COLUMN
FIVE

VISION

A future where everyone can live healthy and fulfilled lives.

MISSION

We do good work with good people. We tell stories and create experiences that bring people togther to help build the future we want to live in.

FIVE COLUMNS

Do Good Work

We achieve success with our partners by working together to solve complex challenges within any constraints.

Value Our Partners

We always work in their best interest because they enable us to do what we love each day.

Be Good to Each Other

We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

Be Humble

We can always improve.

Experiment Often

Try new things. Test. Fail. Tweak. Learn.

We help brands find, tell, and share their best stories

Founded in 2009, Column Five is a B2B-focused creative agency that helps ambitious brands find and tell their best stories to drive real results. We believe that businesses can shape the world for the better, and they can do it with strong communities of people behind them. By using the power of story—one of the last competitive advantages—we help brands reach their lifelong customers, build meaningful relationships, and make choices that are good for people and profit.

Capabilities + Services

Brand Strategy

Brand Heart
Product and Brand Naming
Logo Design
Visual Identity Design Systems
Brand Messaging
Brand Guidelines

Content Strategy

Competitive research and analysis
Discovery
Persona development
Customer Journey Map
Search and keyword strategy (SEO)
Channel Planning
Content Roadmap
Creative Recommendations
Campaign Planning
Measurement Approach

Content Creation

Annual Report
Copywriting and copyediting
Data Visualization
Ebooks
Explain Videos
Infographics
Interactive Content
Motion Graphics
Presentation Design
Reports
Social Media Content
Microcontent
Video
White Papers
Web Design & Development

Distribution

Audience Targeting
Campaign Management
Earned Outreach
Media Planning
Paid Social
Reporting

Who we work with

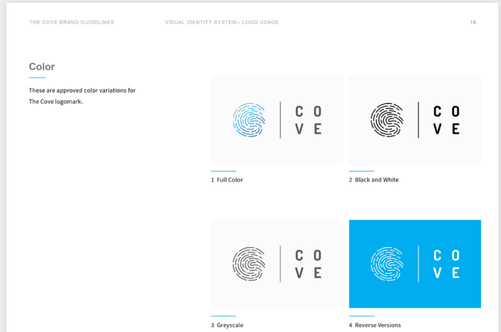
Microsoft
NIKE
Red Bull
invision
Pacific Life
zendesk
unicef
Bill & Melinda Gates foundation
Entrepreneur
Human Rights Campaign
Mashable
LinkedIn
American Heart Association | American Stroke Association
World Bank Group
Harvard University
UCI University of California, Irvine
UCLA
Columbia University in the City of New York
Marketo

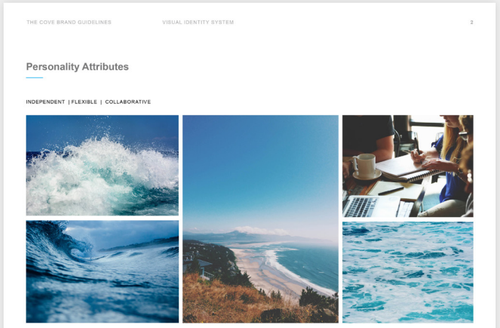
Brand Strategy

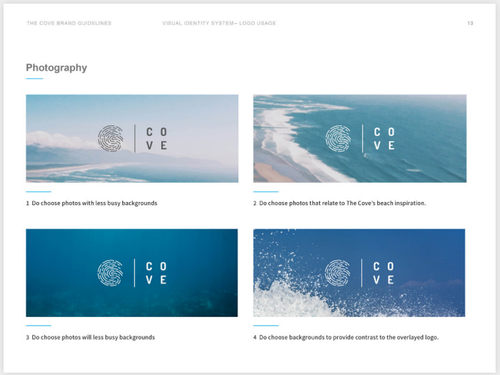
Visual Identity + Language

Top: LinkedIn CAMP, Harder+Company Community Research, ESPEN, GloFit
Bottom: UCB HAAS Institute A New Social Compact, civ.works, LinkedIn Hackday, Ownzones

UCI Branded Innovation







GloFit

LOGO COLORS

Color options for the Logo.

Full color

One color

Reversed on Black

One color, reversed

On Glo Gold

COLOR PALETTE

Glo Gold is the primary color for GloFit. The vibrant hue evokes the energy and health that GloFit products protect.

Ice and Slate are used as neutral tones to provide contrast to the other colors.

Vermillion, Ember, and Fuchsia are the secondary brand colors, extending the warmth and radiance of Glo Gold to other hues.

Primary Colors

Neutrals

Glo Gold
PMS 116C
#ffcb00
R 253 | G 208 | B 0
C 0 M 18 | Y 100 | K 0

Black
#000000
R 0 | G 0 | B 0
C 0 | M 0 | Y 0 | K 100

Ice
PMS 422C
#cedbdb
R 202 | G 200 | B 200
C 21 | M 17 | Y 17 | K 0

Slate
PMS 424C
#717271
R 113 | G 114 | B 113
C 57 | M 47 | Y 48 | K 14

Secondary Colors

Vermillion
PMS 151C
#ff8300
R 255 | G 131 | B 0
C 0 | M 60 | Y 100 | K 0

Ember
PMS Warm Red C
#f94338
R 255 | G 67 | B 56
C 0 | M 88 | Y 80 | K 0

Fuchsia
PMS Rhodamine Red C
#e00095
R 224 | G 0 | B 149
C 5 | M 97 | Y 0 | K 0

Tertiary Colors

Orchid
PMS 2602C
#8b1885
R 140 | G 24 | B 133
C 56 | M 98 | Y 0 | K 0

Azure
PMS 2925C
#0095d9
R 0 | G 153 | B 222
C 75 | M 35 | Y 0 | K 0

Riptide
PMS 3282C
#00bdc4
R 0 | G 188 | B 180
C 73 | M 0 | Y 37 | K 0

PATTERNS

The GloFit brand uses patterns as a secondary visual element. The patterns support the Logo and should never overpower it. The pattern designs are derived from parts of the Symbol, namely, the Hexagonal Ring and the Wing.

The Hexagonal Ring pattern communicates protection and stability, while the Wing represents mobility and energy.

Patterns must use colors from the GloFit brand Color Palette.

Symbol

Hexagonal Ring

Wing

INCORRECT USAGE: COMPOSITIONAL

DO NOT squish or stretch the Logo disproportionally.

DO NOT change the Symbol to Wordmark ratio.

DO NOT stack the Wordmark.

DO NOT place the Logo on an angle.

DO NOT alter the spacing of the Logo.

DO NOT alter the angle of the Symbol.

