top clients as Ripley's Entertainment, Mobil Travel Guide, NeoCell, Commercial Alliance Group, Bernie's Coffee & Tea, Dolly Parton's Dixie Stampede, Seminole Hard Rock Café & Casino, and Gaylord Palms Resort & Convention Center.

Will joined the FRANK team in 2008. He is our resident expert in strategic communications, including media relations, investor relations, crisis management, media coaching, and corporate communications. Will regularly gets clients placed in the country's top publications as a result of his longstanding relationships with a vast network of media professionals. His clients have been featured in USA Today, The New York Times, The Wall Street Journal, The Washington Post, Associated Press, The Los Angeles Times and on "The Today Show," among others.

Alexander Cabrera**Interactive Producer**

An unabashed product of Miami, Alex was a bag boy at a local supermarket when he realized that pushing shopping carts for overzealous divorcees was not the way he wanted to spend the rest of his life. Humping it in the early dotcom days to Barnes & Nobel to copy code out of web development books, he was soon able to say goodbye to both "paper and plastic."

Paying his way through the motion picture and political science programs at the University of Miami with an unhealthy combination of student loans and freelance web development contracts, Alex was soon taking on web integration projects for clients such as Visa International and Terremark.

By mid-2006, however, Alex felt that his life had become too much like Office Space. Working in a cubicle and turning in TPS reports (with a cover letter) was far from the challenging profession that was touted by employers and venture capitalists alike before the bubble burst. Around the same time, he became intensely interested in the upheaval 'new media' was causing in every industry - not just those strictly involved in the technology sector.

At FRANK. Alex found the perfect marriage of creativity and an openness to eschew traditional approaches to building brands. Pegged as a 'culture surfer,' Alex draws on a variety of resources to keep his finger firmly on the pulse of technology, popular culture, and new media. By crafting approaches leveraging the strengths of various communication platforms, Alex aims to make the user experience the focal point of all brand initiatives.

After work, Alex rushes home and clings bitterly to his rifle and a glass of bourbon while awaiting the inevitable zombie uprising. He relishes the opportunity to write about himself in the third person.

EXPERIENCE/INDUSTRY

- Architecture & Construction
- Automotive
- Building Materials & Furniture
- Education & Institutions
- Energy & Utilities
- Entertainment (Music, Sports, Motion Pictures, Theme Parks & Festivals)
- Fashion & Design
- Food and Beverage (including Distilled Spirits)
- Luxury Goods
- Professional Services (Legal, Medical and Financial)
- Real Estate Development
- Resort & Hospitality (incl. Cruise Lines, Restaurants and Nightclubs)
- Retail
- Technology
- Telecommunications
- Travel & Tourism

CLIENTS WE'VE INVOICED

AMERICAN EXPRESS OPEN_

Business Credit Services (in collaboration with CP+B)
Miami, FL

BASCOM PALMER EYE INSTITUTE_

Medical
Miami, FL

BLACQUBE_

Holiday Interactive Game + eCard for Mercedes-Benz AMG
Atlanta, GA

DOGMA GRILL_

"Quick-Serve" Restaurant Chain
Miami, FL

DOMINO'S_

International Pizza Franchise (in collaboration with CP+B)
Miami, FL

FRIENDLY'S_

Full-service family restaurant chain and ice-cream mfg.
Springfield, MA

GEEK SQUAD_

Electronics Retailer & Service Provider
(in collaboration with Crispin, Porter + Bogusky)
Miami, FL

ROOMS ALIVE_

Interior Design Software Application
Ft. Lauderdale, FL

MINUTE MAID_

Producer of branded fruit juices (in collaboration with DONER)
Detroit, MI

OCEAN'S EDGE MUSIC (OEM)_

Music and Entertainment
Ft. Lauderdale, FL

ODEBRECHT_

International Construction Conglomerate
Rio de Janeiro, BRAZIL

PROBOUT_

International Pro Boxing League
Venice, CA

RONEY MATEU ARCHITECTURE_

Architectural Practice
Miami, FL

TNT STORAGE_

Self-Storage Management
Anaheim, CA

VOLKSWAGEN OF AMERICA_

Automotive
(in collaboration with Crispin, Porter + Bogusky)
Miami, FL

WOLFSONIAN_

Education
Miami, FL

XTREME MARTIAL ARTS (XMA)_

eCommerce and Social Website for the Martial Arts Community
Los Angeles, CA

YOUNG PRESIDENTS ORGANIZATION (YPO)_

International Peer Exchange Network
Irving, TX

CLIENTS WE'VE INVOICED (CONT.)

ATLANTIS PARADISE RESORT_

Resort and Hospitality
(Paradise Island), Bahamas

BACARDI, USA_

Distilled Spirits
Miami, FL

BILTMORE HOTEL_

Resort & Spa
Coral Gables, FL

BOCA RATON RESORT & SPA_

Resort & Spa
Boca Raton, FL

CIRQUE DU SOLEIL Brand c/o Clarins Paris_

Fragrances + Personal Care
Montreal, Canada

COUPLES RESORTS_

Resort & Spa
Negril, Jamaica

DIGICEL_

Telecommunications
Turks and Caicos

KAPLAN UNIVERSITY_

Education
Ft. Lauderdale, FL

MERCEDES BENZ OF NORTH AMERICA_

Automotive
Montvale, NJ

MIAMI DOLPHINS_

NFL Franchise
Miami, FL

MOET HENNESSY LOUIS VUITTON (LVMH)_

Luxury Brands
Paris, France

ROYAL CARIBBEAN CRUISE LINE_

Cruise Line
Miami, FL

ROYAL VIKING CRUISE LINE_

Cruise Line
Miami, FL

SCHNADER LAW_

Law Firm
Philadelphia, PA

SMITH & WESSON Brand c/o Clarins Paris_

Fragrances + Personal Care
Springfield, MA

SONY / EMI_

Music & Distribution
Miami, FL

SOURCES MINERALES HENNIEZ, S.A._

Bottled Water
Geneva, Switzerland

STEINER AND ASSOCIATES_

Real Estate Development
Columbus, OH

STEINER LEISURE_

Spa Services
Coral Gables, FL

STERLING COMMERCE_

eCommerce & Software Applications
Dublin, OH

SWEPT AWAY RESORT_

Resort & Spa
Negril, Jamaica

THE WALT DISNEY COMPANY_

Entertainment
Orlando, FL

YOO MIAMI_

Residential Real-Estate Development Project
with Philippe Starck, Shefaor Development
and Fortune International
Aventura, FL

AWARDS

- 2005 Davey Awards_
 - 3 Silver
- 2006 Davey Awards_
 - 1 Silver
- 2006 W3 Awards_
 - 3 Gold
 - 2 Silver
- 2007 Hermes Creative Awards_
 - 4 Gold
 - 4 Silver
- 2007 Graphis 7 Letterhead_
 - 3 Gold
- 2007 Graphis 7 Logo_
 - 1 Gold
- 2007 Creativity Annual Awards_
 - 3 Gold
 - 1 Silver
- 2007 Creativity Annual Awards_
 - 3 Gold
- 2007 PRINT Regional Design Annual_
 - Artech (Letterhead)
 - Mateu Architecture (Letterhead)
- 2007 Davey Awards_
 - 3 Silver
- 2008 AIGA Miami XPosed_
 - 4 Gold
 - 5 Silver

PUBLICATIONS

2007 Graphis Letterhead and Logo Design 7
 2007 Print Regional Design Annual, 2 Entry's
 2008 Print Regional Design Annual, 2 Entry's

TESTIMONIALS

“Creative, forward-thinking, results-driven, brand awareness, timeliness, diversity, loyalty & most of all “FRANK. ness!” These are the first things I think of when mentioning FRANK. Worldwide. This group of professionals really gets it. The creative is always spot-on and the strategic methodology behind the work creates a complete package that I can depend on. This partnership helps me deliver the best possible product for the world’s top brands.”

