



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 together 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
- Brand Messaging
- Brand Guidelines
- Design Systems

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





Brand Strategy

Visual Identity + Language

CAMP^{HQ}

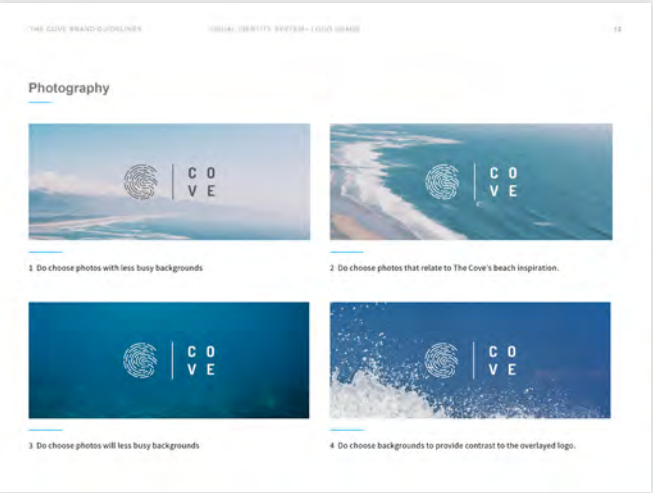
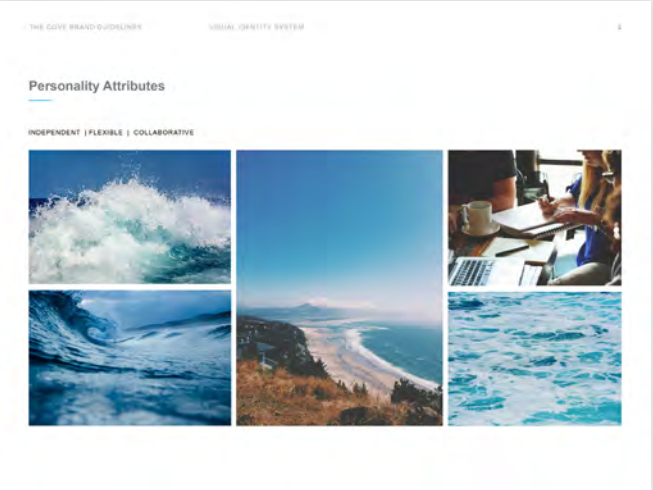
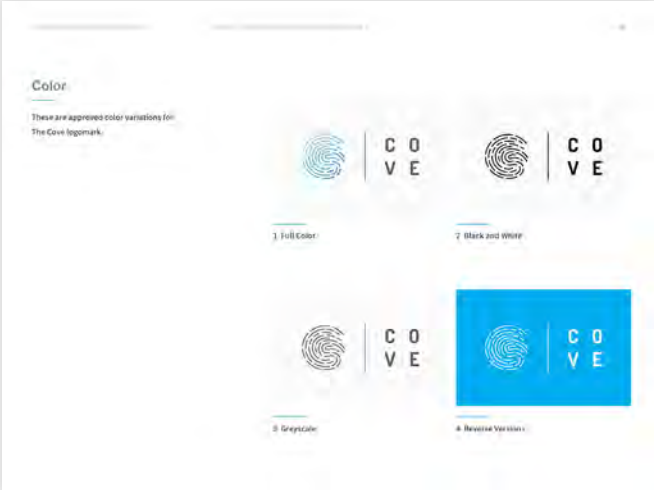
harder  co | community
research



Top: LinkedIn CAMP, Harder+Company Community Research, ESPN, 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 glass

COLOR PALETTE

Primary Colors

Secondary Colors

On glass

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.

INCORRECT USAGE: COMPOSITIONAL

DO NOT squish or stretch the Logo disproportionately.

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.