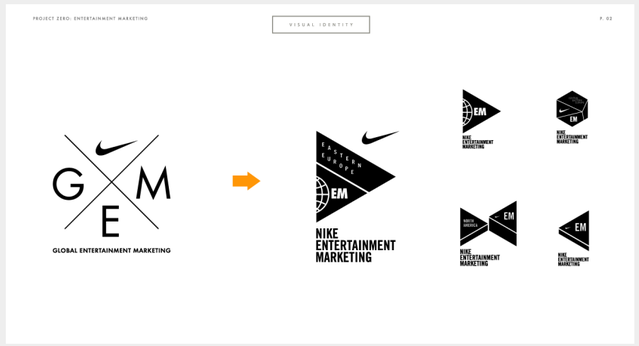
Logo

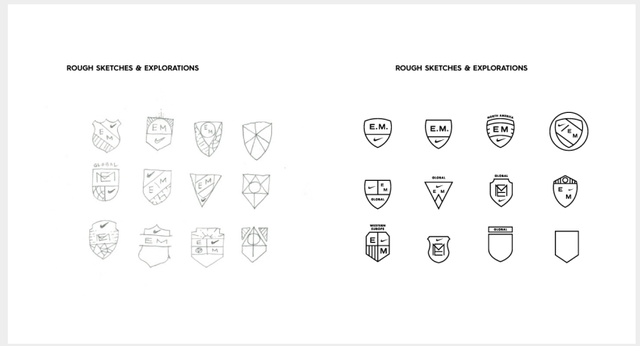
Symbol

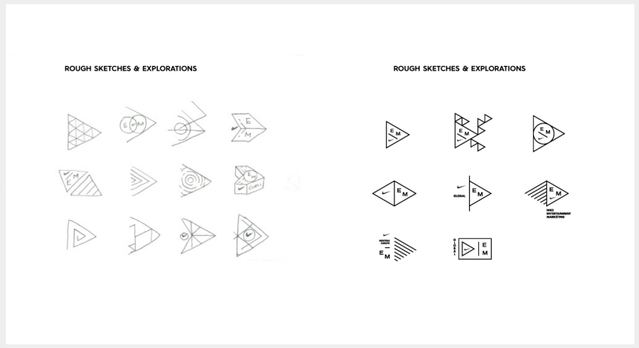
Wordmark

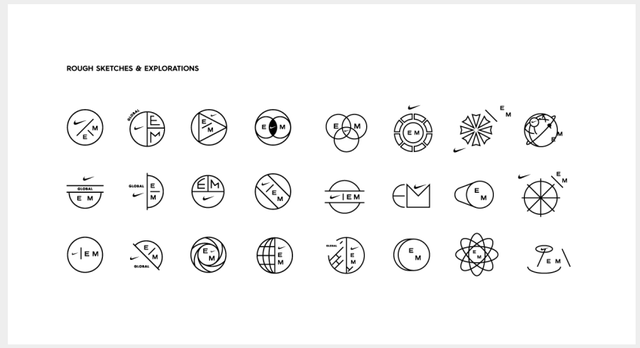
Nike

G
E
M
X
PROJECT ZERO: ENTERTAINMENT MARKETING

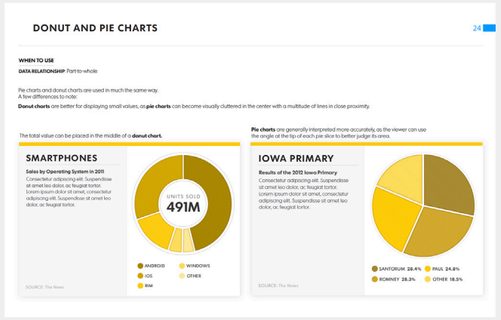

PROJECT ZERO: ENTERTAINMENT MARKETING
VISUAL IDENTITY
P. 02
GLOBAL ENTERTAINMENT MARKETING
NIKE ENTERTAINMENT MARKETING

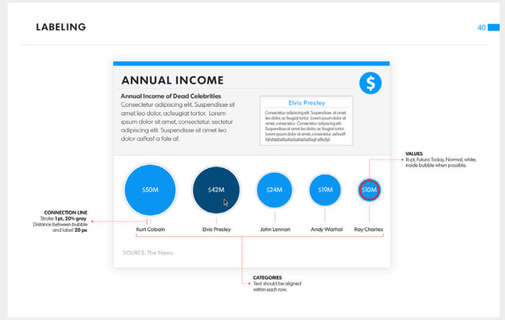

ROUGH SKETCHES & EXPLORATIONS
ROUGH SKETCHES & EXPLORATIONS

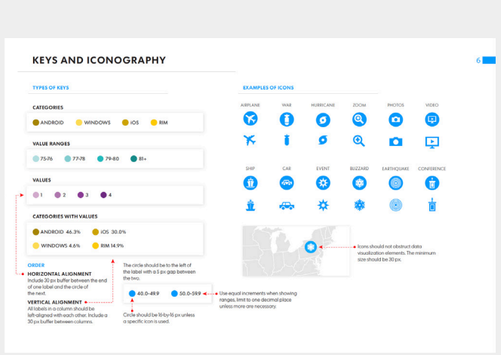

ROUGH SKETCHES & EXPLORATIONS
ROUGH SKETCHES & EXPLORATIONS

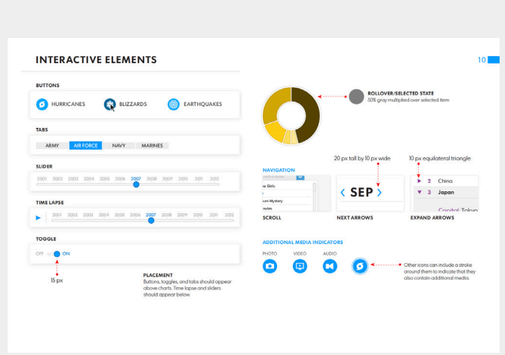

ROUGH SKETCHES & EXPLORATIONS

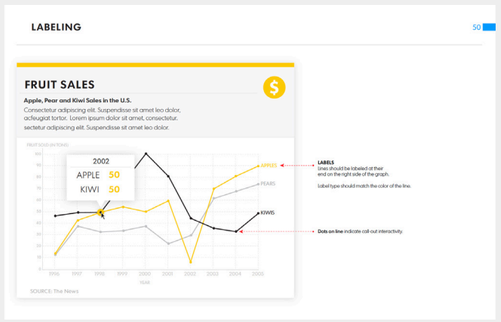
USA Today

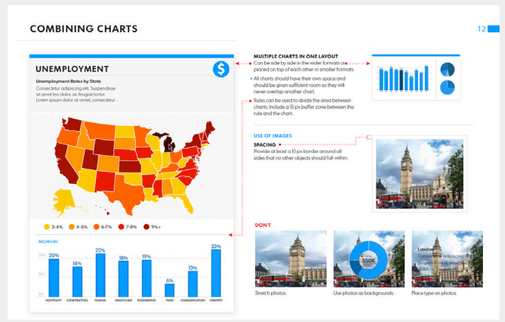


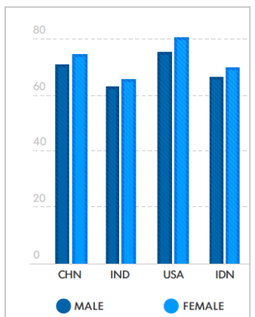








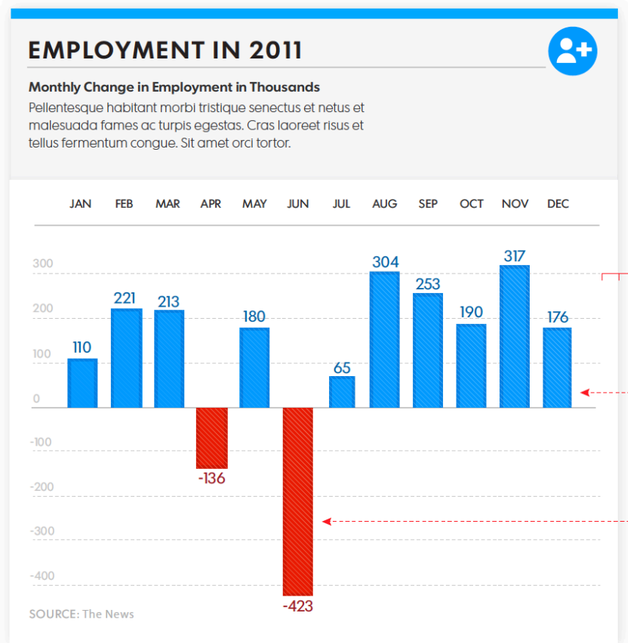




Multiple tints and shades of the brand color can be used for color-coding purposes when a category is divided into subcategories (e.g., if male and female statistics are being shown side-by-side for a given year).

DIMENSIONS AND STYLING

17

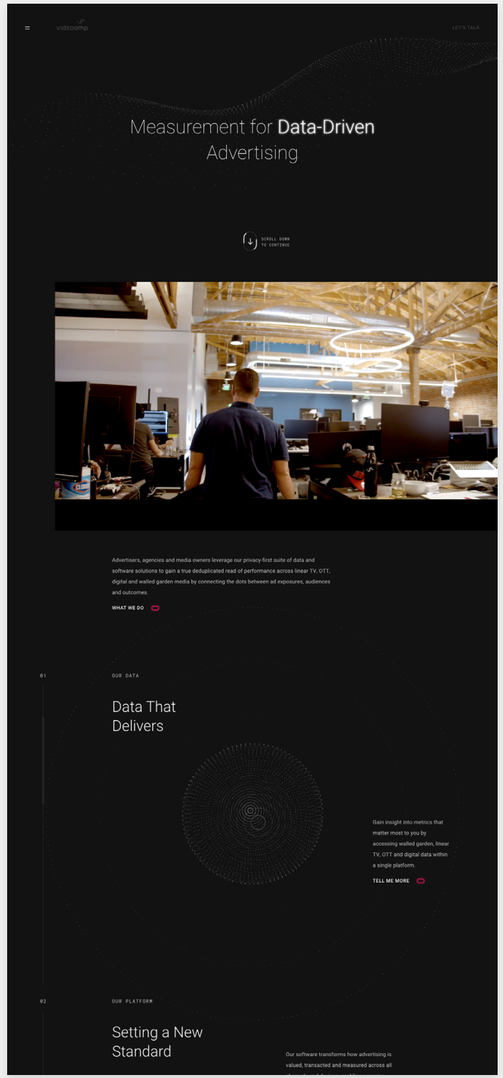


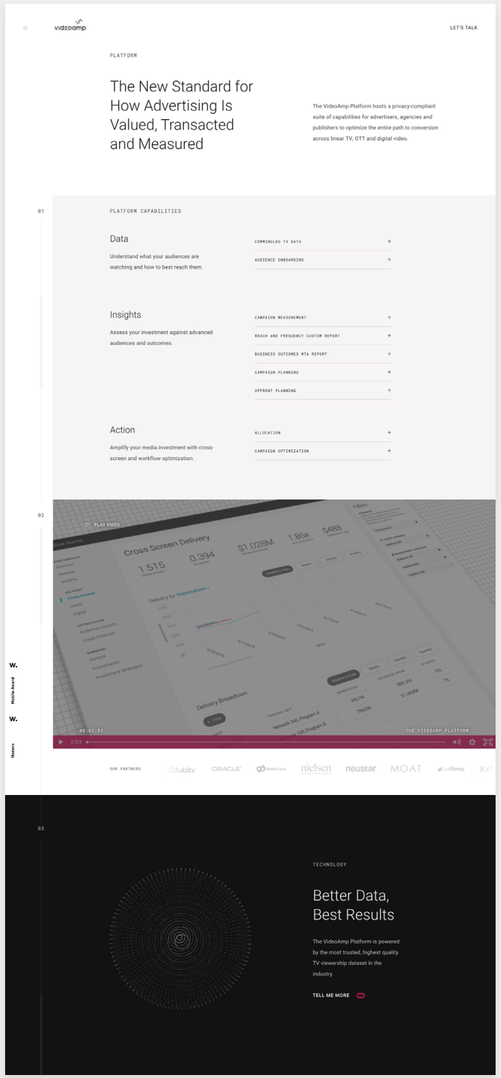
Creative Content

Web Design + Development

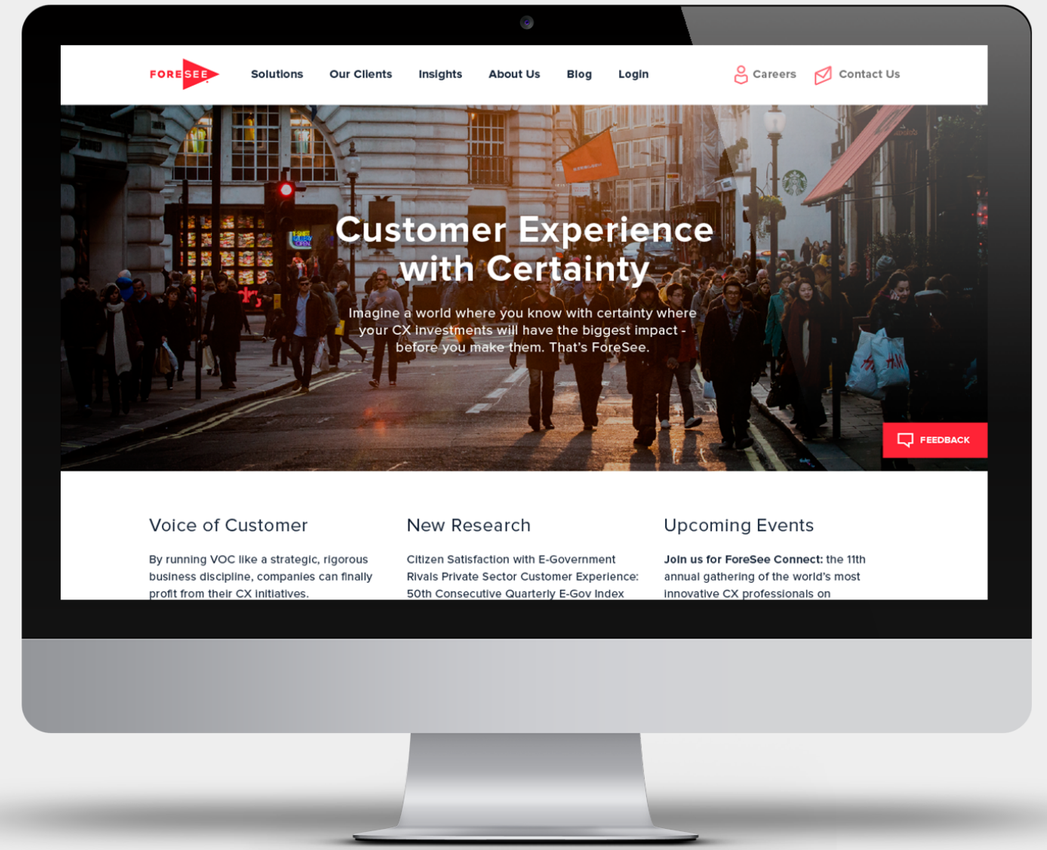
VideoAmp

videoamp
LET'S TALK
Measurement for Data-Driven Advertising
SCROLL DOWN TO CONTINUE


Measurement for Data-Driven Advertising
Data That Delivers
Setting a New Standard


The New Standard for How Advertising Is Valued, Transacted and Measured
Data
Insights
Action
Better Data, Best Results

ForeSee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Imagine a world where you know with certainty where your CX investments will have the biggest impact - before you make them. That's ForeSee.
FEEDBACK
Voice of Customer
By running VOC like a strategic, rigorous business discipline, companies can finally profit from their CX initiatives.
New Research
Citizen Satisfaction with E-Government Rivals Private Sector Customer Experience: 50th Consecutive Quarterly E-Gov Index
Upcoming Events
Join us for ForeSee Connect: the 11th annual gathering of the world's most innovative CX professionals on

