





We Give It Life™

WE ARE A GROUP OF CREATIVE THINKERS
& PROBLEM SOLVERS.

WE ARE ARTISTS, STORY TELLERS, & DISRUPTERS.

WE ARE DESIGN REVOLUTIONARIES (D.R.s),
WHO BELIEVE THAT GOOD DESIGN CAN MAKE
THE WORLD A BETTER PLACE!

THE PITCH

LOGO

CREATIVE

STRATEGY

LOGO

WHAT MAKES A GOOD LOGO?

- Simple
- Easy to read
- Scalable
- Works well in B&W or in color
- Relevant to your audience
- Memorable

Some samples of logos we've created for other clients:





THE TOP 5 THINGS WE FOCUSED ON WHILE DESIGNING THE NEW LIVING SPACES LOGO

- MUST BE STYLISH
- MUST USE SOME FORM OF SPACE(S)
- MUST FEEL WELCOMING
- MUST WORK WELL IN COLOR OR B&W
- MUST INCLUDE AN ICONIC MARK THAT IS EASILY RECOGNIZABLE ON ITS OWN

WE ALSO WANTED TO DESIGN A LOGO THAT WOULD WORK WELL FOR INTRODUCING THE DIFFERENT BRAND SEGMENTS (PRODUCT CATEGORIES) AS COLORS.



LOGOS

LOGO



COLOR VARIANTS/COLOR CODING



LOGO



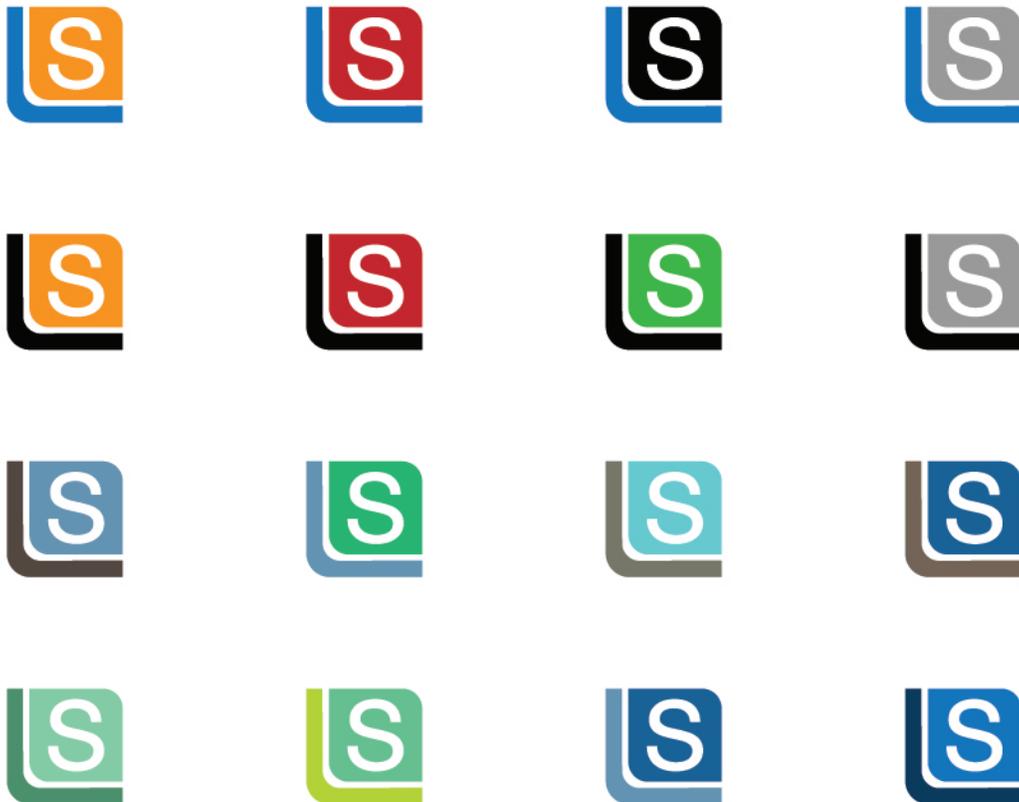
COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING



LOGO

LIVING  SPACES

COLOR VARIANTS/COLOR CODING

LIVING  SPACES

LIVING  SPACES

LIVING  SPACES

LIVING  SPACES

LIVING  SPACES

LOGO



COLOR VARIANTS/COLOR CODING



LOGO

LIVING SPACES

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COLOR VARIANTS/COLOR CODING

LIVING SPACES

LOGO



COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING



LOGO

LIVING SPACES

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COLOR VARIANTS/COLOR CODING

LIVING SPACES

LOGO



COLOR VARIANTS/COLOR CODING



LOGO



COLOR VARIANTS/COLOR CODING





WE WANTED TO FOCUS ON STYLE AND INDIVIDUALITY IN ORDER TO POSITION LIVING SPACES MORE AS A LIFESTYLE BRAND, RATHER THAN A FURNITURE STORE.