Keric Smotrilla _Account Director_Ogilvy & Mather, Miami

“It’s been a great process working with FRANK. on Volkswagen collateral. FRANK. brings a unique design sense that allows the work to feel authentic to VW while at the same time be fresh and contemporary. The folks at FRANK. are as passionate about doing great work as CP+B and it makes for a great relationship and process. It would be a natural fit for FRANK. to continue shepherding the brand’s visual message by working on Driver magazine.”

Tony Calcao _VP / Creative Director_Crispin Porter + Bogusky

“What a first rate experience. The team at FRANK. was given a monumental task to do in a very short period of time. Not only did they meet their deadlines, they did so with extraordinary creativity, professionalism, precision in communicating a vision and total commitment to the process. They are a true gem in the world of creative agencies.”

Jessica Goldman Srebnick _Managing Partner, Goldman Properties_On behalf of YPO

“Working with Frank has taken our product and presentation to a whole new level. Their insight, creative process, and flexibility have been a real inspiration. We look forward to many more years and projects together.”

Pastor Clay Hecocks _Associate Pastor / Music Director_Calvary Chapel Ft. Lauderdale,
 Founder of Oceans Edge Music / Oceans Edge School of Worship

“Great job on Das Book, it really got to a great place.”

Andrew Keller _VP / Executive Creative Director_Crispin Porter + Bogusky



Volkswagen Case Study

Background_

Crispin Porter + Bogusky (CP+B) as the Advertising Agency of Record (AAoR) for Volkswagen of America (VWoA) contracted FRANK. to assist them in concepting, designing, executing and producing numerous creative and strategic marketing pieces for VW to support VW's Corporate Identity (CI) and brand building initiatives in North America-a market where they have been steadily losing market and mind share year over year prior to engaging with CP+B at the end of 2005.

Challenge_

As a seamless and integrated partner of CP+B, the VW account was a natural fit for FRANK.'s strong conceptual thinking and well executed and clever design capabilities. FRANK.'s main obstacles were:

The Brand: understanding the depth of the product line (with 10 unique models) and adhering to the comprehensive and complex VW brand and style guidelines (generally restricting free-thinking and creativity).

Logistics Management: large scopes of highly technical work delivered on extremely tight deadlines requiring multiple levels of approvals.

Despite the fact that "innovation" is an integral part of all VW project executions, FRANK. was required to maintain and preserve the long established VW heritage, culture and brand essence yet make the "new" marketing message, visual identity and final design executions current, relatable and relevant to the next generation of VW owners.

Solution_

To insure the quality and performance of FRANK.'s creative process and the final client deliverables, we established a dedicated VW team within our organization that lived and breathed within the CP+B environment to gain an in-depth understanding of "all things VW." This provided a truly seamless and fully integrated relationship between the client (VW) and the collaborating agencies (CP+B and FRANK.). This transparent operational model created a platform for crystal clear communications, leaving all involved parties with a definite understanding of all deliverables and most importantly-the expectations of the client.

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CASE_STUDIES



Volkswagen Case Study

Results_

Having empowered the FRANK. creative team with “insider knowledge,” the designers automatically approached their design challenges with confidence and in a much more organized and relaxed frame-of-mind that was conducive to generating spot-on creative requiring minimal revisions; thus, enabling us to meet the aggressive delivery and budget requirements. Furthermore, having established open channels of communication meant that all involved parties were included during each phase of the project evolution and briefed about the rationale and thinking throughout the process. The final result was a sense of creative freedom which ultimately resulted in exceptional award-winning work and a 4% increase in market share for VWoA-exceeding goal and the first positive move in over 15 years. 📈

Deliverables_

Logos, Icons & Illustrations

Brochures (for all VW models)

Packaging (the unique color coded DVD/bro system)

Marketplace (concepting + strategic + design for all VW showrooms to improve the customer experience)

In-store (banners, posters, kiosks, POS systems, etc.)

Online (VW.Com + banners, etc.)

Complete brand repositioning as “Das Auto”



American Express Case Study

Background_

Crispin Porter + Bogusky (CP+B) as the Advertising Agency of Record (AAoR) for American Express OPEN contracted FRANK. to assist in concepting and designing the new Visual Identity Guidelines for American Express OPEN. The objective of this assignment was to appeal to a new “breed” of business card users – small to medium-sized business owners. The new Amex OPEN Visual Identity would then experience a complete rollout throughout North America and re-launch the brand with a more modern and approachable “look and feel.”

Challenge_

Being a natural and transparent extension of CP+B’s strategic and design resources, FRANK. was well versed in the dynamics associated with collaborating with one of the world’s best advertising agency’s as well as one of the world’s most prestigious brands. However, the difficulty was in understanding, forecasting and then measuring (quantifying) the threshold of innovation Amex OPEN could truly accept corporately. Was this industry icon really prepared to rejuvenate and “change” the Amex OPEN brand? How far could the envelope be pushed?

Upon project commencement, FRANK. was provided with a list of guidelines contradicting the original objective of introducing change. Foundational elements of the original visual identity of the brand were to remain untouched.

In addition, the suggested creative approach provided was extremely vague and generalized and fell short of providing true guidance and direction. Furthermore, the client inputs FRANK. received were filtered because they were received through the agency of record creating additional confusion and subjectivity.

Solution_

Our first reaction was to adhere to the guidelines because the “client is king” but after two rather awkward client reviews, we decided to be “FRANK.” and test the boundaries of the directives we were provided – a FRANK. trademark – differentiation through interpretation and strategic creative execution.

F_ CASE_STUDIES




American Express Case Study

FRANK. overcame the problem by:

- Developing a visual identity capitalizing on the subtle application of existing brand recognition factors while introducing completely new visual assets.
- Being confident in our work and reasoning with the client – “we are FRANK. you may not want to hear what we have to say, but it is all with good intention this is how we see it, why we see it that way and how it will generate the desired results.”

Results_

Upon completion of the project, we delivered a new, innovative, thought provoking, memorable and extremely engaging VI to Amex OPEN that will resonate well with their “new breed” of clients. 