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Why ForeSee?
Roles & Use Cases
Products
What is VOC?
Client Services
Roles & Use Cases
There are a lot of ways to increase revenue, brand loyalty, and market share. A comprehensive, effective VOC solution can achieve all three with one platform.
Senior Executive
Listen to your customers, cut through data overload, and prioritize improvements across the entire journey to deliver fantastic experiences and drive sales with certainty.
Channel Leader
Increase visibility and credibility by learning how changes you make to the CX within your channel impact sales, loyalty, and market share across all channels.
Location or Store Manager
Delight your customers and prioritize effective, efficient improvements wherever your customers interact with your brand in person.
Analyst
Detailed analytics, dashboards, executive reports, and assistance with data deep dives give you clarity on what the data says and make the case internally for changes that need to be made.
"Brands that deliver truly authentic, frictionless, and delightful experiences will find it is incredibly profitable: 85% of consumers would pay up to 25% more to ensure a superior customer experience."
Brian Solis, Altimeter Group, author of X: The Experience When Business Meets Design
There is no shortage of tools and services available to track customer experience, create custom surveys, and monitor brand engagement through social media. And yet, while 91% of businesses want to be CX leaders, only 37% have a formal CX initiative and only 20% consider their CX initiative to be at an advanced stage.
Something isn't working.
VOC can and should be a strategic, rigorous competency, and there's a right way and a wrong way to do it. Your Voice of Customer (VOC) program is the guide for your CX decisions. It needs to be as precise, accurate and reliable as your financial, operational, supply chain, and other metrics you use to guide your business. Consider these requirements for VOC maturity:
Measure the Whole Customer Journey: Your VOC strategy should include measuring the entire omnichannel experience including all customer touchpoints, devices, and channels. Only a consistent, integrated, holistic measurement provides actionable insights across the entire customer journey.
Unify and Analyze: You have huge volumes of customer data coming in from across channels, technologies, and business silos. Surface key insights and KPIs into holistic views that can be customized according to roles in your organization or shared in executive dashboards.
Prioritize Changes: Customer experience initiatives often result in reams of data and long lists of elements worth fixing, changing, or improving. But knowing which to address first can boost revenue, brand loyalty and market share quickly and efficiently.
Eliminate Guesswork and Act with Certainty: Educated guesses about your customers could cost your company millions of dollars. Using the same rigor when measuring customer experience that you use in other areas of operations can provide you with hard data to support your decisions, allowing you to eliminate guesswork and act with certainty.
Feedback Solution Sheet
Download the product solution sheet for a more in-depth look at ForeSee Feedback.
DOWNLOAD NOW
Sentiment Analytics
Download the Sentiment Analytics to give your customers a stronger voice.
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TOP
Solutions
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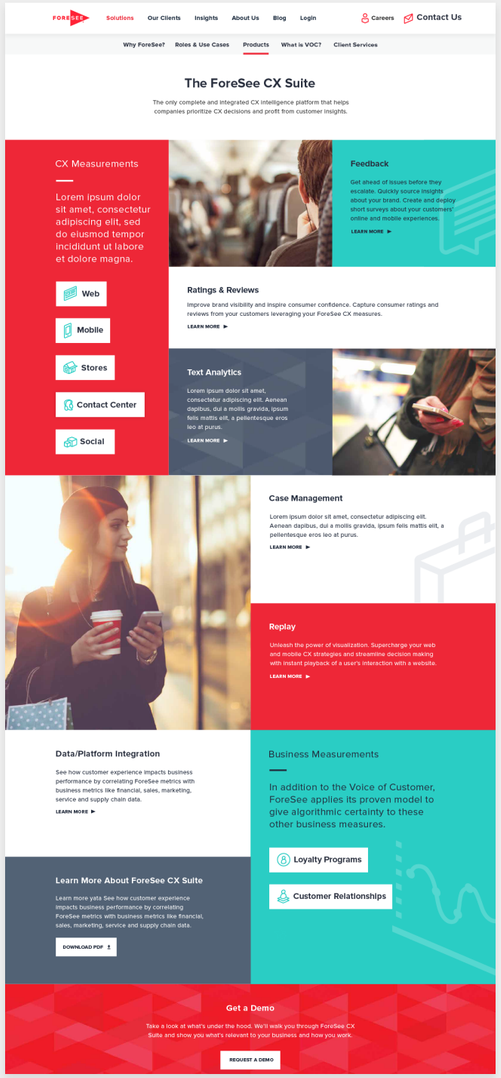
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What is VOC?
Client Services
The ForeSee CX Suite
The only complete and integrated CX intelligence platform that helps companies prioritize CX decisions and profit from customer insights.
CX Measurements
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Stores
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Feedback
Get ahead of issues before they escalate. Quickly source insights about your brand. Create and deploy short surveys about your customers' online and mobile experiences.
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Customer Relationships
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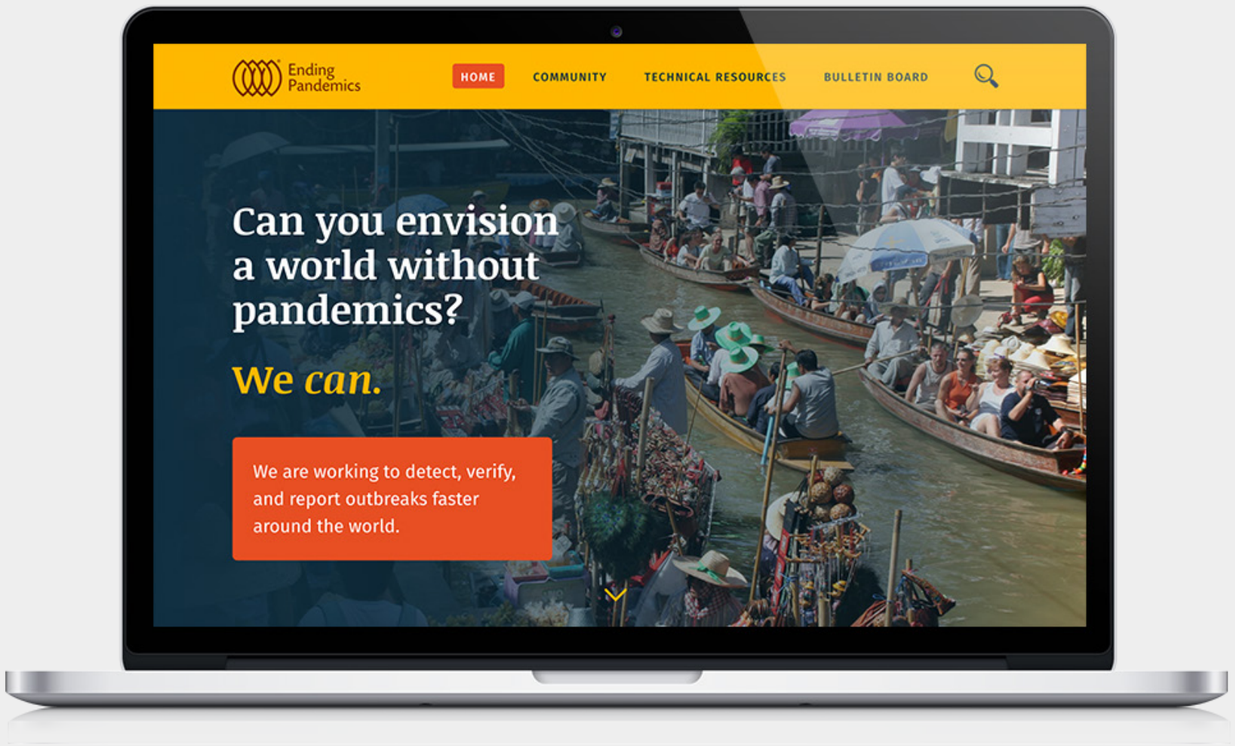
Take a look at what's under the hood. We'll walk you through ForeSee CX Suite and show you what's relevant to your business and how you work.
REQUEST A DEMO

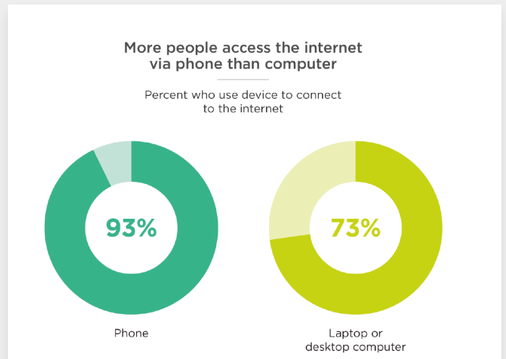
The Skoll Foundation

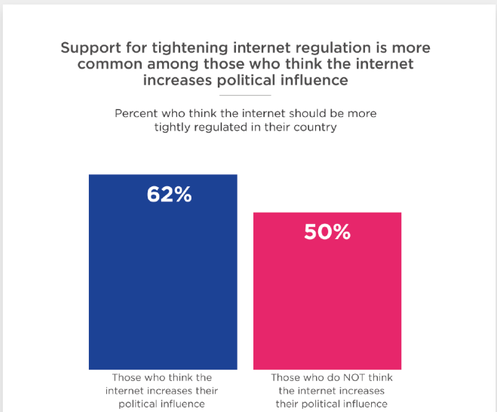


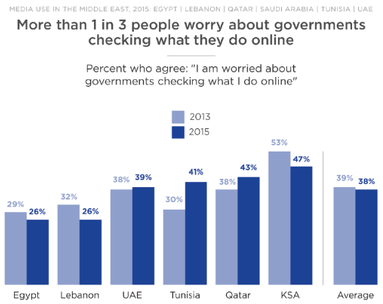
Creative Content

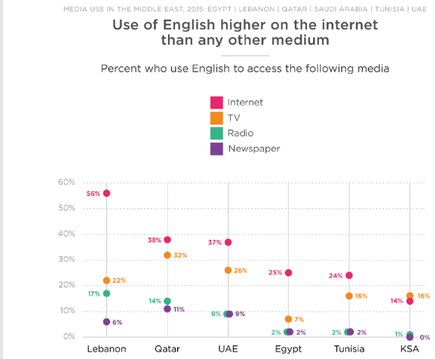
Data Visualization

Northwestern University









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- Student Assessment
- Teachers
- Tertiary Education
- Workforce Development

World Bank Education Financing

LATIN AMERICA & CARIBBEAN — ALL YEARS

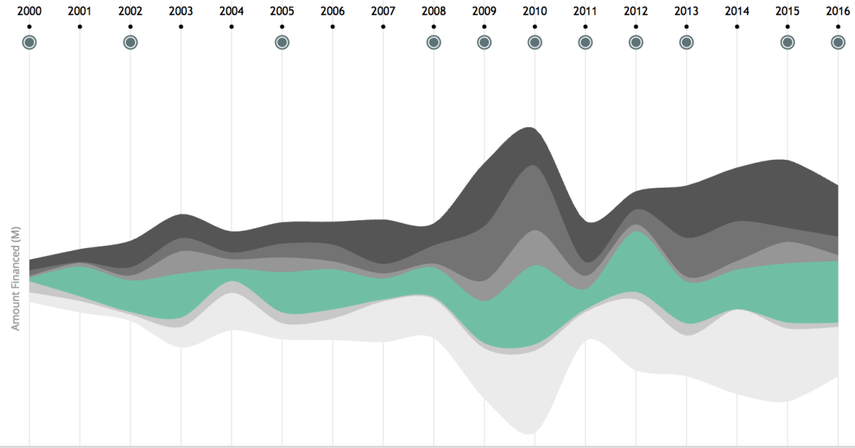
TOTAL:
11,642
MILLION

BASIC: 6,894
SEC/VOTECH: 2,377
TERTIARY: 2,371

HIGHLIGHTS

Regions

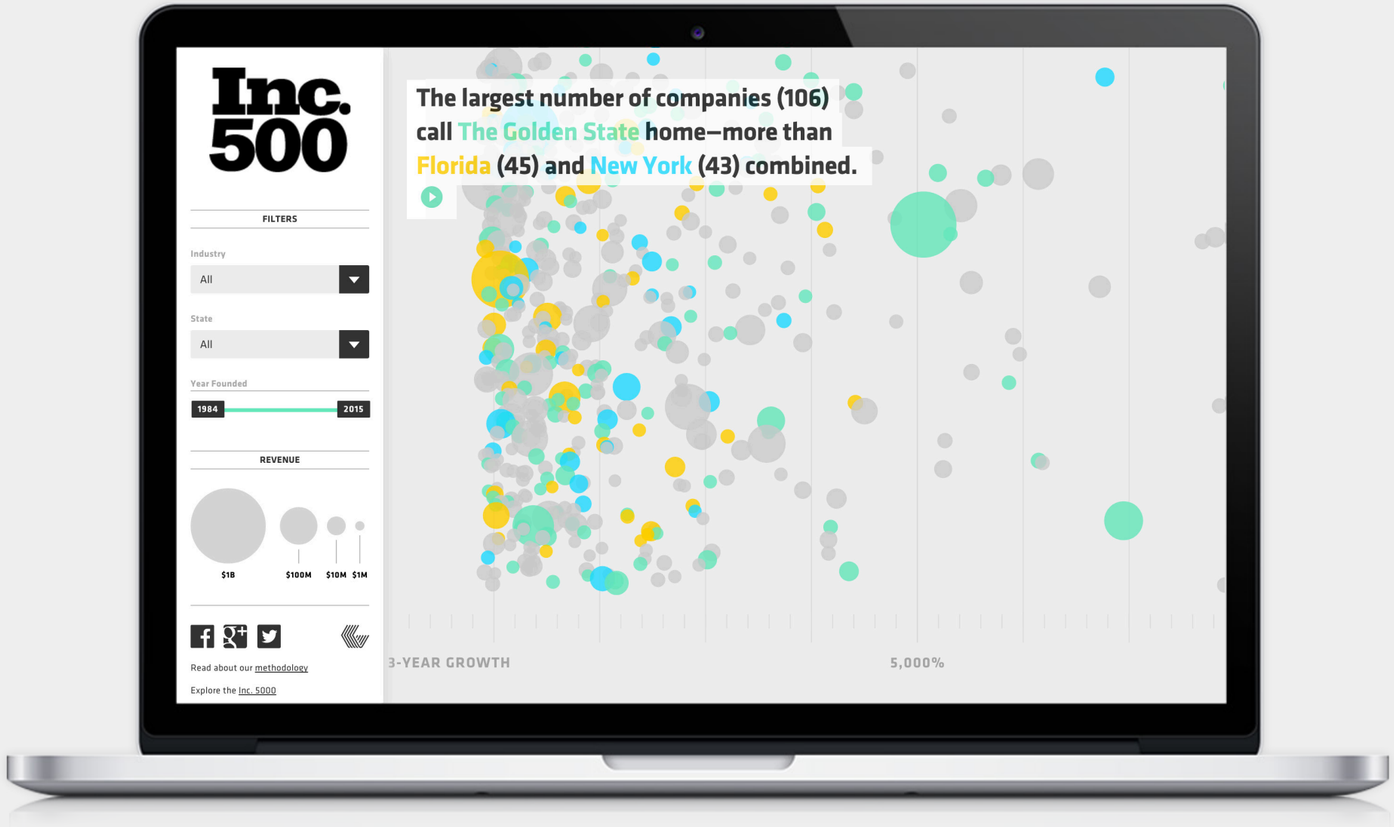
Africa | East Asia & Pacific | Europe & Central Asia | Latin America & Carribean | Middle East & North Africa | South Asia