POTENTIAL TAGLINES -

- YOUR STYLE. YOUR SPACE.
- THIS IS LIVING.
- IMAGINE THE POSSIBILITIES.
- LIVING IN STYLE.
- CALIFORNIA LIVING (REGIONAL TAGLINE)
- ARIZONA LIVING (REGIONAL TAGLINE)
- AFFORDABLE STYLE.



WE FOCUSED OUR CREATIVE EFFORTS ON BRAND EXPERIENCE, BOTH IN-STORE AND BEYOND. THE GOAL WAS TO DEVELOP MINI-CAMPAIGNS THAT WOULD TRANSLATE WELL ACROSS MULTIPLE MARKETS AND MEDIUMS.

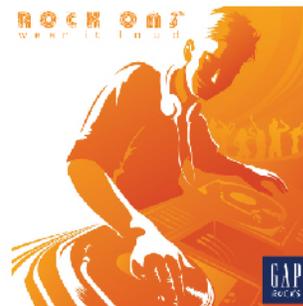
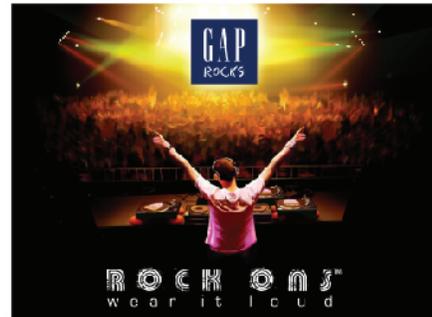
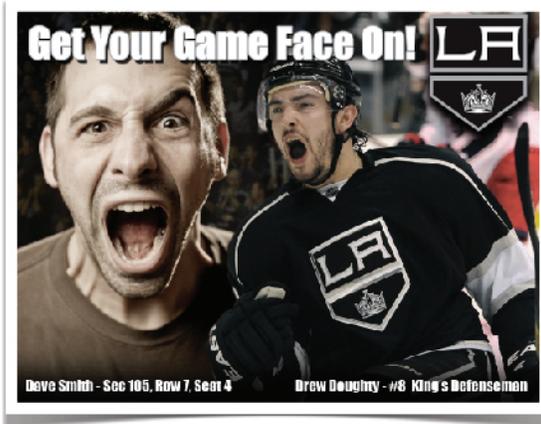
THE TOP 5 ELEMENTS WE TRIED TO INCLUDE IN ALL CAMPAIGNS AND COLLATERAL

- **SIMPLE** (MUST BE EASY TO USE AND UNDERSTAND)
- **FUN** (IT'S ALL ABOUT SMILES AND LAUGHTER)
- **INTERACTIVE** (MUST ENGAGE CONSUMERS)
- **CLEVER** (MUST CREATE AN EMOTIONAL REACTION AND PROMOTE CURIOSITY)
- **SHARE-WORTHY** (NEEDS TO LEVERAGE THE ABOVE FOUR IN A WAY THAT WILL MAKE PEOPLE WANT TO SHARE THEIR LIVING SPACES EXPERIENCE WITH OTHERS)

Some samples of creative campaigns we've worked on for clients:



Some samples of creative campaigns we've worked on for clients:



travelocity

Customer - Login

LOGIN TO GET YOUR FREE TRAVEL SPEAKERS. YOU'LL ALSO BE ABLE TO SELECT OUR FREE MP3 MUSIC, DOWNLOADS AND 1 FREE MP3 AUDIO BOOK.

JUST A WAY FOR US TO SAY THANK YOU FOR EXERCISING YOUR VOICE WITH TRAVELocity.

CREATE YOUR OWN PERSONAL VACATION COMPILATION!

Free Music And Audio Books To Enjoy During Your Worry-Free Travels...