Deliverables_

Specific deliverables included the following communication tools:

Visual Design Guidelines
 Owner’s Manual
 Relationship Management Guide
 Membership Reward Direct Mailer
 Gold Card Direct Mailer
 Platinum Card Direct Mailer
 Letter and Application
 Engaged Client Letter

F_ CASE_STUDIES



Ocean's Edge Music Case Study

Background_

Calvary Chapel is a non-denominational Christian Church which began in 1965 in Costa Mesa, California. One of their most successful satellite churches, Calvary Chapel Fort Lauderdale (now one of the top 10 mega-churches in the U.S. with over 20,000 members), approached FRANK. with their desire to form an independent (indie) music label that not only featured their unique style of worship, in-house band and front-line singers but also would represent the segment of talented and aspiring musical artists within the Christian community still unsigned. Therefore, Calvary Chapel Fort Lauderdale's primary goal was to create an indie music label that was contemporary, relatable and relevant to a secular audience while still remaining true to their Christian ideologies and the overall mission of the music ministry.

Challenge_

Creating and sustaining a successful music label in today's global marketplace within an industry that has been plagued by slumping CD sales as a direct result of copyright infringements via online pirating and illegal downloads is a major challenge within itself. But the immediate hurdle was developing a brand identity for an indie music label that could be supported by one consistent brand message (the brand "voice") that could compete with other more established, well-known and better-funded Christian music labels.

Solution_

FRANK. started with creating a mission statement, defining the market segment and customer profile and included these items in a comprehensive brand brief and a marketing plan that would provide the foundation for all future communications. This strategy was translated to all forms of creative executions incorporating a universal and contemporary message that would transcend age, gender, race, socio-economic classifications, faith, background etc.


F_ CASE_STUDIES



Ocean's Edge Music Case Study

Results_

FRANK. placed great emphasis on the brand image and corporate identity (CI) and incorporated it into all collateral, marketing, advertising and marketing support tools + communications.

As a result, Higher Praise is successfully touring throughout the U.S. to record crowds and the label (OEM) has successfully signed multiple artists since its 07 debut and continues to grow in popularity and worldwide acclaim. 

Deliverables_

Market Analysis Customer Profiling and Marketing Plan

Naming – “Ocean’s Edge Music” (the label recording studio and publishing) and “Higher Praise” (the band, the singers, the style of worship)

Branding-Logo + CI (see OEM logo + visual identity package)

Packaging (CD + DVD packaging)

Point of Purchase Materials (in-store Kiosks + posters/banners + takeaways)

Advertising

Promotional video/commercial

Website ([HYPERLINK “http://www.oceansedgemusic.com”](http://www.oceansedgemusic.com) www.oceansedgemusic.com)

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CASE_STUDIES



Pizza Fusion Case Study

Background_

Pizza Fusion, a start-up pizza restaurant franchise, wanted to make a difference in the community while operating a successful and profitable business. To date the franchise has 6 operational restaurant locations and approximately 70 franchises scheduled to open nationwide by the end of 2009 – a very aggressive goal indeed.

Popular franchises such as Domino's Pizza, Papa John's and Pizza Hut have successfully capitalized on the popularity of pizza and to date own the largest market share in this saturated segment. Although Pizza Fusion is determined to make the world aware of their unique brand and product offering (all organic ingredients produced in LEED certified "GREEN" restaurants), simply following in the footsteps of the Big Three by emulating their proven business models and roll out strategies was not an option. The heart of the Pizza Fusion philosophy is about being locally integrated and giving back to the community with a dual earth + health friendly mission of "saving the earth one pizza at a time."

Challenge_

Devising an effective marketing strategy was truly a challenge due to the myriad of obstacles – Marketing Challenges compacted even further by Start-Up Business Challenges namely a lack of market synergy (fragmentation) and limited resources (manpower + funding):

Marketing Challenges_

- Clearly defining the target audience in a newly emerging and evolving trend of organic and "go green" consumer market
- Positioning the brand as a "niche" brand (justifying the "premium" price) that will have nationwide appeal without alienating any potential consumer group
- Need for standardization to minimize costs yet with dispersed restaurant locations with varying demographics
- Educating the consumer in a fun and entertaining way regarding organic + green initiatives

Start-Up Business Challenges_

- Budgetary restraints of a growing start-up business with primary expenditures in operational investments/overheads – limited marketing resources
- Economic downturn that has led to reduced consumer spending especially regarding non-essentials (i.e. dining out)
- New concept needing clearer direction – proof of concept
- Tight deliverable schedules

F_

CASE_STUDIES



Pizza Fusion Case Study

Solution_

Generating “organic” buzz through the use of unconventional advertising and promotional methods in nontraditional media (we went back to basics to the least expensive and most effective form of advertising –word of mouth) which in turn would also open the door to free collaborations locally and nationwide which fed nicely into a very well oiled PR machine. An advertising/marketing strategy was then developed to achieve Pizza Fusion's growth objectives, build brand awareness and increase sales of existing and future franchises.

Results_

Unprecedented growth and brand awareness has been achieved both locally and nationally in just 15 short months of operations. Pizza Fusion just acquired a significant second round of financing from a prominent investment banking firm and furthermore just recently appointed the former Founder of Office Depot and Mars Music as their new CEO. [\[F\]](#)

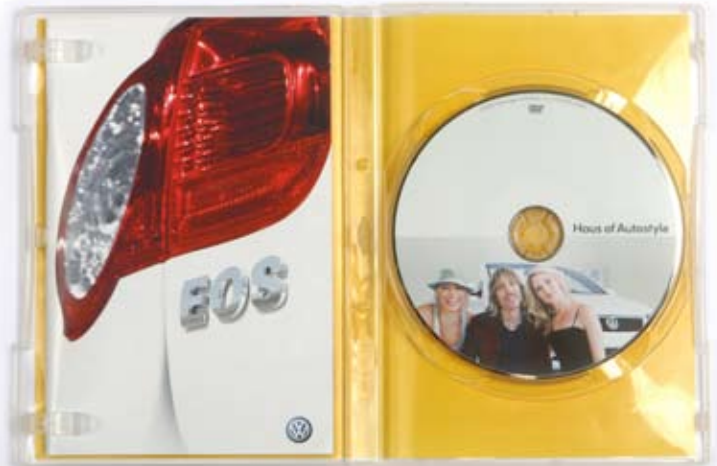
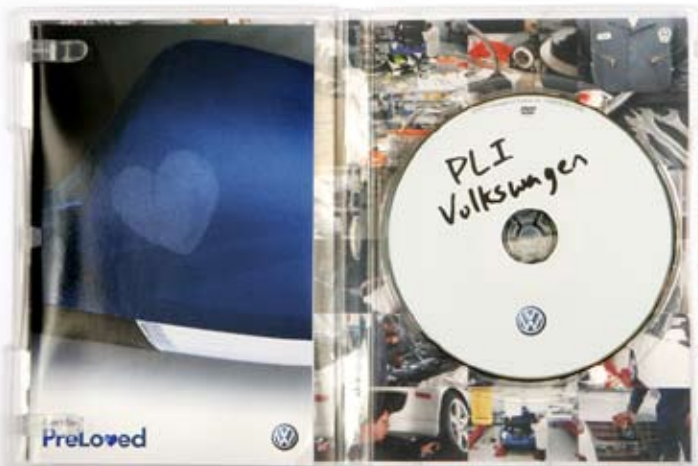
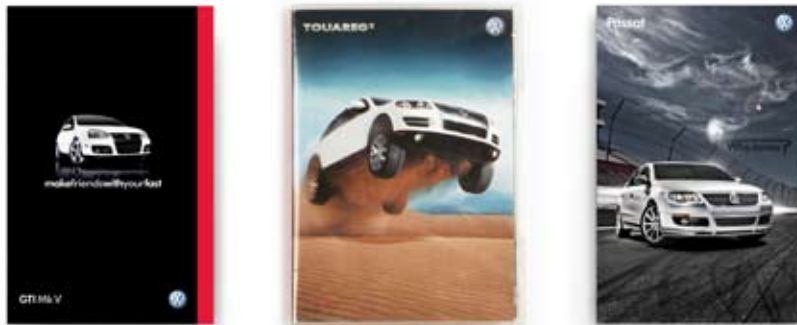
Deliverables_