Latin America & Caribbean
All Years

PROJECTS
246

Inc. 500

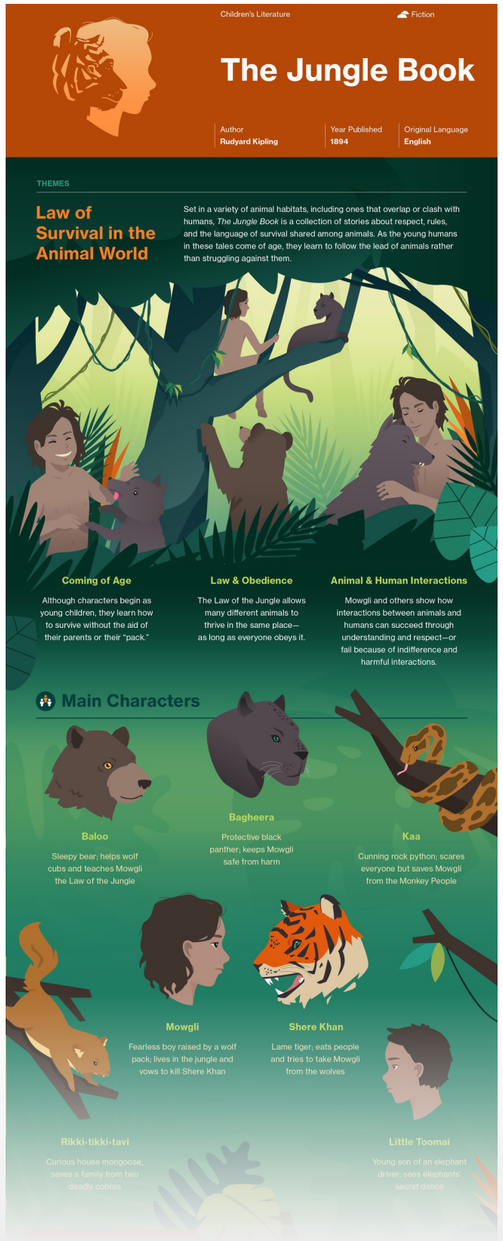

Inc. 500
FILTERS
Industry
All
State
All
Year Founded
1984
2015
REVENUE
$1B
$100M
$10M
$1M
Read about our methodology
Explore the Inc. 5000
The largest number of companies (106) call The Golden State home—more than Florida (45) and New York (43) combined.
3-YEAR GROWTH
5,000%

Creative Content

Infographics

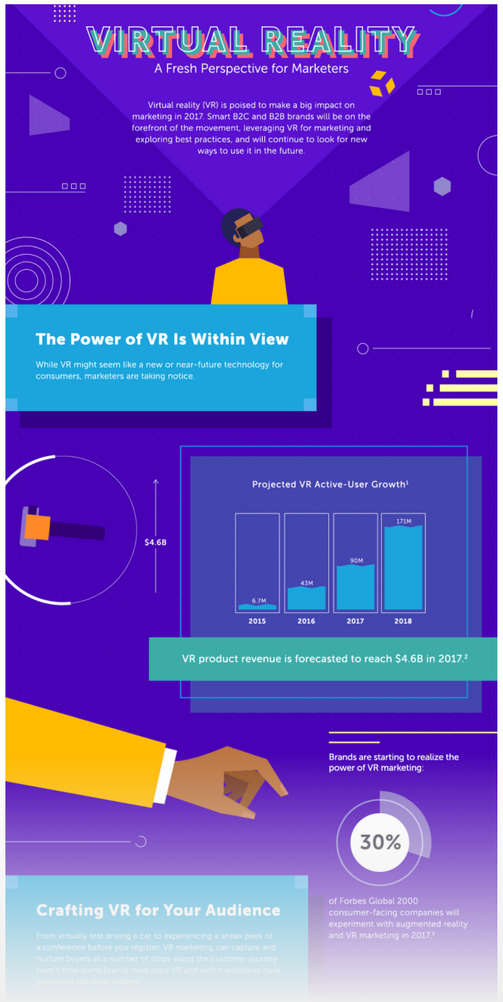
Course Hero

300+ and counting

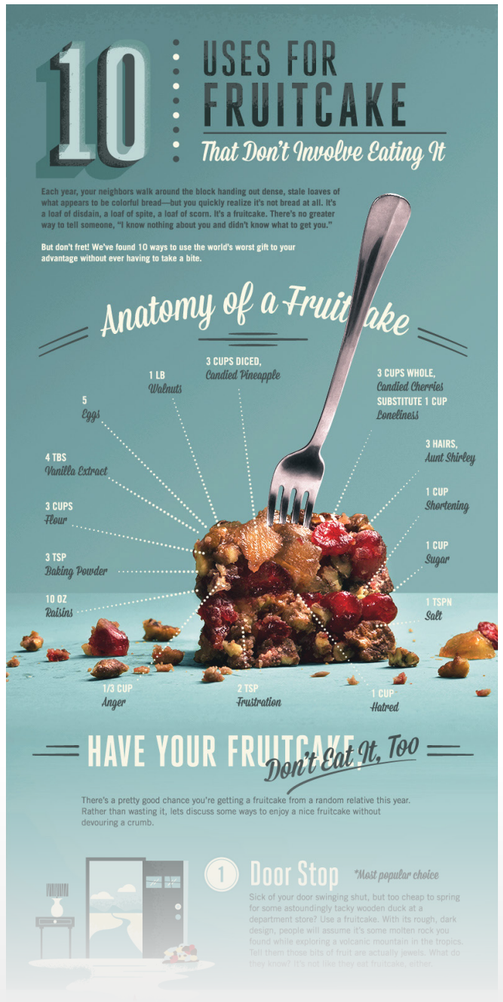


Marketo

SEE IT LIVE

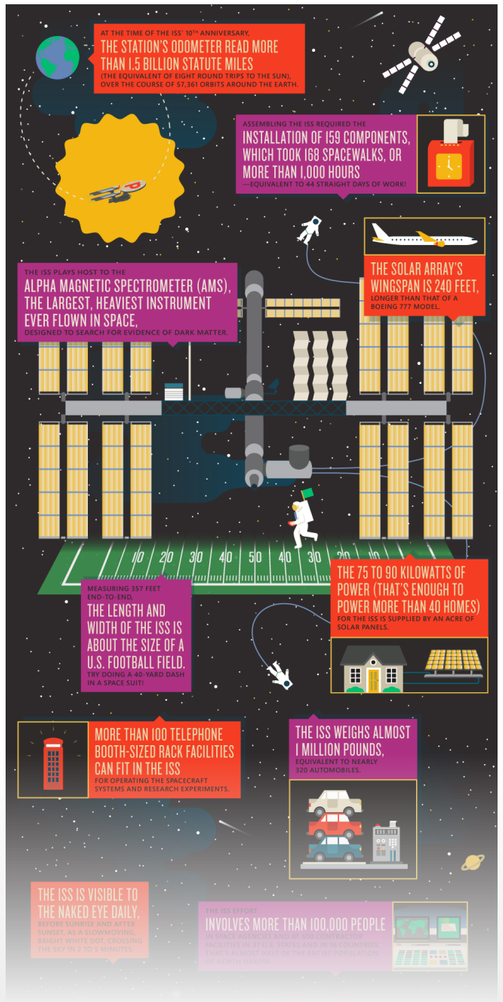


eBay



LinkedIn

Microsoft



Creative Content

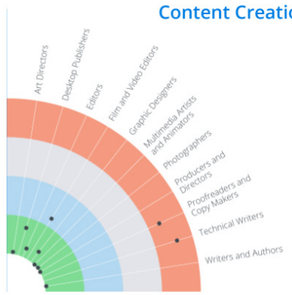
Microcontent

Dropbox

The future of work

Researchers at the University of Oxford studied the automation probability of various occupations. Jobs that require creative and social intelligence fall near the center of the circle. These are often characterized as knowledge work, and are least likely to be automated.

0-25% 25-50% 50-75% 75-100%



Download our *Get wise beyond your peers* eBook to learn more about your team. Dropbox

Manager

You're a conqueror of the complex, a deft coordinator and talented delegator.

Most likely industry
Technology

Least likely industry
Legal

Needs support:

- Fighting fires, distractions and interruptions
- Managing deadlines, budgets and logistics
- Communicating with teammates and vendors across time zones

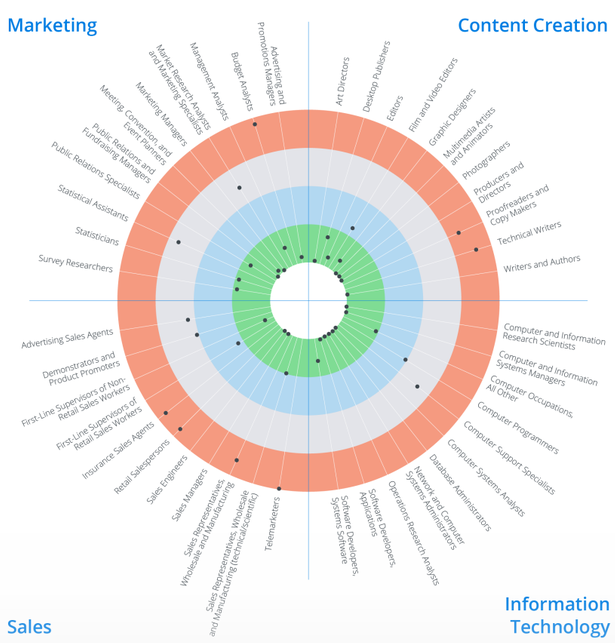
38% manage teams, while 50% are part of teams led by others.

Download our *Get wise beyond your peers* eBook to learn more about your team. Dropbox

The future of work

Researchers at the University of Oxford studied the **automation probability of various occupations.** Jobs that require creative and social intelligence fall near the center of the circle, and are least likely to be automated.[2]

0-25% 25-50% 50-75% 75-100%

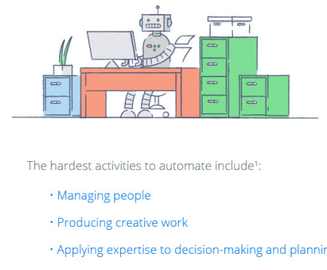


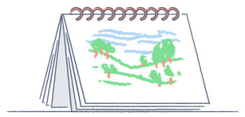
Get wise beyond your peers

Companies that optimize for the needs of modern employees will succeed in the changing workplace

The way we work is evolving

Machine learning is changing how we do business, as activities become automated and jobs are redefined. But it doesn't mean we're going to be replaced by machines.





The hardest activities to automate include[1]:

- Managing people
- Producing creative work
- Applying expertise to decision-making and planning

A need for knowledge workers

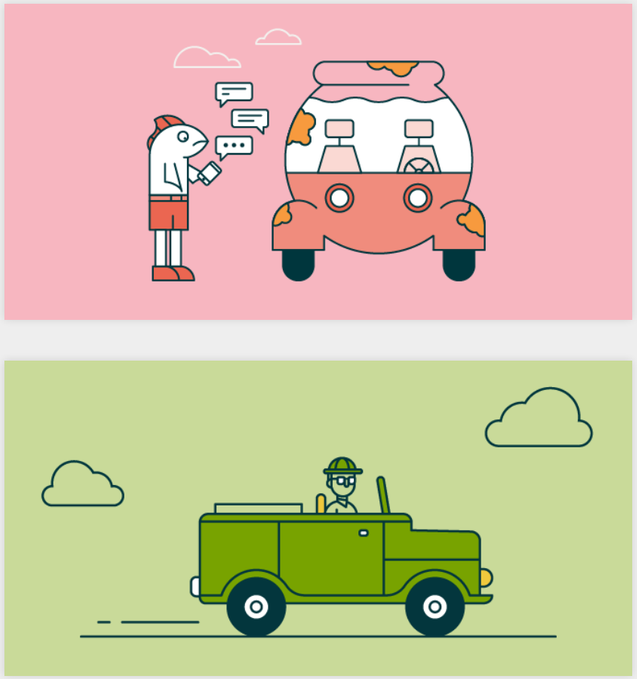
Amid the rise of automation, knowledge workers who use information to solve problems, collaborate, create, and make decisions will become more valuable than ever.