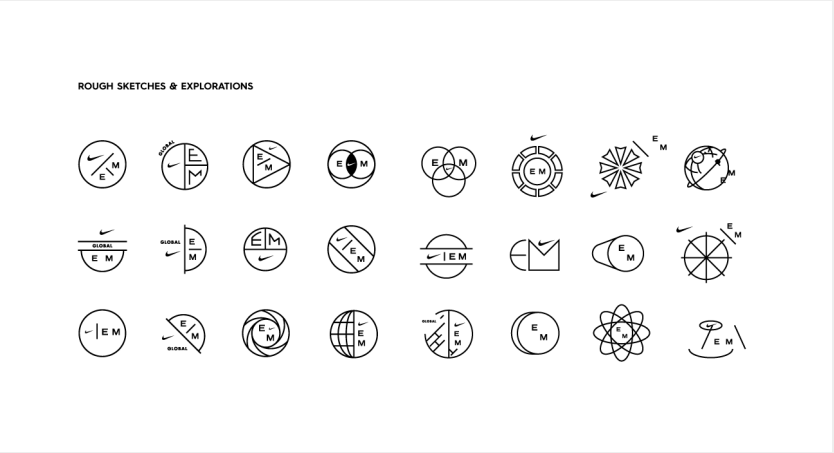
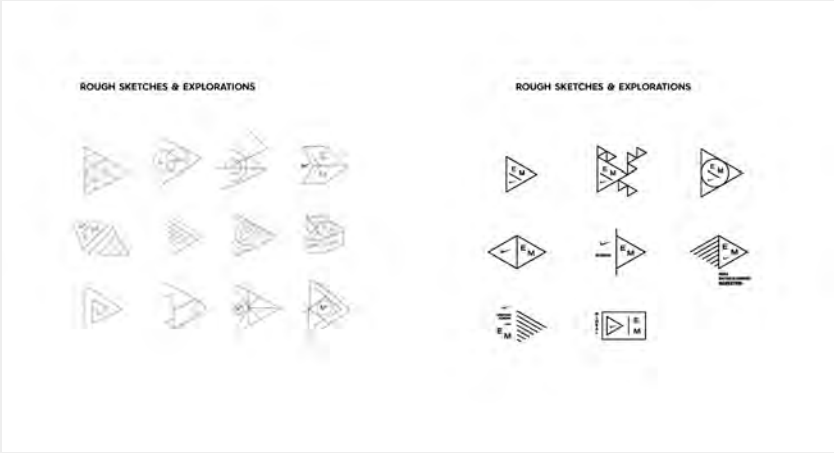
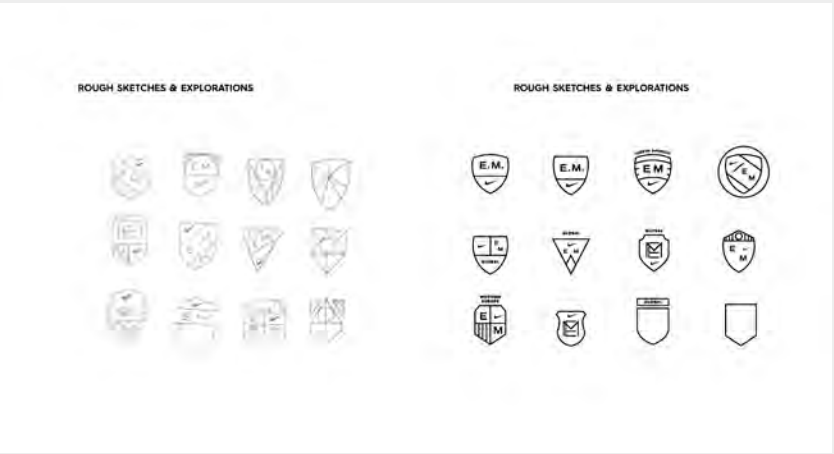
Logo