The immediate deliverables consisted of:

- Standardized communications and advertising packages for franchises:
 - Pre, Launch and Post Launch packages
 - Adaptable (template) advertising campaigns in the form of e-blasts, fliers, banners, direct mail campaigns, etc.
 - National Advertising – optimization of interactive and online media
 - In-store advertising and loyalty programs
- Guerilla marketing
- Public Relations – buzz campaigns leading to free media coverage, special interest stories, etc.
- Strategic Alliances with Organizations –
 - i.e. Charities, Health Organizations, Green Movements, Schools, etc.
- Promotional Events
- Brand Guidelines / Visual Identity Manual – building and protecting the brand

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PORTFOLIO_VOLKSWAGEN



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PORTFOLIO_VOLKSWAGEN






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PORTFOLIO_AMERICAN EXPRESS OPEN™



Calling all business owners.

owner's manual



OWN YOUR OWN BUSINESS.

"I always gauge someone's experience by their ability to differentiate good rent and bad stress."

— NICK RUCCI,
CHOP CUSTOMS

NAME Nick Rucci OWNS Chop Customs SINCE 2003

own your business.

WHAT DOES YOUR CARD SAY ABOUT YOU?

This is a call to all business owners. It's time to rethink ownership. To wake up and do more than just simply own your business. But own the business you're in. It's time to own your image. Own your reputation. Own your destiny. Own the hearts and minds of your customers. Own the next big thing. And while you're at it, own your ideas, own your dreams, own new ways of doing things; own the sense of accomplishment that comes when others seek out your advice. It's a philosophical investment that will pay handsome dividends. Like owning the way your competitors think about you. Owning a respected voice among your peers. And owning the loyalty of your employees.

And when you own your business, you should own the card that says so.



own the hearts and minds of your employees.

THE GOLD CARD



NAME Bruce Anderson OWNS Anderson Electric, Inc. SINCE 2001

OWN THE FIRST IMPRESSION.

Buy flashier office furniture to spruce up your environment for a pitch. Or splurge on men-haves from **OPEN** partners like Apple, Design Within Reach and The Sharper Image. When you put points to work for your business, the choice is yours.

"I always gauge someone's experience by their ability to differentiate good rent and bad stress."

— BRUCE ANDERSON,
ANDERSON ELECTRIC, INC.

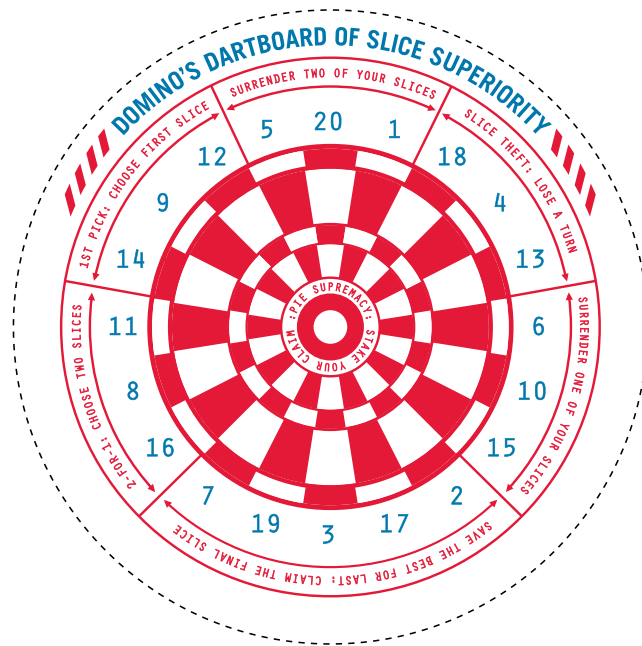
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PORTFOLIO_DOMINO'S PIZZA



LEFT OVER SLICE PIE-AGRAM

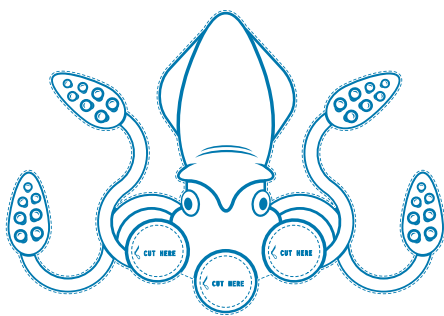
ONCE SATISFIED WITH YOUR HEARTY SERVING, TALLY UP A LEFT-OVER SLICE COUNT AND PROCEED TO CANCELLING TOMORROW NIGHTS DINNER PLANS.



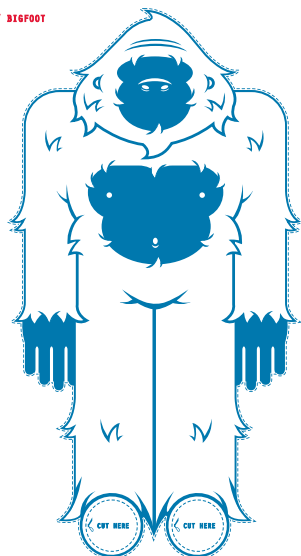
PIZZAFINGER PUPPETS

GRAB SOME SCISSORS, PUT YOUR FINGERS THROUGH THE HOLES AND YOU GOT FOUR NEW PALS TO KEEP YOU COMPANY WHILE CHOMING DOWN.