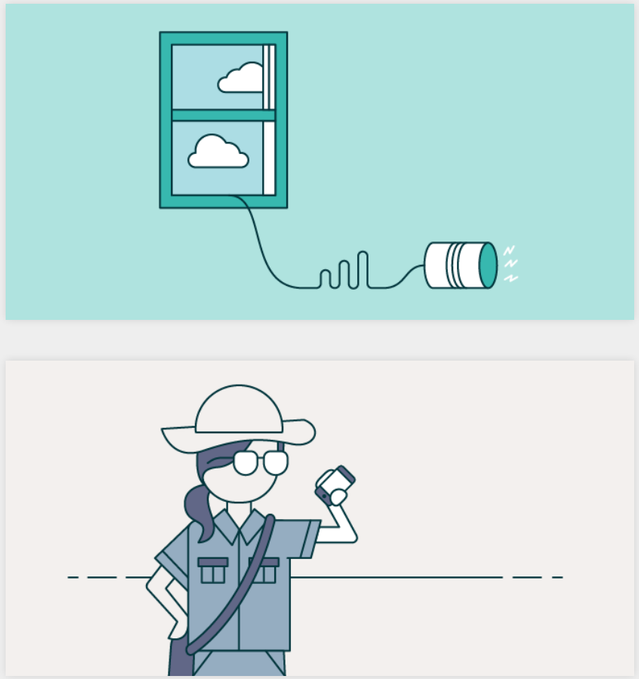
The future of work

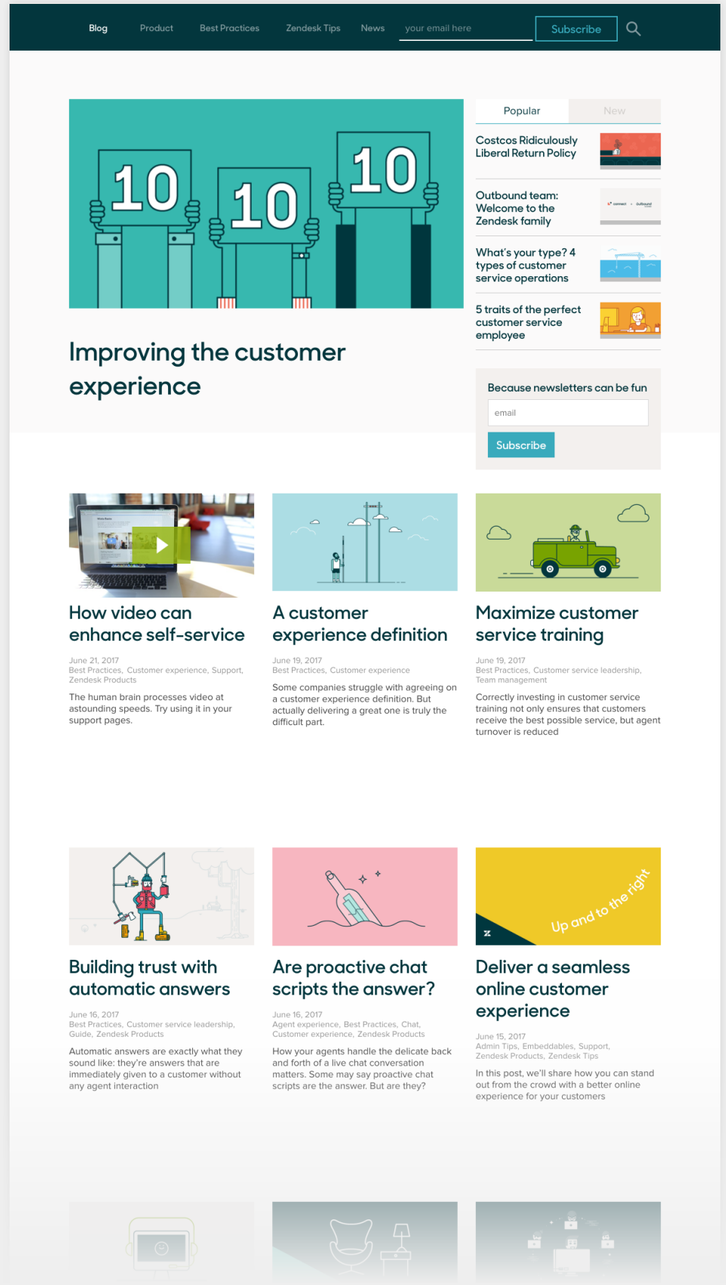
Researchers at the University of Oxford studied the **automation probability of various occupations.** Jobs that require creative and social intelligence fall near the center of the circle, and are least likely to be automated.[2]

0-25% 25-50% 50-75% 75-100%

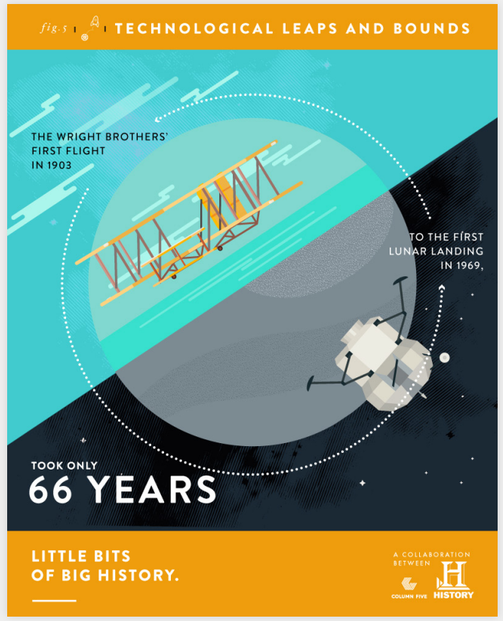
Zendesk






Blog
Product
Best Practices
Zendesk Tips
News
your email here
Subscribe
Popular
New
Costcos Ridiculously Liberal Return Policy
Outbound team: Welcome to the Zendesk family
What's your type? 4 types of customer service operations
5 traits of the perfect customer service employee
Improving the customer experience
Because newsletters can be fun
email
Subscribe
How video can enhance self-service
June 21, 2017
Best Practices, Customer experience, Support, Zendesk Products
The human brain processes video at astounding speeds. Try using it in your support pages.
A customer experience definition
June 19, 2017
Best Practices, Customer experience
Some companies struggle with agreeing on a customer experience definition. But actually delivering a great one is truly the difficult part.
Maximize customer service training
June 19, 2017
Best Practices, Customer service leadership, Team management
Correctly investing in customer service training not only ensures that customers receive the best possible service, but agent turnover is reduced
Building trust with automatic answers
June 16, 2017
Best Practices, Customer service leadership, Guide, Zendesk Products
Automatic answers are exactly what they sound like: they're answers that are immediately given to a customer without any agent interaction
Are proactive chat scripts the answer?
June 16, 2017
Agent experience, Best Practices, Chat, Customer experience, Zendesk Products
How your agents handle the delicate back and forth of a live chat conversation matters. Some may say proactive chat scripts are the answer. But are they?
Up and to the right
Deliver a seamless online customer experience
June 15, 2017
Admin Tips, Embeddables, Support, Zendesk Products, Zendesk Tips
In this post, we'll share how you can stand out from the crowd with a better online experience for your customers

The History Channel

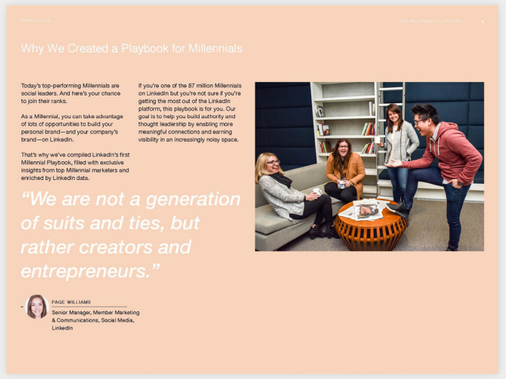


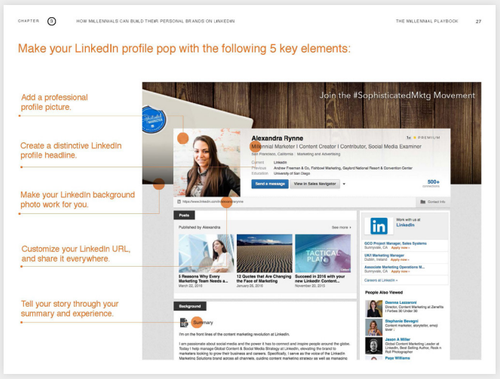
Creative Content

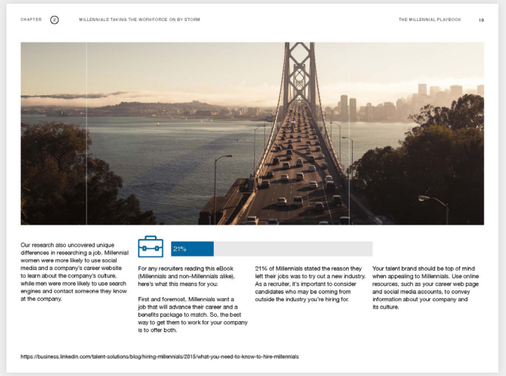
Ebooks

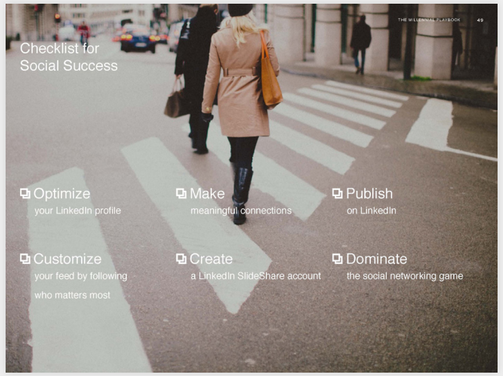
LinkedIn

CHAPTER
2
Millennials Taking on the Workforce by Storm

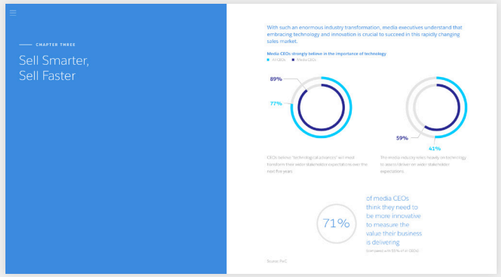

Why We Created a Playbook for Millennials
Today's top-performing Millennials are social leaders. And here's your chance to join their ranks.
As a Millennial, you can take advantage of lots of opportunities to build your personal brand—and your company's brand—on LinkedIn.
That's why we've compiled LinkedIn's first Millennial Playbook, filled with exclusive insights from top Millennial marketers and enriched by LinkedIn data.
If you're one of the 87 million Millennials on LinkedIn but you're not sure if you're getting the most out of the LinkedIn platform, this playbook is for you. Our goal is to help you build authority and thought leadership by enabling more meaningful connections and earning visibility in an increasingly noisy space.
"We are not a generation of suits and ties, but rather creators and entrepreneurs."
PAIGE WILLIAMS
Senior Manager, Member Marketing & Communications, Social Media, LinkedIn


CHAPTER 2
HOW MILLENNIALS CAN BUILD THEIR PERSONAL BRANDS ON LINKEDIN
THE MILLENNIAL PLAYBOOK 27
Make your LinkedIn profile pop with the following 5 key elements:
Add a professional profile picture.
Create a distinctive LinkedIn profile headline.
Make your LinkedIn background photo work for you.
Customize your LinkedIn URL, and share it everywhere.
Tell your story through your summary and experience.
Join the #SophisticatedMktg Movement
Alexandra Rynne
Posts
Background
People Also Viewed


CHAPTER 2
MILLENNIALS TAKING THE WORKFORCE ON BY STORM
THE MILLENNIAL PLAYBOOK 19
Our research also uncovered unique differences in researching a job. Millennial women were more likely to use social media and a company's career website to learn about the company's culture, while men were more likely to use search engines and contact someone they know at the company.
21%
For any recruiters reading this eBook (Millennials and non-Millennials alike), here's what this means for you:
First and foremost, Millennials want a job that will advance their career and a benefits package to match. So, the best way to get them to work for your company is to offer both.
21% of Millennials stated the reason they left their jobs was to try out a new industry. As a recruiter, it's important to consider candidates who may be coming from outside the industry you're hiring for.
Your talent brand should be top of mind when appealing to Millennials. Use online resources, such as your career web page and social media accounts, to convey information about your company and its culture.
https://business.linkedin.com/talent-solutions/blog/hiring-millennials/2015/what-you-need-to-know-to-hire-millennials


THE MILLENNIAL PLAYBOOK 49
Checklist for Social Success
Optimize your LinkedIn profile
Make meaningful connections
Publish on LinkedIn
Customize your feed by following who matters most
Create a LinkedIn SlideShare account
Dominate the social networking game

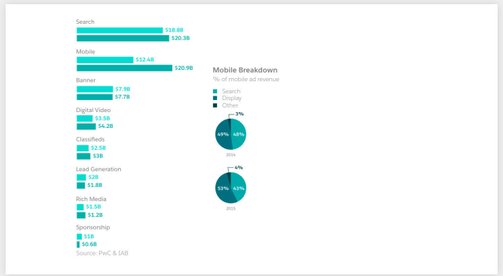
Salesforce


CHAPTER THREE
Sell Smarter, Sell Faster
With such an enormous industry transformation, media executives understand that embracing technology and innovation is crucial to succeed in this rapidly changing sales market.
Media CEOs strongly believe in the importance of technology
89%
77%
59%
41%
71%
of media CEOs think they need to be more innovative to measure the value their business is delivering

CHAPTER TWO
New Channels Bring New Revenue Streams
Digital Ad Channels Are A Growing Revenue Source
17%
19%
20%
22%
25%
2011
2012
2013
2014
2015

salesforce
Next-Generation Advertising Sales
Moving Fast in a Rapidly Evolving Advertising Sales Market
EXPLORE