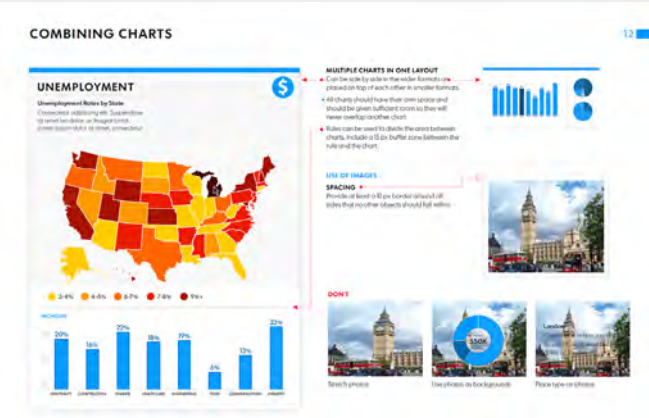
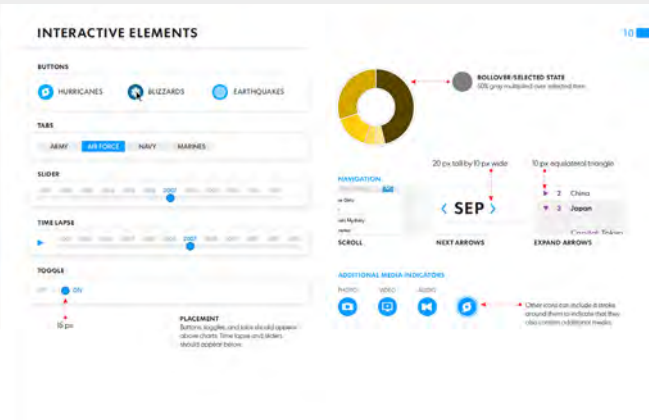
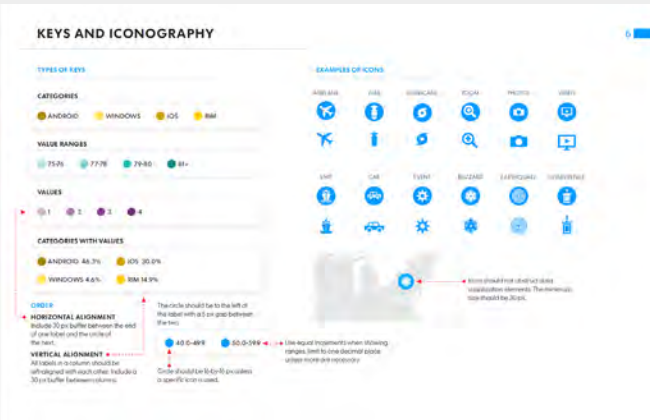
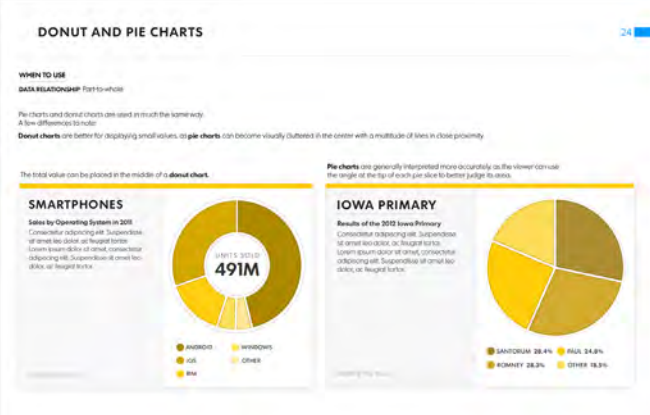
Symbol