THE FIRST AND ONLY ECO-FRIENDLY TRAVEL SPEAKERS.
Compact, Collapsible & Light Weight. These speakers require **No Batteries** and they're made from renewable resources. **So, they're good for you and good for the environment!**

Because every great vacation should come with the perfect soundtrack.

Speakers are compatible with all iPods, MP3, MP4, iRiMedia, and iPhones. Portable Charging Devices. Portable DVD Players and most laptop computers with a standard 15mm audio jack.



AFTER VISITING TWO OF THE LIVING SPACES STORES AND SPEAKING WITH CUSTOMERS AND EMPLOYEES, WE DESIGNED A USER EXPERIENCE THAT BEGINS FROM THE MOMENT A CUSTOMER WALKS THROUGH THE DOOR

BELOW ARE SOME OF THE COMPONENTS WE CREATED TO HELP ENHANCE THE CUSTOMER EXPERIENCE INSIDE A LIVING SPACES STORE.

- **THE GREETING BOARD** (SEE ILLUSTRATION)
- **POCKET-SIZE STYLE JOURNALS** (SEE ILLUSTRATION)
- **COLOR-CODED GALLERY WALLS** (SEE ILLUSTRATION)
- **PRODUCT CARDS**
- **STYLE VIGNETTES**
- **MOBILE APP WITH BUILT-IN QR CODE SCANNER**
- **POSSIBLE CO-SPONSORED SECTIONS**
(PAINT, PLANTS AND PRINTING)



THE GREETING BOARD



LIVING SPACES

LOUNGE

Accent Chairs,
Ottomans, Sofas
& Recliners

REVIVE

Mattresses
& Foundations

WORK

Desks, Chairs,
File Cabinets
& Bookcases

ELEMENTS

One of a Kind Accents
& International Pieces

SLEEP

Beds, Nightstands,
Dressers, Chests
& Mirrors

DINE

Barstools, Buffets,
Chairs, Tables
& Hutches

ILLUMINATE

Floor Lamps,
Table Lamps
& Pendants

GROW

Bunk Beds, Loft Beds,
Daybeds, Chests
& Desks



LOUNGE

Accent Chairs,
Ottomans, Sofas
& Recliners

REVIVE

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GROW

Bunk Beds, Loft Beds,
Daybeds, Chests
& Desks

Your Style. Your Space.



POCKET-SIZE STYLE JOURNAL

Your Style. Your Space.

www.LivingSpaces.com



LIVING SPACES

Style journal



Barstools, Buffets,
Chairs, Tables
& Hutches



DINE

Name Style# \$Price



Accent Chairs,
Ottomans, Sofas
& Recliners



LOUNGE

Name Style# \$Price



Beds, Nightstands,
Dressers, Chests
& Mirrors



SLEEP

Name	Style#	\$Price
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Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------



Desks, Chairs,
File Cabinets
& Book Cases



WORK

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------



Bunk Beds, Loft Beds,
Daybeds, Chests
& Desks



GROW

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
------	--------	---------

Name	Style#	\$Price
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Name	Style#	\$Price
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One of a Kind Accents
& International Pieces



ELEMENTS

Name Style# \$Price



Mattresses
& Foundations



REVIVE

Name Style# \$Price



Floor Lamps,
Table Lamps
& Pendants



ILLUMINATE

Name Style# \$Price



COLOR-CODED GALLERY WALLS

LOUNGE

Accent Chairs,
Ottomans, Sofas
& Recliners

"Decorate your home. It gives the illusion that your life is more interesting than it really is"

Charles M. Schuz (Author)

Your Style. Your Space.

WORK

Desks, Chairs,
File Cabinets
& Bookcases

"Have nothing in your house that you do not know to be useful, or believe to be beautiful"

William Morris (Craftsman)

Your Style. Your Space.

ELEMENTS

One of a Kind Accents
& International Pieces

"I'm fresh out of magic beans but can I interest you in an end table from the far reaches of India?"

Magic Bean Salesperson

Your Style. Your Space.

SLEEP

Beds, Nightstands,
Dressers, Chests
& Mirrors

"People who say they sleep like a baby usually don't have one.."

Leo J. Burke

Your Style. Your Space.

DINE

Barstools, Buffets,
Chairs, Tables
& Hutches

"There is nothing like staying at home for real comfort."

Jane Austen

Your Style. Your Space.

ILLUMINATE

Floor Lamps,
Table Lamps
& Pendants

"These aren't the droids you're looking for. Instead we've got these really cool lamps!"