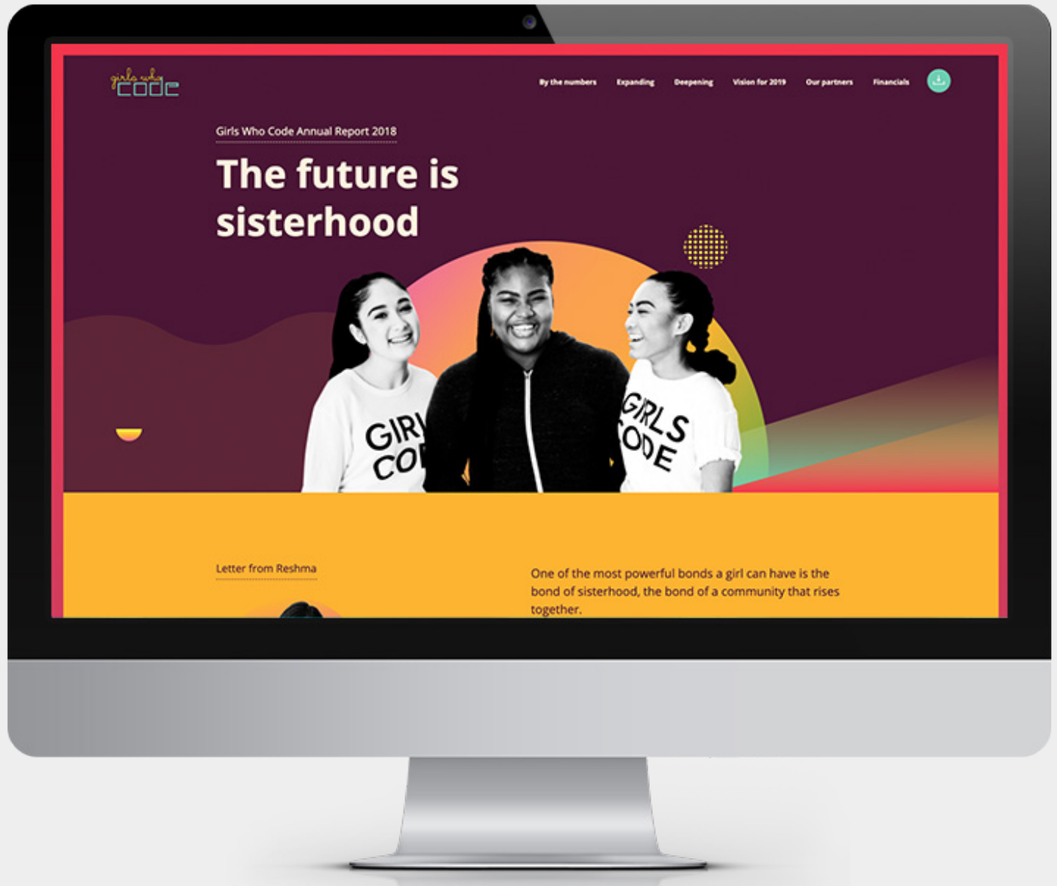
As media sales organizations' businesses become more complex and faster-paced than ever before, Salesforce is empowering some of the world's largest and most innovative media companies with a next-generation solution to help ad sales teams do business more efficiently and effectively on the go–selling faster and engaging with customers more deeply.
67%
of media executives think customer relationship management systems are the technology with the greatest ROI.
Source: PwC
Media organizations must focus on three key tactics to create a successful next-gen advertising platform:

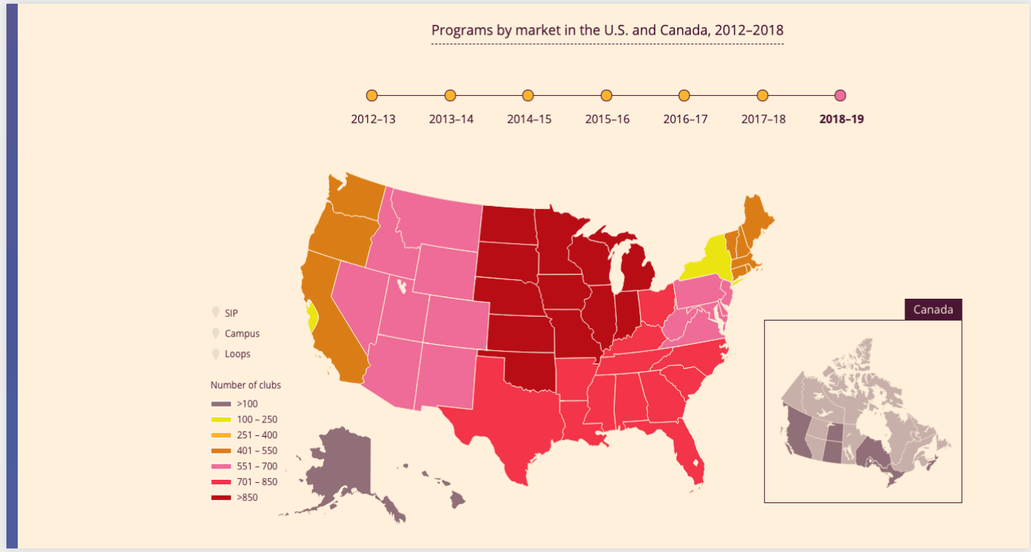

Search
$18.8B
$20.3B
Mobile
$12.4B
$20.9B
Banner
$7.9B
$7.7B
Digital Video
$3.5B
$4.2B
Classifieds
$2.5B
$3B
Lead Generation
$2B
$1.8B
Rich Media
$1.5B
$1.2B
Sponsorship
$1B
$0.6B
Source: PwC & IAB
Mobile Breakdown
% of mobile ad revenue
Search
Display
Other
3%
49%
48%
2014
4%
53%
43%
2015

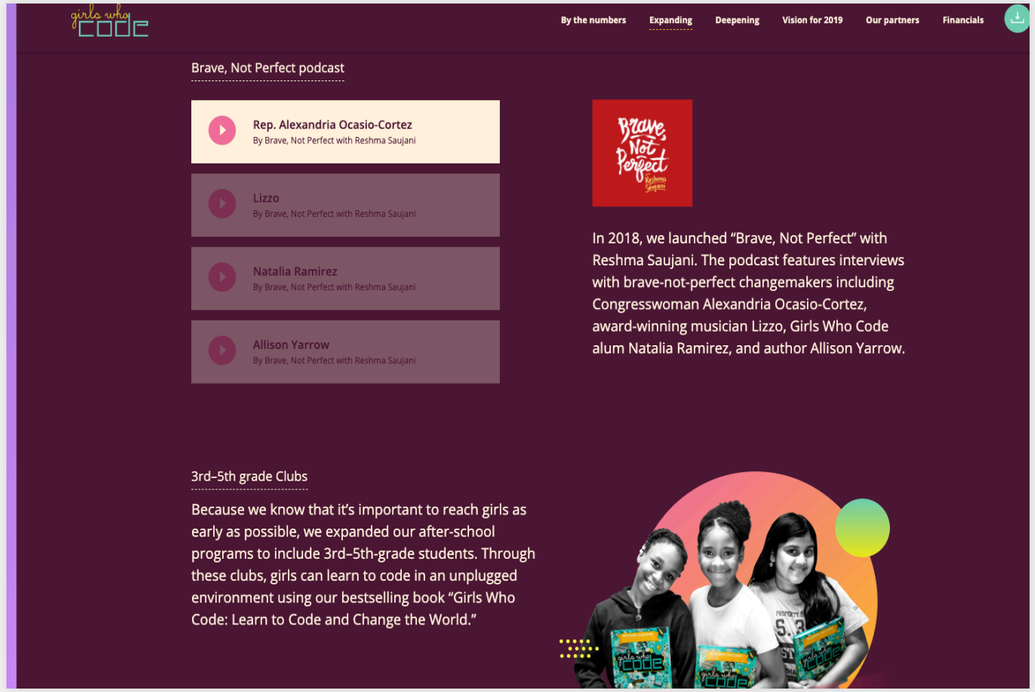
Creative Content

Annual Reports

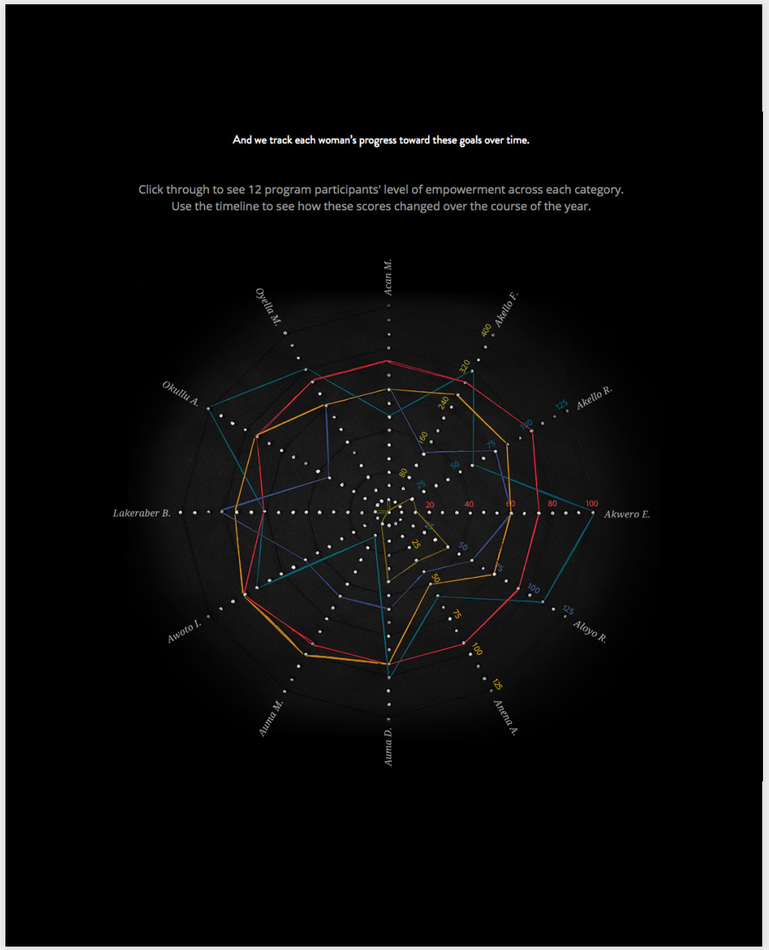
Girls Who Code







Krochet Kids Intl.

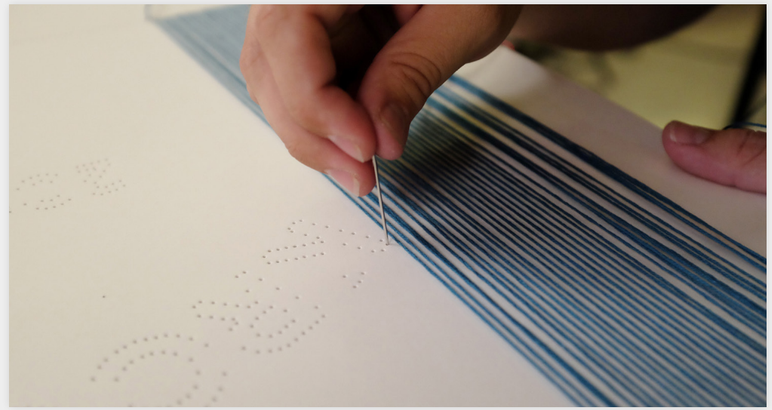


BROADENING OUR OFFERINGS & OUR EMPOWERMENT

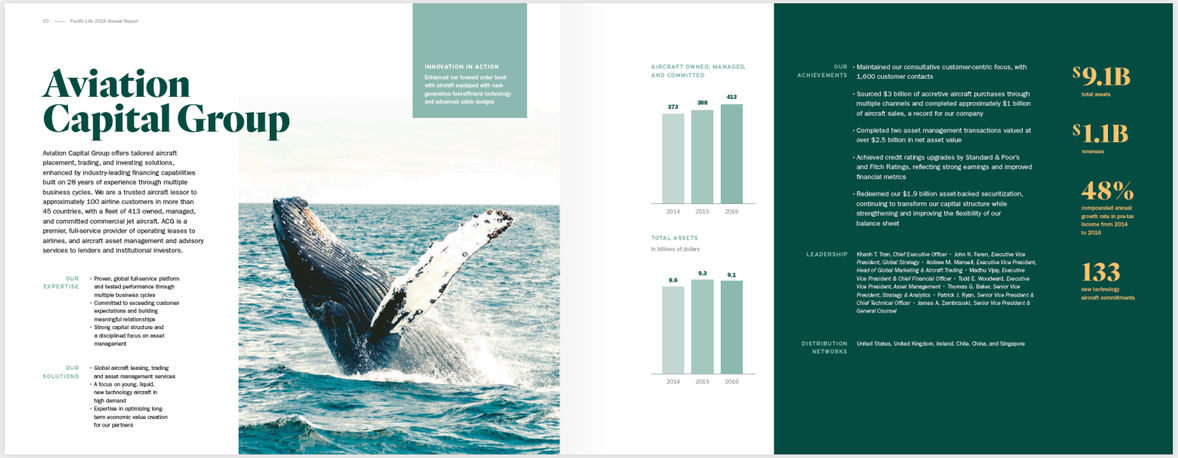
In order to further drive our beneficiaries' impact, we focus intently on providing customers with a wide selection of high-quality items. Our Cut & Sew Program in Lima, Peru, enables us to do just that. This newer empowerment project has greatly helped us broaden our impact by expanding our product categories.