Wordmark

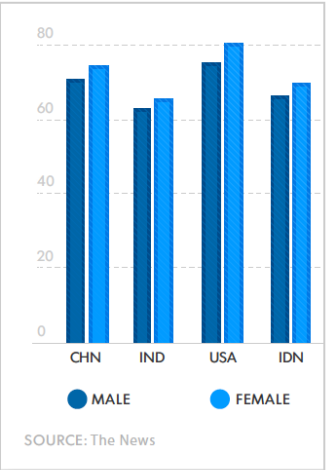
Nike



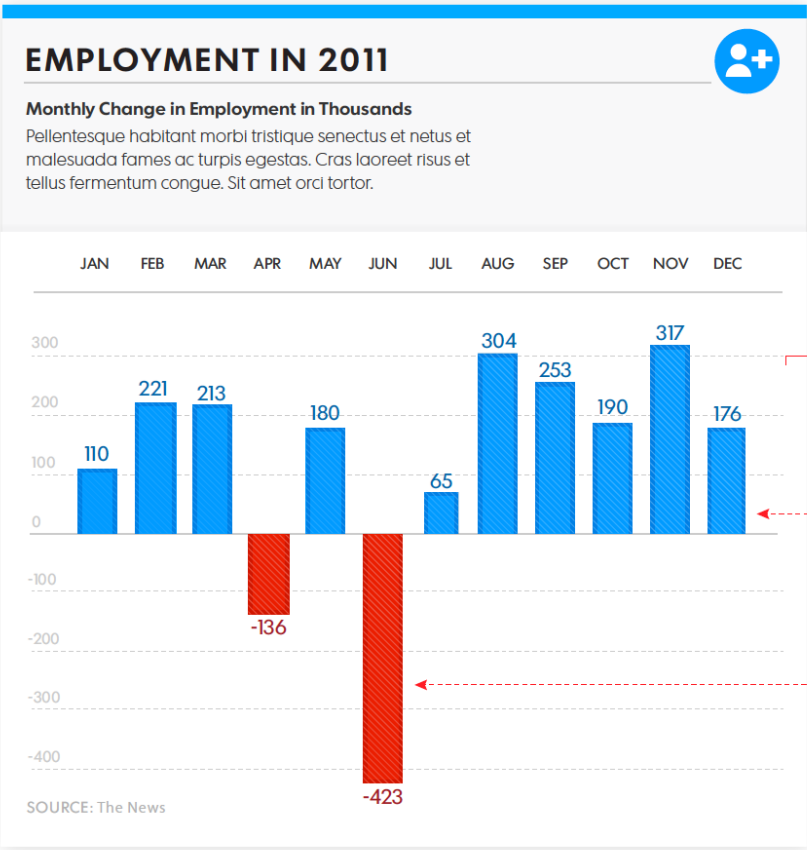
USA Today



DIMENSIONS AND STYLING



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).



Minimum buffer between chart and borders: **15 px**

Use a single brand color for all bars in a chart.

Red should be used when displaying negative values.