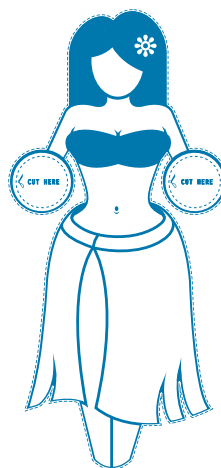
SQUID



SASQUATCH / BIGFOOT



HULA DANCER



GODZILLA / DINO



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PORTFOLIO_OCEAN'S EDGE MUSIC



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PORTFOLIO_MINUTE MAID



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PORTFOLIO_55 WEST WACKER



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PORTFOLIO_IDENTITY

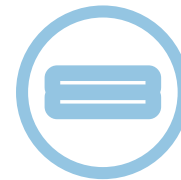
ARTECH
THE ART OF ARCHITECTURE



MATEU ARCHITECTURE
INCORPORATED



SANCTUARY
SOUTH BEACH



THEBOUTIQUE



Certified
PreLoved 

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PORTFOLIO_IDENTITY



Q U O T E

Brian Katz
Vice President of Sales & Marketing
ACP Jets

“It was an intensive RFP process in which we vetted a number of agencies,” Brian Katz, vice president of sales and marketing for ACP Jets, states. “FRANK. provided a strong, fully integrated solution with the creative freshness to distinguish ACP Jets apart from the stagnant persona of the business aviation industry.”

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DIGITAL_APPROACH

FRANK.digital is the integrated design and technology epicenter within the FWW agency network. We are designers, producers, developers, and technologists who share a passion for translating a great idea into an engaging, intelligent and innovative user experience.

We are a multiplatform digital group, creating websites, social networks, online ads, viral campaigns, digital applications, 3D models, HD video, interactive presentations, content management tools and just about anything else that takes advantage of digital technology.

Our project teams plan, brainstorm, and experiment in order to create a product that is well designed, functional and always fresh.

More than beautiful window dressing, we create 'smart' designs, user interfaces and navigation devices that audiences find intelligent, engaging and unique. Our agency contains the latest equipment and software. But perhaps, more importantly, it contains the oldest and truest of all artistic tools; pencils, paper and a handful of creative minds and collective souls.

Like any art form, interactive design requires imagination, taste and inspiration. We work with client-supplied materials and existing elements of a brand's identity as well as create our own assets through 3D, video, illustration and graphic design.

When clients look at our work, several words seem to come up over and over: Elegant. Surprising. Clever. Intuitive. That's no accident and that's just being FRANK. 🍷

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DIGITAL_
CAPABILITIES /
COMPETENCIES

INTERACTIVE MARKETING & ADVERTISING

- Marketing strategy and consultation
- Account and Media Planning
- Interactive brand positioning
- Online advertising strategy and production
- Interactive viral and guerilla marketing

WEB DESIGN & DEVELOPMENT

- Interactive creative direction, art direction and design
- User experience design, strategy and consultation
- Social design and consultation
- Interactive multimedia development and production
- User-interface design and usability engineering
- Web-based multimedia/database interaction

CONTENT CREATION & DEVELOPMENT

- Software development
- Social media development
- Copywriting and editing
- Web content editorial and maintenance
- Photography
- Widget design

CUSTOM WEB APPLICATION DEVELOPMENT

- Site maintenance and management
- Multimedia Development and Production
- Video editing/compositing/motion graphics
- Installation and trade show materials development
- Quality assurance testing
- Game design and development
- 3D rendering, design and animation
- DVD and kiosk design and development


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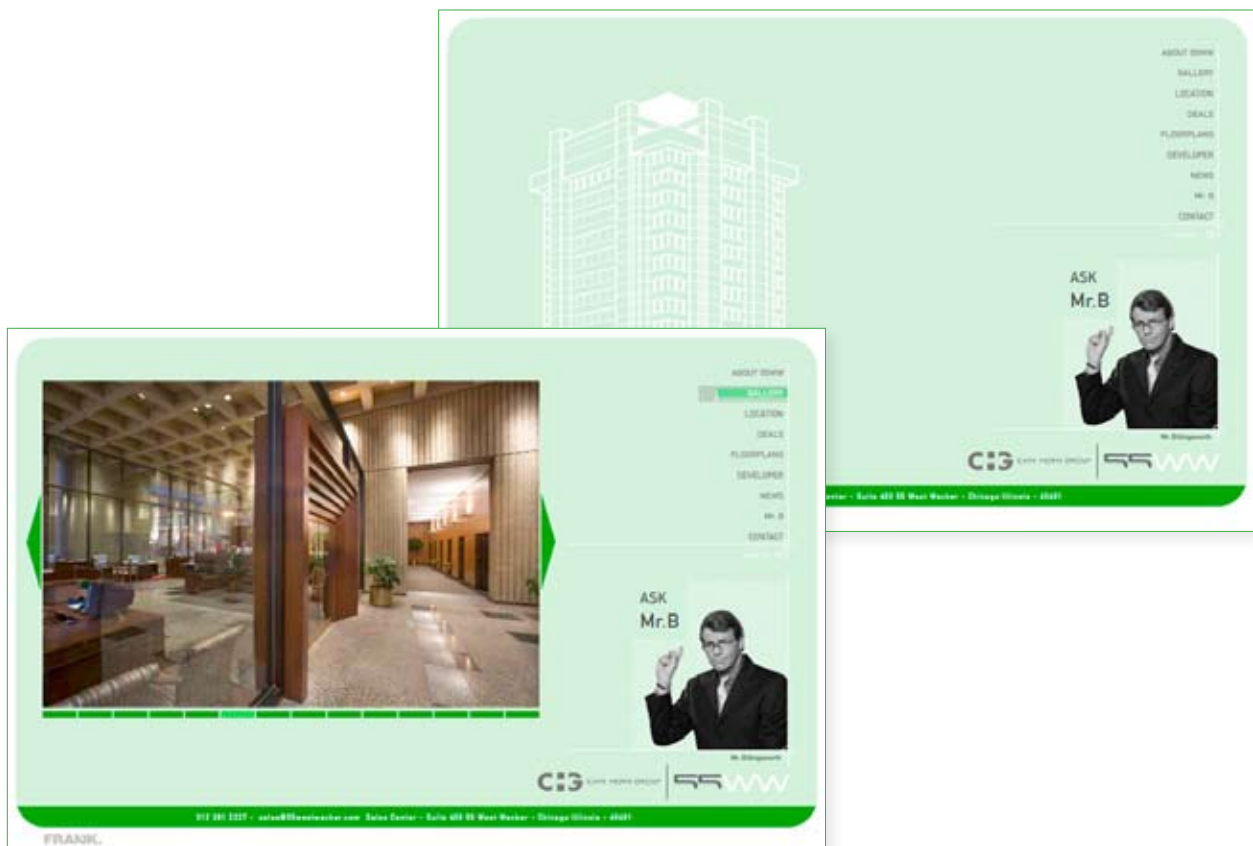
DIGITAL PORTFOLIO_

55 WEST WACKER

The Cape Horn Development Group LLC (CHG) (a Miami-based commercial real estate development company specializing in the acquisition of commercial properties to be upgraded and repositioned to increase their value) approached FRANK. to help them break into the Chicago office condominium market with their 55 West Wacker conversion.