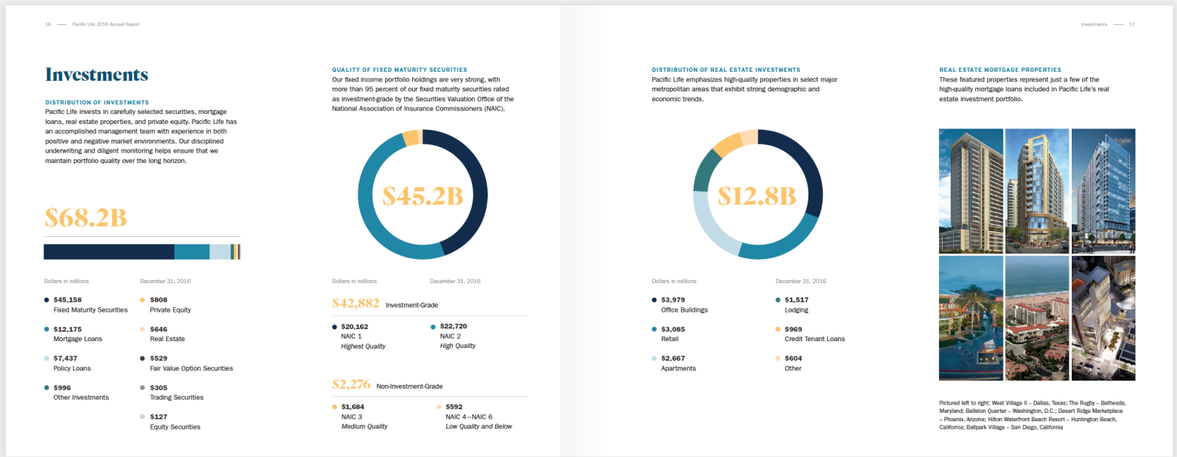
Because of our Cut & Sew Program, we were able to double our Peru program's future reach and widen our product base to include items like our apparel collection and travel bags—all constructed onsite. Leveraging more types of construction methods enables us to employ more women and make a greater impact in the communities we work with in Peru. Each product retains the story of the woman who made it, through a hand-signed tag that bears her name.

Take a tour of our Cut & Sew Initative



Pacific Life

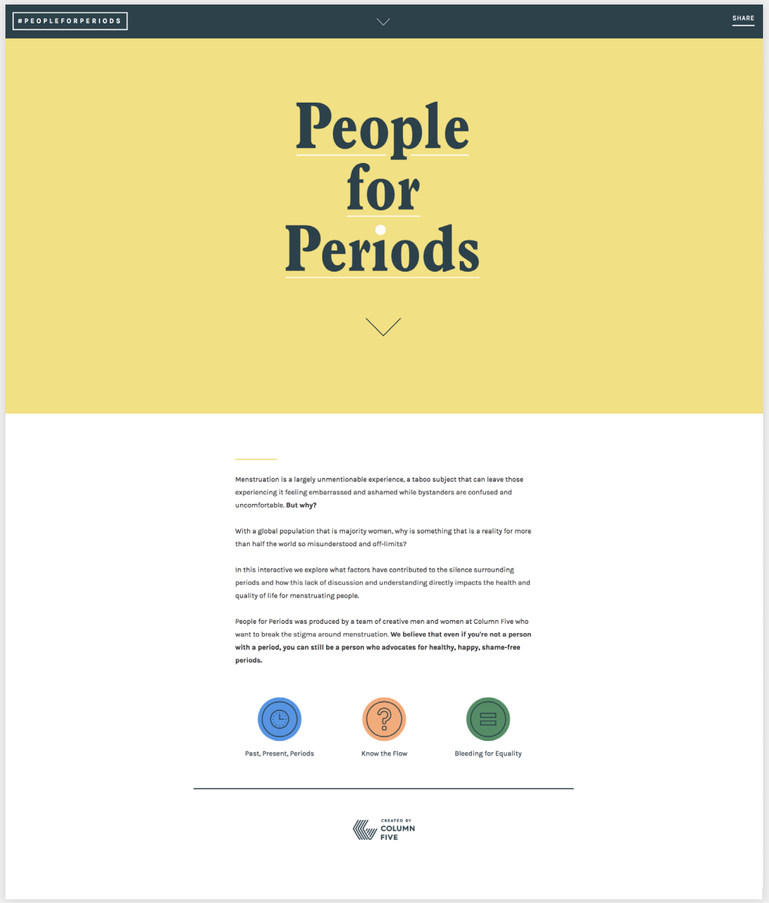


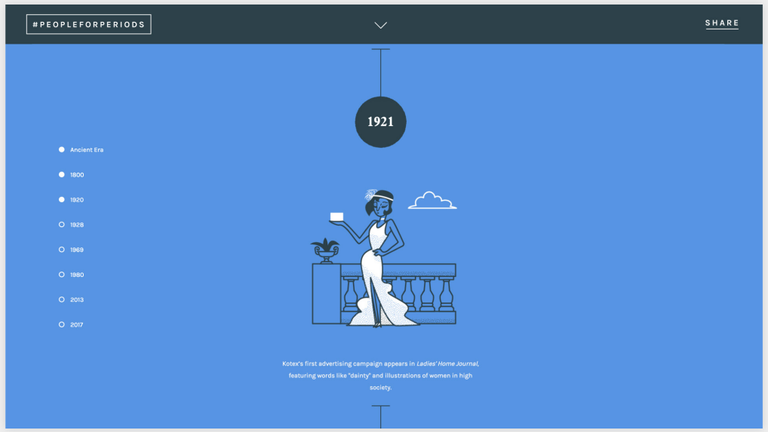


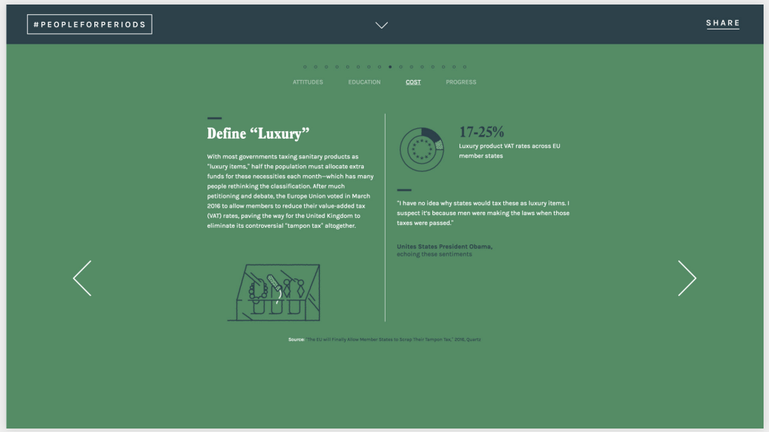
Creative Content

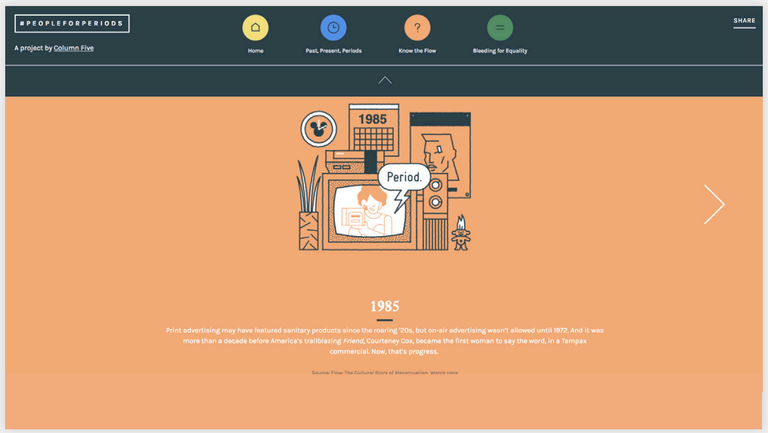
Interactive Experiences

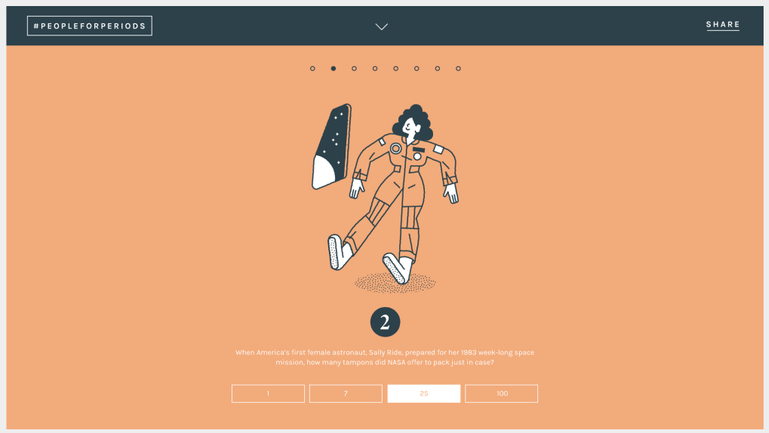
People for Periods





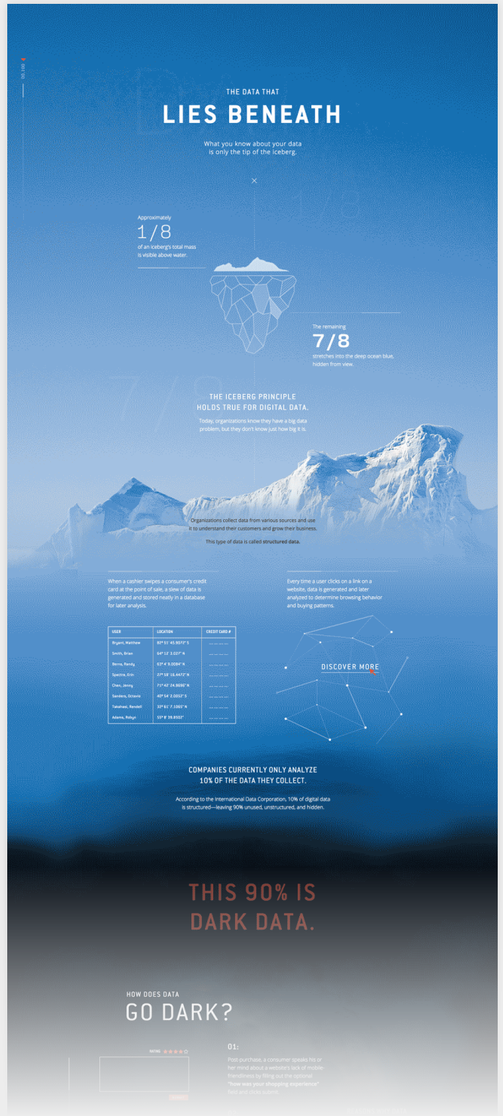






Lucidworks

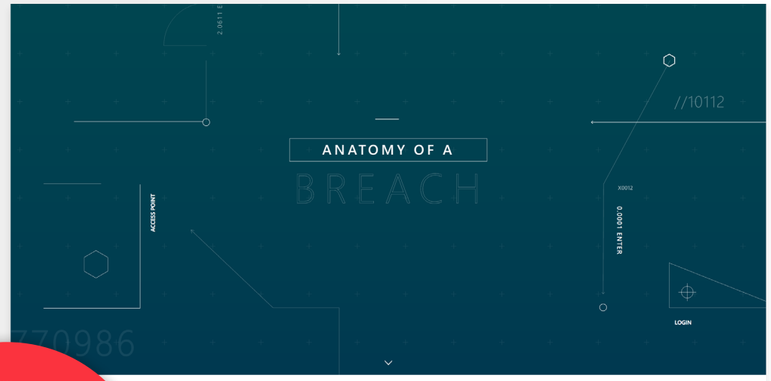
THE DATA THAT
LIES BENEATH
What you know about your data is only the tip of the iceberg.
Approximately
1/8
of an iceberg's total mass is visible above water.
The remaining
7/8
stretches into the deep ocean blue, hidden from view.
HOW DOES DATA
GO DARK?
01:
02:
03:
REASONS WHY DATA GOES DARK:
39%
25%
13%
Archives
Legacy systems
CMS
Backup tapes
Databases
Email systems
File shares
DARK DATA IS BIG DATA WITH
HIDDEN POTENTIAL.
WEATHER
JUST HOW BIG IS THE
DARK DATA PROBLEM?
7,500,000,000,000,000,000,000
GIGABYTES


THE DATA THAT
LIES BENEATH
What you know about your data is only the tip of the iceberg.
Approximately
1/8
of an iceberg's total mass is visible above water.
The remaining
7/8
stretches into the deep ocean blue, hidden from view.
THE ICEBERG PRINCIPLE HOLDS TRUE FOR DIGITAL DATA.
Today, organizations know they have a big data problem, but they don't know just how big it is.
Organizations collect data from various sources and use it to understand their customers and grow their business.
This type of data is called structured data.
When a cashier swipes a consumer's credit card at the point of sale, a slew of data is generated and stored neatly in a database for later analysis.
Every time a user clicks on a link on a website, data is generated and later analyzed to determine browsing behavior and buying patterns.
DISCOVER MORE
COMPANIES CURRENTLY ONLY ANALYZE 10% OF THE DATA THEY COLLECT.
According to the International Data Corporation, 10% of digital data is structured—leaving 90% unused, unstructured, and hidden.
THIS 90% IS DARK DATA.
HOW DOES DATA
GO DARK?
01:

Huffington Post

Microsoft

Named Internet Marketing Association's 2016 IMPACT – Best Infographic



Today's biggest heists might not look like the movies.