Ben Obi-Wan Kenobi (sort of)

Your Style. Your Space.

GROW

Bunk Beds, Loft Beds,
Daybeds, Chests
& Desks

"This isn't a bunk bed, it's a fortress of awesomeness! No grownups allowed!"

Bossy Little Person

Your Style. Your Space.

REVIVE

Mattresses
& Foundations

"People, even more than things, have to be restored, renewed, revived, reclaimed and redeemed..."

Audrey Hepburn

Your Style. Your Space.



PRODUCT CARDS

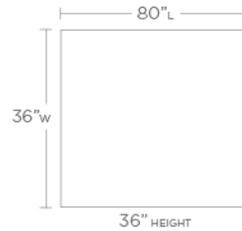
Tybalt
Accent Chair
\$595.00



Your Style. Your Space.

TYBALT COLLECTION

Sofa	\$995.00
Loveseat	\$980.00
Chair	\$595.00
Ottoman	\$280.00
Hi Leg Recliner	\$850.00



Get More Info



Use your Living Spaces app to scan the QR code.

Your Style. Your Space.

Greenwich
Chest
\$695.00



Your Style. Your Space.

GREENWICH COLLECTION

Chest	\$695.00
Dresser	\$110.00
Mirror	\$595.00
Door Chest	\$850.00
Nightstand	\$270.00
Cal King Storage Bed	\$895.00
Queen Storage Bed	\$695.00



Get More Info



Use your Living Spaces app to scan the QR code.

Your Style. Your Space.

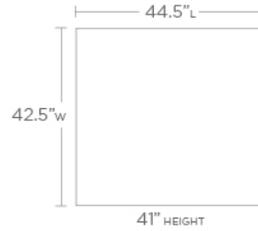
Bayou
Recliner
\$1,095.00



Your Style. Your Space.

BAYOU COLLECTION

Recliner	\$1,095.00
Chair	\$1,095.00
Sofa	\$1,495.00
Ottoman	\$420.00
Loveseat	\$1,470.00



Get More Info



Use your Living Spaces app to scan the QR code.

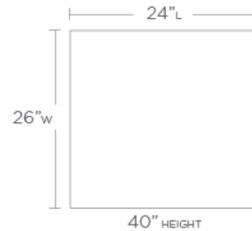
Your Style. Your Space.

Space
Office Chair
\$195.00



Your Style. Your Space.

Space Office Chair \$195.00



Get More Info



Use your Living Spaces app to scan the QR code.

Your Style. Your Space.

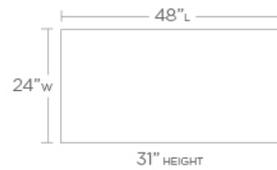
Livingston
Writing Desk
\$450.00



Your Style. Your Space.

LIVINGSTON COLLECTION

Writing Desk	\$450.00
Desk Chair	\$295.00
Hutch	\$295.00
Computer Desk	\$795.00
Corner Unit	\$150.00
4 Piece Office	\$1,690.00



Get More Info



Use your Living Spaces app to scan the QR code

Your Style. Your Space.

Woodland
Dining Table
\$560.00

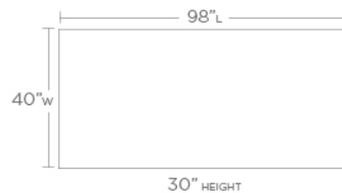


Your Style. Your Space.



WOODLAND COLLECTION

Dining Table	\$560.00
Side Chair	\$115.00
Credenza	\$650.00
Credenza Hutch	\$340.00
7 Piece Dining Set	\$1,250.00



Get More Info



Use your Living Spaces app to scan the QR code

Your Style. Your Space.

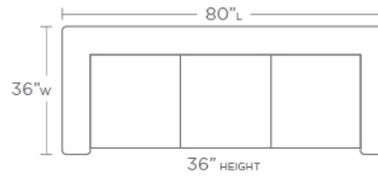
Gatsby
Sofa
\$995.00



Your Style. Your Space.

GATSBY COLLECTION

Sofa	\$995.00
Loveseat	\$980.00
Chair	\$595.00
Ottoman	\$280.00
Hi Leg Recliner	\$850.00



Get More Info



Use your Living Spaces app to scan the QR code

Your Style. Your Space.