The main challenge was how to make a credible entry into a conservative Chicago real estate market which was not necessarily open to new concepts like the office condominium and entry from outside real estate players.

FRANK. created a fictional character / spokesperson, Mr. Billingsworth who became the conservative voice of reason, industry insider and authority figure for not only the project but the entire commercial real estate market of Chicago. Integrating the perfect mix of wit and humor with historical + industry facts and figures, we delivered the overall marketing message to the target audience- "why own when you can rent?" and that owning versus renting was indeed the "next smart move!" through a bold, consistent and strategically executed advertising campaign and media plan. 



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DIGITAL PORTFOLIO_

VOLKSWAGEN

In accordance with their newly designed Volkswagen of America website, Crispin Porter + Bogusky came to FRANK. with the the task of transcribing the same user-friendly interface that made VW.com so successful, towards their dealership websites. Limited by certain HTML language restraints and dealer customization needs, FRANK. created a simplified design, that brought the level of usability and fit within the overall VW brand image to unmatched heights in the automotive industry. **F**



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DIGITAL PORTFOLIO_MINI

In cooperation with Crispin Porter + Bogusky, FRANK developed an innovative set of Adobe Flash-based banner advertisements engineered to take over the ad space next to it and draw attention to the fun-loving spirited energy of MINI's revamped line of Coopers. The animated MINI would drive right off the advertising banner dynamically careening around the page bumping different elements out of the way each time it was activated. The end result was a banner campaign that quite literally could not be ignored. [P](#)

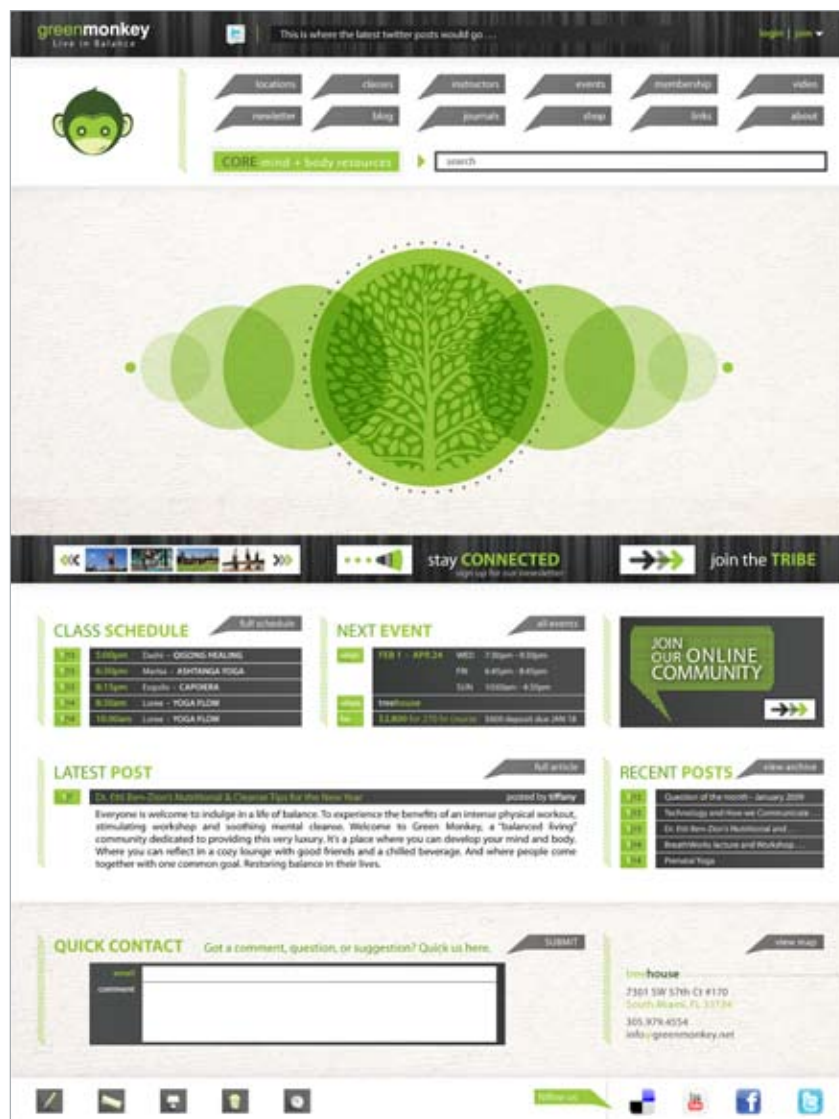


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DIGITAL PORTFOLIO_

GREEN MONKEY

Burgeoning yoga studio Green Monkey, approached FRANK. to expand their brand beyond “yogies with an interest in healthy food.” FRANK. developed an end-to-end integrated solution leveraging the strength of print, internet, and guerilla marketing techniques. With our help, Green Monkey is now targeting the balanced living lifestyle culture and has effectively increased its reach far beyond people who enjoy turning their bodies into pretzels. **F**



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DIGITAL PORTFOLIO_

OCEAN'S EDGE

A Florida mega-church came to FRANK. with a mega task: build a music label, a band and a way to sell it all. Lacking not only a name for this mission they had no website to promote it. FRANK. saw an online presence as a chance to not only promote the label (that we named Ocean's Edge,) it's recordings, sheet music and it's star product (their Christian rock band we dubbed, 'Higher Praise') but also as a powerful tool of commerce for them.

To do this, we built a fully Flash-based eCommerce website utilizing our onsite, in-house skills in Flash Remoting and Cold Fusion technologies. The result was a fully dynamic store-front that sells downloadable products like sheet music and mp3's, as well as fulfills physical sales. We custom-built a back-end client admin system so that Ocean's Edge could manage every aspect of their business and remain in control. To that end, we used a combination of SQL database and XML-formatted data files that allowed the site to serve them with tools to change and create the online store's categories and items, track customers and purchases, as well as manage all the content on the site.

Religion is a hard sell, but with FRANK.'s expertise, Ocean's Edge message is delivered. **F**




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DIGITAL PORTFOLIO_

MERCEDES AMG

For two years in a row, FRANK. created a viral, engaging online Flash game to simulate the performance of the AMG line of cars at the annual AMG Winter-Sporting Event in Sweden. Using the exclusive AMG 63 Black Series car, players aim for a perfect “drift”, a combination of speed, angle and skill, on a snow-filled icy track. Top-scorers appear on a microsite and all (good and bad) can send unique Holiday e-Cards invitations to get in the game.

The first year’s game featured a top-down view, and a behind-the-car, faux 3d-view in year two. Both games were technically challenging, requiring physics and complex math, as well as numerous fine-tuning to code details to get the cars to “perform” as close to the real-world car as possible. To this end, FRANK. worked one-on-one with AMG car designers and engineers to authenticate the user interface and experience.