But rest assured, I'm just as destructive. I'm better organized and more sophisticated. And there's more at stake than ever before: data, intellectual property, and financial gain. Before you can stop me, it'll take you days to even notice I'm there—146 days, on average.

In fact, I'm probably already there. Most breaches go fully undetected and completely unknown.

So, how do you plan on stopping me?

The cost is high. Cyber attacks cost organizations

$0

per year

In 2015, the average cost paid for each lost/stolen record containing sensitive or confidential information was $154.

Can you catch your company's potential threats before it's too late?

The total cost of a data breach increased from 2013–2015 by

4%

Costs extend far beyond financial, like brand image, customer loss, incident response and recovery, system upgrades/security fixes, legal fees, regulatory fines, PR/marketing response expenses, and revenue/income loss.

PHASE 1: **THE BREAK-IN**

With none the wiser, I watch for further security weaknesses:

Before you know it,

I'm everywhere,

with widespread access to your network.

DEFENSE STRATEGY /

Quickly set up deployable software, keep deployment software in place, and upgrade or segregate out your legacy systems.

MICROSOFT SOLUTIONS /

Credential Guard
Advanced Threat Analytics
Azure Rights Management

PHASE 4: **THE LONG CON**

Thanks to deploying continuous, stealthy processes like remotely connecting to your network through a third party, ***my job only gets easier with time.***

$0

Average total cost of a data breach

With a permanent backdoor or alternate

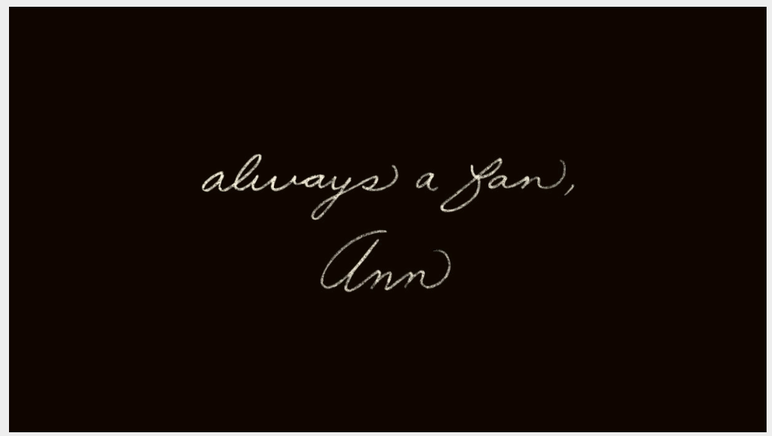
$1,570,000

Total 2015 average cost in lost business, up

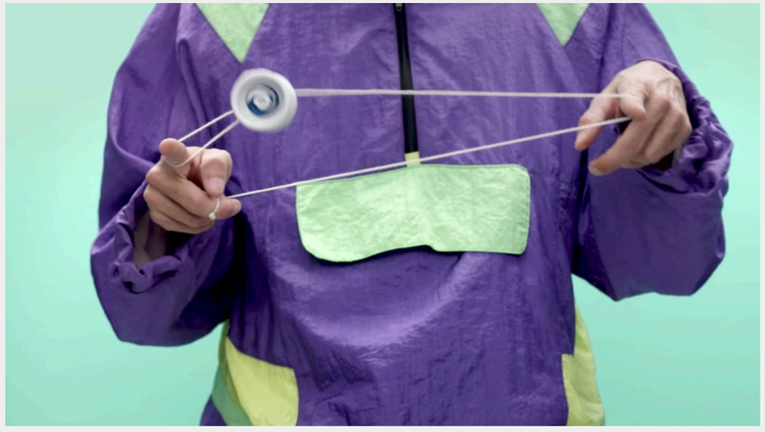
Creative Content

Live Action Video

Always a Fan, Ann



Microsoft



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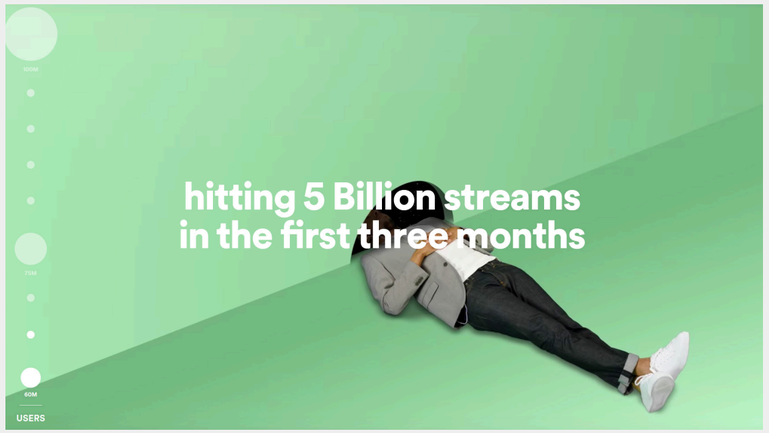
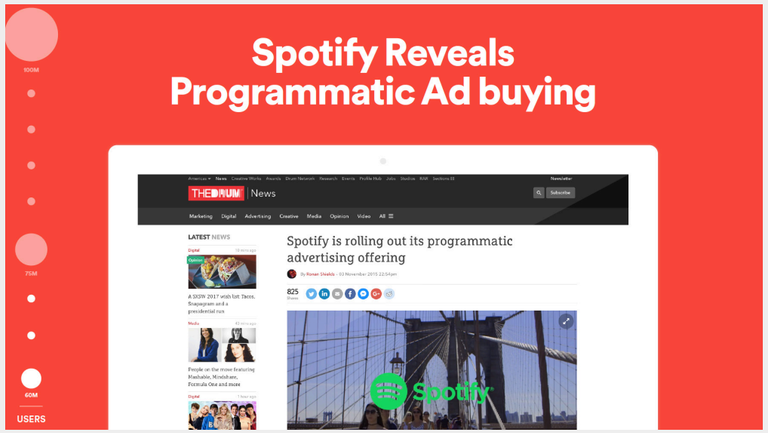
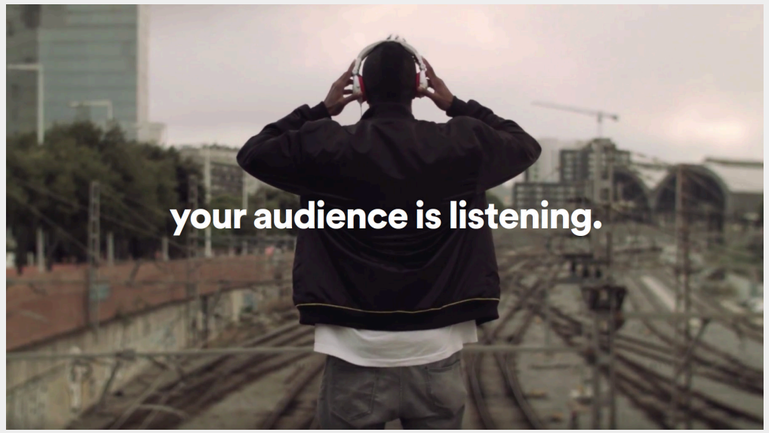
Motion Graphics

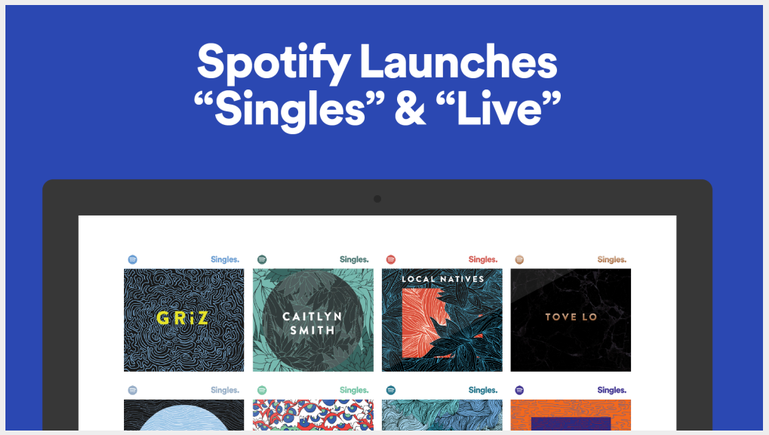
Connected Learning Alliance

Spotify


100M
hitting 5 Billion streams
in the first three months
75M
60M
USERS


100M
Spotify Reveals
Programmatic Ad buying
THE DRUM News
Subscribe
Marketing Digital Advertising Creative Media Opinion Video All
LATEST NEWS
Spotify is rolling out its programmatic advertising offering
825
Spotify
75M
60M
USERS


your audience is listening.


Spotify Launches
“Singles” & “Live”
Singles.
GRiZ
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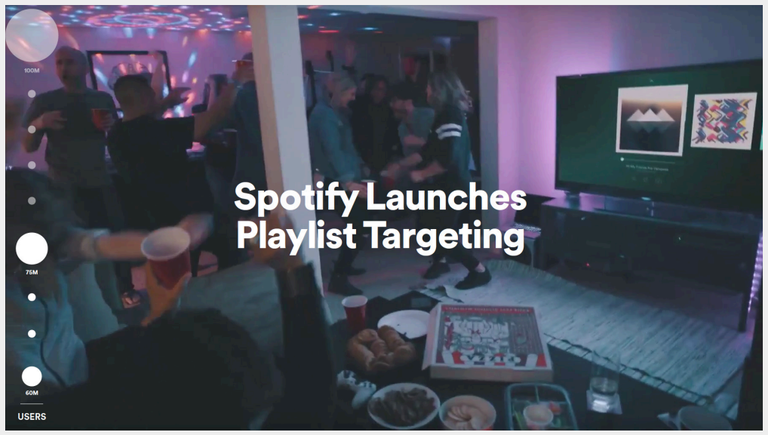
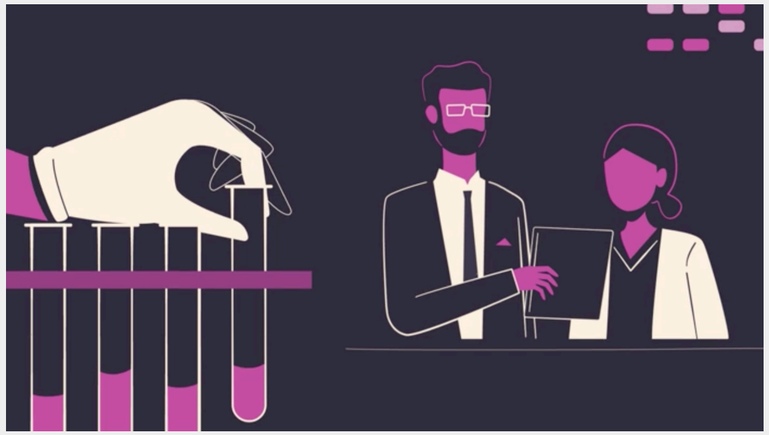
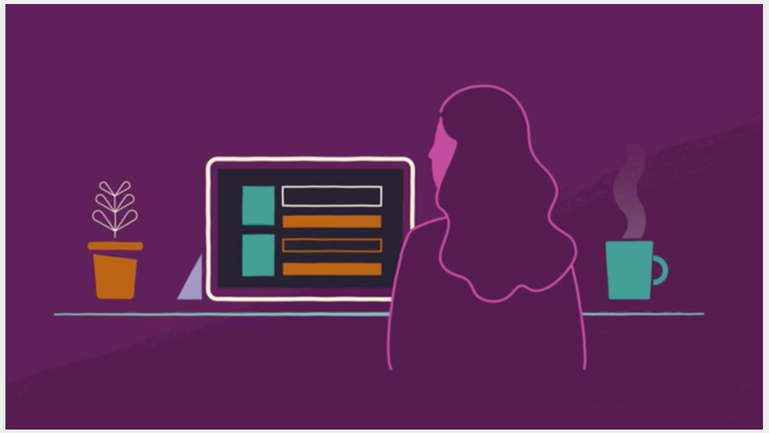

100M
Spotify Launches
Playlist Targeting
75M
60M
USERS

Spotify® | FOR BRANDS

Stand Up To Cancer





The best stories are honest. They captivate. They sneak into your brain and stir things up, reshape your perspective, or rally you to action. They pick you up and drop you off somewhere new—but never leave you. Not all have happy endings, and they aren't all easy to hear. But the best stories have one thing in common: They're impossible to ignore.

Best story wins.

THANK YOU.

COLUMN FIVE

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