Hepburn
Fab Queen Panel Bed
\$695.00



Your Style. Your Space.

HEPBURN COLLECTION

Fab Queen Panel Bed	\$695.00
Fab Cal King Panel Bed	\$895.00



Get More Info



Use your Living Spaces app to scan the QR code

Your Style. Your Space.

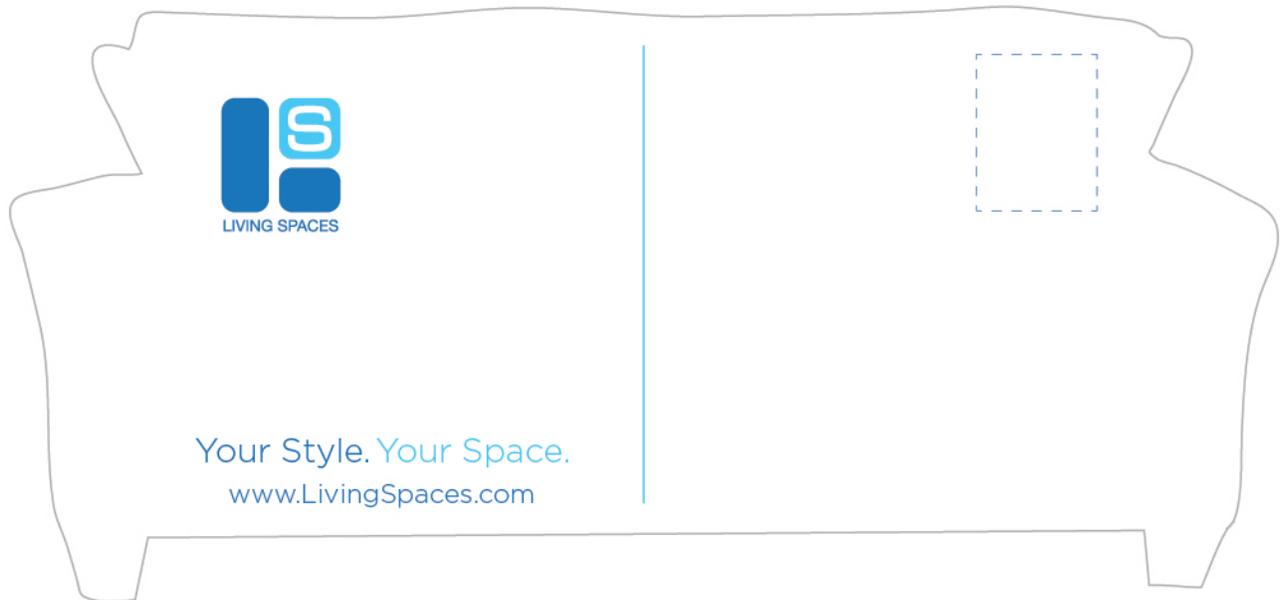


MAILER CARDS



Your Style. Your Space.
www.LivingSpaces.com







WE CREATED SEVERAL MINI-CAMPAIGNS TO HELP EXTEND THE LIVING SPACES BRAND BEYOND THE WALLS OF THE STORE. EACH CAMPAIGN IS DESIGNED TO BE INTERACTIVE IN ORDER TO CAPTURE CONSUMER DATA AND CALCULATE USER ENGAGEMENT. THIS WILL HELP DETERMINE THE SUCCESS AND ROI FOR EACH CAMPAIGN.

Office Spaces- A contest where people would submit videos showing why they deserve to win the Ultimate Office Space Makeover. The winner will get \$?,000 to spend at Living Spaces and a Personal Style Consultant to help them redesign their Office Space.

Meeting Spaces - A contest on meetup.com where meetup groups will submit videos showing why their meetup group should win a party sponsored by Living Spaces. Winning groups would be able to pick from one of three pre-styled (urban, retro or rustic) mobile spaces that would be brought to a location of their choice for a cocktail or tea party sponsored by Living Spaces

Giving Spaces - A philanthropic program created for the purpose of giving back to the community. Each Living Spaces location would sponsor one community project each month and donate a percentage of sales to providing a space makeover. Examples of possible projects: senior citizens home, VA hospital, group home, shelter for battered women, homeless shelter, etc. .



Holiday Spaces - An online contest where people will submit videos why they deserve to win a Family Room or Dining Room Makeover for the Holidays.