Since going live, both games have been “stolen” from the AMG website and placed on over 50 unaffiliated online game. This game served as an extremely effective brand loyalty tool and in fact proved to be the single most successful element in the overall Mercedes-Benz AMG “after sales” campaign. 

AMG DRIFT COMPETITION



AMG WINTER CHALLENGE

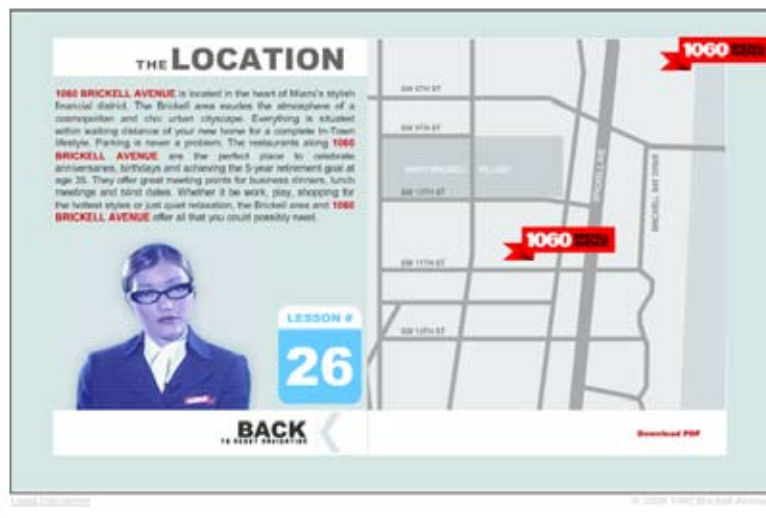


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DIGITAL PORTFOLIO_

AVENUE (1060 BRICKELL)


Avenue was one of the first 'in-town' real estate high rises in Miami. At the time, Miami was a suburb city. Unlike NYC, Miamians didn't consider living in-town. How would they ever survive? Playing up this idea we created a cohesive campaign that focused on helping people understand what living in-town meant; where to eat, drink, play, shop, order in, and well, live. To help even more we created a concierge, Julie Anne, who was the warm, friendly face that helped newcomers to "in-town life." The campaign brought to life our fun Julie Anne so successfully that buyers actually called Avenue asking to speak to her. Talk about brand integration... **F**



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DIGITAL PORTFOLIO_

VICTORIA'S SECRET PINK

We were commissioned by CP+B to develop a series of interactive game banner ads for Victoria's Secret sub-brand, Pink. The campaign was designed to attract the user by drawing attention to the Pink polka dot theme and the chance to win a prize by matching the dots. Special Flash programming was developed to get the file size as small as possible (below 50 kb) to optimize load speeds. 



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DIGITAL PORTFOLIO_

YAKIMA

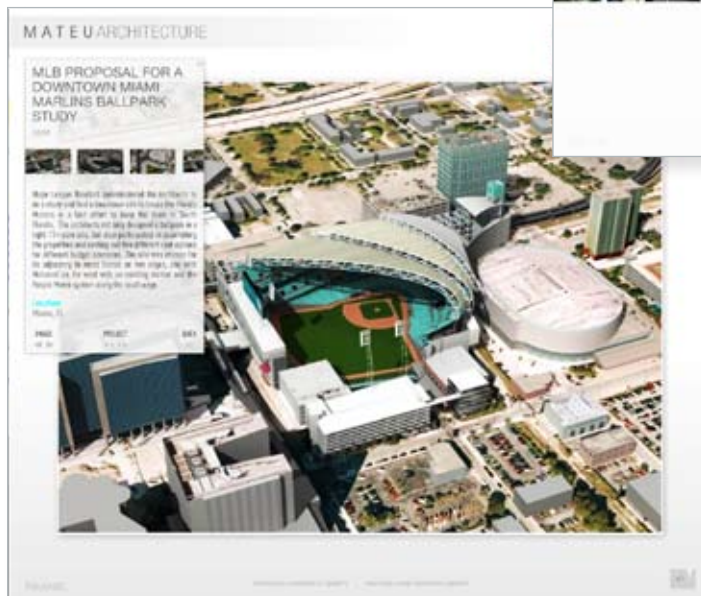
We were approached by Yakima to invigorate their web initiatives with a combination of cutting-edge Flash-based interaction and search engine friendliness. FRANK. developed the technology infrastructure to drive both the Flash-based and traditional HTML/CSS applications. We succeeded in creating a lightweight, easily maintainable code base that afforded Yakima unparalleled opportunity for future extensions. **F**



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DIGITAL PORTFOLIO_ MATEU ARCHITECTURE


At the helm of Mateu Architecture, an award-winning firm for decades, is Miami real estate visionary Roney Mateu. Roney has quite a resume: he helped shape the Miami skyline and designed some of the most memorable homes in South Florida (and for that matter, the world.) So when Roney wanted a fresh website, he came to FRANK. Known for his super sharp clean lines and minimalist design, he wanted to carry that over into the site, so we created a simple, yet functional site that still has a very dynamic vibe to it. The site showcases his projects in a way that not only pleases Roney but also entertains site visitors. A winning combo. [P](#)

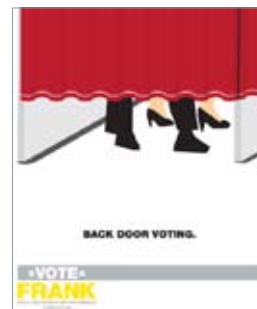


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DIGITAL PORTFOLIO_

FRANK VOTES

The Frank Votes site was a self promo, an interim microsite which aimed to feed on the energy of the presidential elections in 2008. The site put forward the fictional "Frank" candidate as a running man (based on the agency's name FRANK, which stands for 'a state of mind' rather than an actual person) and allowed participants to vote on their preferred first lady. It toyed with political issues in a humorous way and also acted as a forum where individuals could post their thoughts and ideas on the issues which were inescapable during the time of the campaign – comic relief. 