Little Spaces - A contest where kids or their parents submit a video showing why they should be selected to win the Ultimate Play House. Playhouses could be built in partnership with a local builder, and be sponsored by various businesses looking for brand exposure.

Manly Spaces - A contest where men (or women) will submit videos showing why they (or their husbands) deserve to win the ultimate Man Cave! People would vote for their favorite(s) and the person with the most votes would win a \$?,000 Living Spaces budget to style out their new Man Cave.

Tailgating Spaces - A contest where people would submit videos showing why they are the ultimate sports fans and deserve to win the ultimate Tailgate Trailer. People would vote for their favorite(s) and the person with the most votes would win a Tailgating Spaces trailer wrapped with their team's graphics. The side of the trailer would be designed to open up and have a full entertainment system inside (Paul's TV). There would also be couches and chairs that could be pulled out to create a seating area. There could even be a Grilling Spaces Grill (partnership opportunity).



Musical Chairs - A pumped up version of the game everyone loved as kids! A live DJ would be positioned on a stage in front of a large selection of chairs (all in-stock at the local Living Spaces store), which would be roped off. People would sign-up and be given a number to wear on their front (imagine the ones worn by people running in a marathon). Each game would start with a certain number of players and when the music stops, the person without a chair would be ejected from that round. After each round has ended one of the chairs would be covered and the DJ would start the music and the next round. The last man/woman sitting would win a gift card for Living Spaces and runner-ups would win other great prizes offered by co-sponsors.



One Nightstand – This campaign was created to be a play on words. The One Nightstand campaign will introduce people to the Living Spaces Elements line, while driving traffic online to a custom micro-site through a series of strategically placed ads. We also created scripts to be used for recording messages to be played when people call the number printed on billboards and in mock-personal ads run in local newspapers and tabloids. These voice recordings could also be used as radio spots.





One nightstand phone and radio script.

Recording For Men: A sultry female voice will be recorded to give the impression that you've called some sort of dating service.

Female Voice: Hey boys, are you looking for one nightstand, well you've called the right place. We have something for every man and you can feel confident knowing that our models are screened carefully so we can assure our customers the highest quality. Whether you like 'em smooth or rough around the edges, we've got the model for you. Oh and for those of you looking for more than one nightstand, we can set you up as well. Maybe you're looking for one that will support you and doesn't complain about you watching the game or even sitting around all day in you sweats. Yeah, that's right we even have ones that will wash your clothes, serve you dinner and even hold your beer as you watch football or play your favorite video game. We have light ones, dark ones, firm ones and even ones with extra padding. That's right, whatever your needs, we've got you covered. So what are you waiting for, we're open 'til 9pm, and if you order before 4pm you can be enjoying one of our fine models tonight.



One nightstand phone and radio script.

Recording For Women: A sexy male voice will be recorded to give the impression that you've called some sort of dating service. Imagine a late night radio DJ or Barry White meets James Bond.

Male Voice: Hey Ladies, if you're looking for one nightstand, you've called the right place. We have something for every woman and you can feel confident knowing that we take great care in screening each and every model in order to provide our customers with only the best. Whether you like 'em hard and chiseled or rough and rustic, we've got the model for you. Oh and for those of you looking for more than one nightstand, we can set you up as well. Maybe you're looking for a model to put your feet up on after a long day in heels, or you just want to curl up in their arms and snuggle under a warm blanket. Yeah, we even have models that will do the laundry without complaining and rest assured, they'll never be late for dinner. We have light ones, dark ones, firm ones and even ones with a little extra padding around the middle. That's right, whatever your needs, we've got you covered. So what are you waiting for, we're open 'til 9pm and if you order before 4 you can be enjoying one of our fine models to-night.



Public Spaces – Styling high-traffic public spaces with actual furniture or graphic wraps to show how any space can be made stylish.

Examples: public bus wraps, elevator door wraps, truck wraps, etc.





WE HAVE WRITTEN TWO DIFFERENT STYLES OF COMMERCIAL SCRIPTS, BOTH OF WHICH WERE DESIGNED TO BE VERSATILE IN ORDER TO FILM 2 TO 3 ALTERNATE VERSIONS OF EACH.

TELEVISION SCRIPT: CALIFORNIA LIVING
CREATIVE: D5W DESIGN GROUP
DESCRIPTION: TV - 30 sec.
DATE: 4 / 26 / 13
IDEA TITLE: SUNSIT BEACH PARTY

Audio-

Upbeat song track is playing, like "Fleet Foxes by Grown Ocean", "Rome by Yeasayer" or "Ocean Man by Ween"

Video-

We open with a shot of a truck (a well kept 1970's Chevy or Ford) pulling into a driveway in front of a house in a stylish middle-income neighborhood (maybe Culver City). A good looking couple in their mid 30's jump out of the truck and run up the walkway to the front door where a girl (also in her 30's) is waving and motioning for them to hurry up.

Hard-cut to a shot is of them carrying a couch out the front door and putting it in the back of the truck. As they close the tailgate we get a quick shot of a California license plate that says CALIVIN.

Fade to a shot from the inside of the truck looking out at the ocean as the truck drives down PCH. The truck pulls into a parking lot at the beach where there are several other trucks, also carrying couches and chairs, and even a VW bug with a bunch of bright-colored throw pillows strapped on top.

The camera moves around the cars and trucks following the people as they untie and unload the various pieces of furniture and carry them toward the sand. Those not carrying a couch or chair are carrying ice chests, blankets and pillows.

Fade to a shot of everyone on the beach, sitting on the couches and chairs all with drinks in their hands watching as the sun sets out over the pacific.

The camera circles behind to show everyone silhouetted against the sunset as the title comes onto the screen followed by the Living spaces logo and tagline.

Title: This is Living or alternate tile... This is California Living.

Living Spaces. Your Style, Your Space.



TELEVISION SCRIPT: JUST IMAGINE
CREATIVE: D5W DESIGN GROUP
DESCRIPTION: TV - 30 sec.
DATE: 4 / 26 / 13
IDEA TITLE: JUST IMAGINE

Audio-

The commercial would use an upbeat song track that builds slowly to work with the script. Song possibilities: "The Fade by Megafaun", "Memory by The Tellers",

Video-

We open with a shot of an attractive, stylish girl in her early to mid 30s sitting at the kitchen table, reading the paper and drinking her coffee.

The camera pans forward as she puts down the paper and lifts her mug to take a drink. As she lifts the mug with both hands we see the words "JUST IMAGINE" printed in bright colors on the side of the mug. Then, as she slowly lowers the mug from her mouth we see her expression change as though she just had a very clever idea.

The camera pulls back as the girl stands up from the kitchen table, now with a look of mischievous determination. She then puts her mug down on the table, which simultaneously transforms into a new dining table and chairs with colorful place settings and a large vase filled with fresh flowers. She then steps from behind the table and walks into her living room where she takes three bounding steps before jumping onto the couch, which immediately changes into a stylish new couch with brightly patterned pillows. She picks up one of the pillows and throws it onto an old recliner, which transforms into a stylish accent chair with a matching ottoman.

The camera spins left to follow the girl as she jumps off the couch and heads down a hallway toward an open door and a brightly lit room. As she walks, she drags her fingers across the surfaces of the walls causing mirrors and pieces of artwork to appear. As the girl walks through the doorway at the end of the hall we see it is her bedroom.

The camera shifts right as the girl jumps up onto her bed, which changes into a stylish bed set with colorful pillows and bedding. Then, with each bounce, the room changes slightly as new furnishings and decorations take the place of old ones. The girl then falls back onto the bed and the camera moves overhead to show a huge smile and look of satisfaction on her face.

The camera fades out of the bedroom and fades back in on the kitchen table and slowly moves in to show the "JUST IMAGINE" coffee mug sitting on the table next to the newspaper the girl had been reading. On the paper is a Living Spaces ad with bold type... "YOUR STYLE, YOUR SPACE."

Title- The Living Spaces logo appears on the screen with the title "IMAGINE THE POSSIBILITIES."

STRATEGY

IN ORDER TO PROMOTE THE LIVING SPACES BRAND WITHIN EACH MARKET AND PRIME NEW MARKETS BEFORE OPENING STORES, WE WILL CREATE VARIOUS CAMPAIGN LAUNCH STRATEGIES. EACH STRATEGY WILL BE BASED UPON LOCAL DEMOGRAPHICS AND ANALYZING DATA RECORDED FROM PREVIOUS CAMPAIGNS.

STRATEGIES WILL USE A COMBINATION OF PRINT ADS, DIRECT MAIL PROMOTIONS, TV COMMERCIALS, BILLBOARDS, RADIO SPOTS, SOCIAL MEDIA, AND GUERILLA STREET CAMPAIGNS.