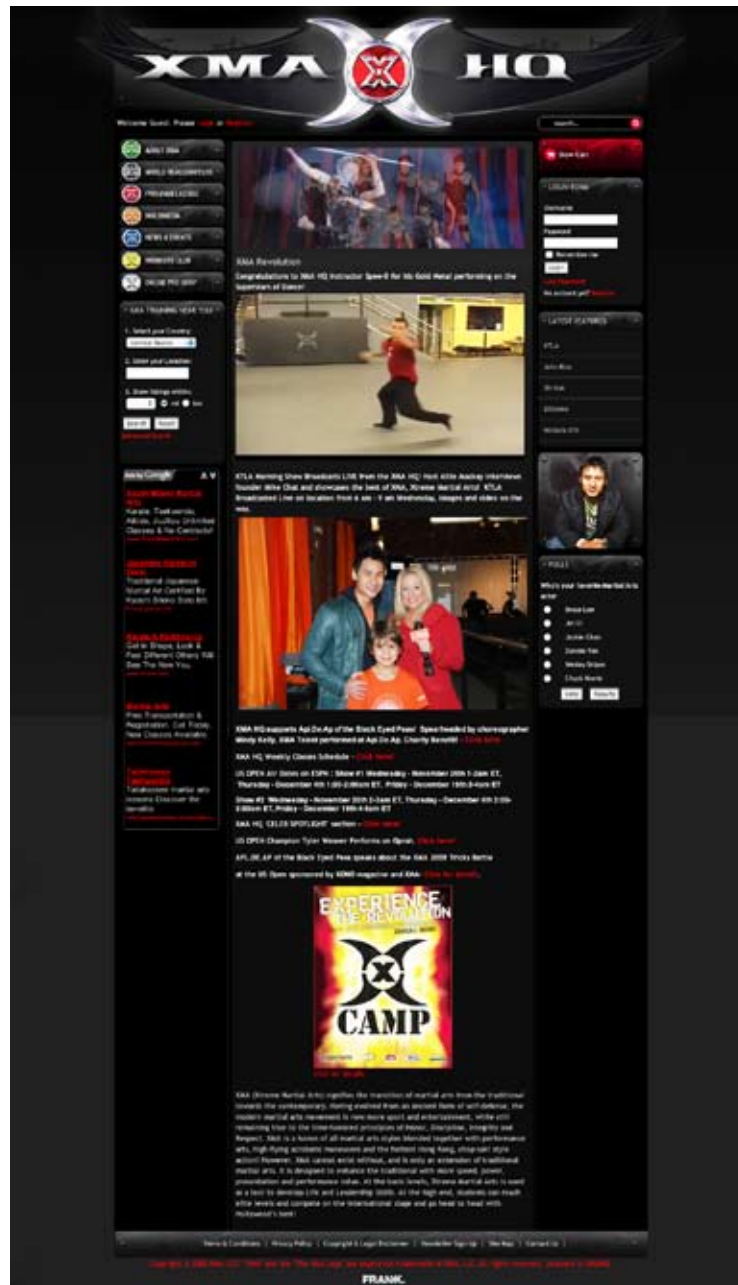


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DIGITAL PORTFOLIO

XMA (EXTREME MARTIAL ARTS)

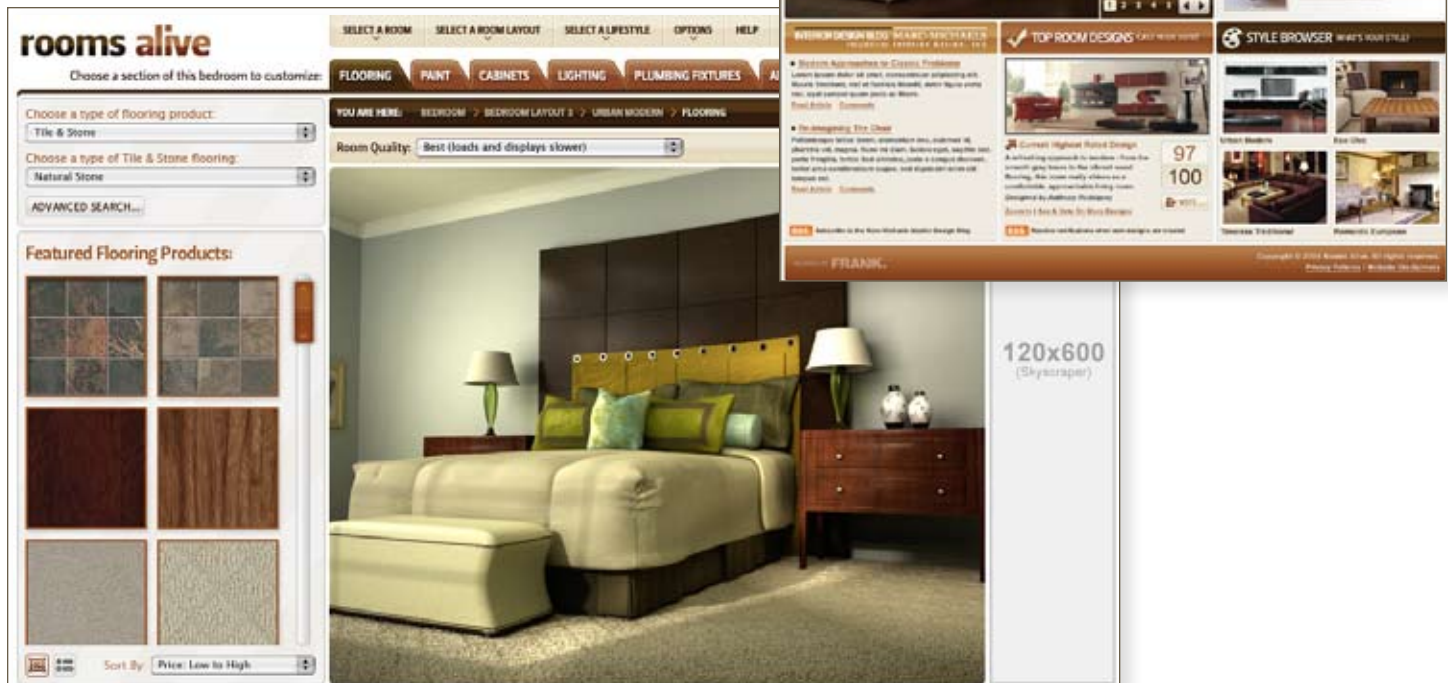
The XMA (Extreme Martial Arts) website aims to promote martial arts by drawing together a network of martial arts schools to push the sport into the forefront. The site also acts as a forum/portal for enthusiasts to stay updated on trends, events and training programs. **F**



F_ DIGITAL PORTFOLIO_ ROOMS ALIVE

Rooms Alive is an online home design portal with a custom 3-D Visualizer to assist consumers with designing their interior spaces error free- just like the pro's. It's a very robust web-based "program" with four main components:

- 1.) An e-comm marketplace with a serious CMS for home design products and accessories.
- 2.) A design resource website.
- 3.) A 3D interactive visual design application.
- 4.) A custom B2B supply-chain marketing and sales tool for industry manufacturers, distributors and retailers.



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DIGITAL PORTFOLIO_

ROOMS ALIVE

The strategic combination of being able to see an entire room selection including flooring, paint, window treatments, furniture and even accessories to your exact interior spec. prior to making the purchase thanks to a virtual 3D model, in addition to tapping into the 'best of breed' in interior design firms through an exclusive partnership with the world-class team of the Marc Michael's Group, makes this offering a first to market industry icon/benchmark.

FRANK. was involved from concept to completion providing an end-to-end solution—including product development (application design); branding (naming, logo, CI+VI); website design and coding; monetization strategies; design and development of an interactive demo as a sales tool for B2B supply chain network distribution; an integrated offline/online advertising and promotional campaign including traditional print, outdoor and transit and non-traditional guerilla, viral, online display + search and social network marketing techniques. 