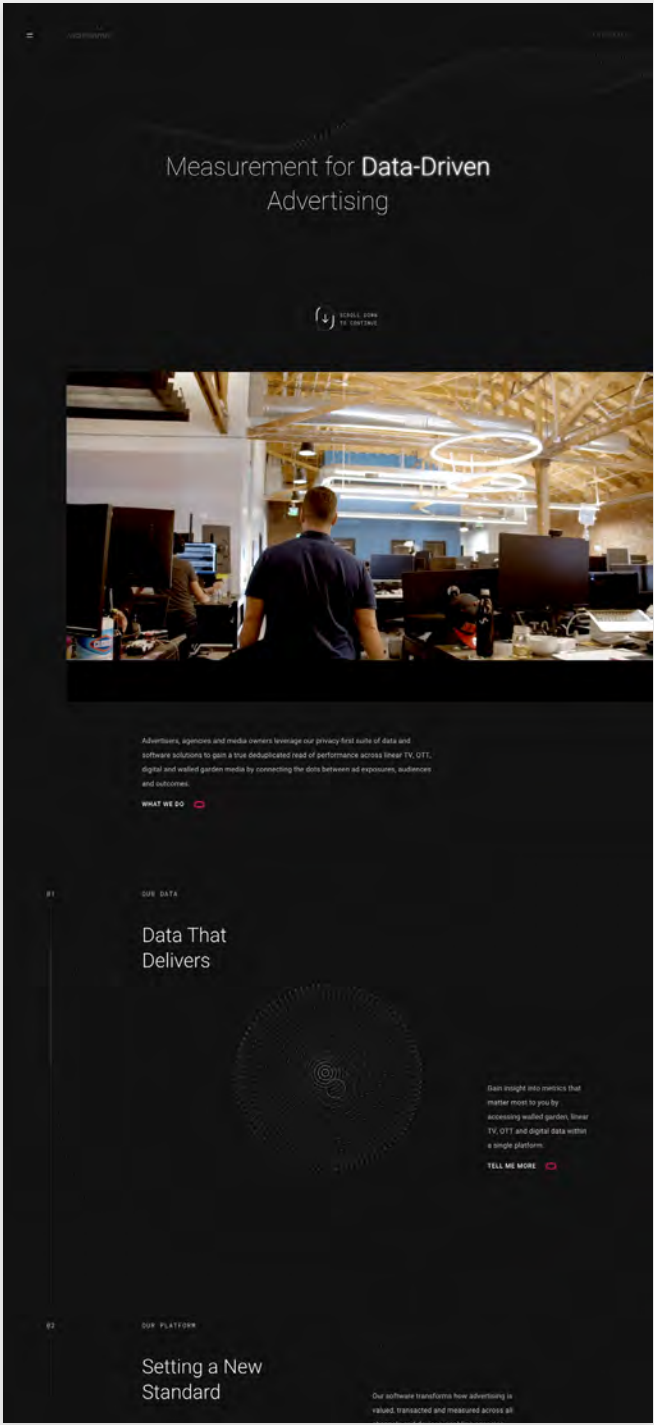
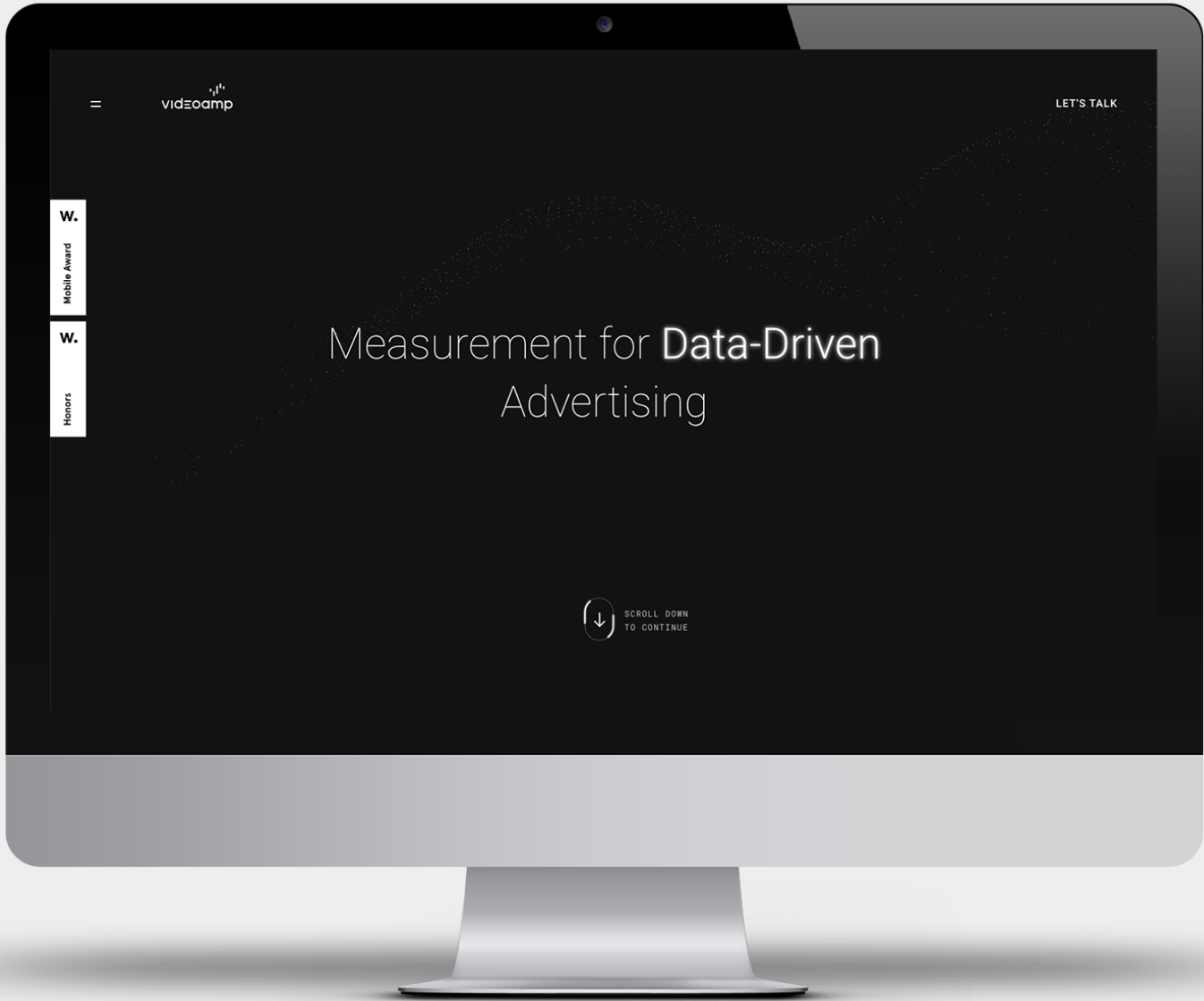


Creative Content

Web Design + Development

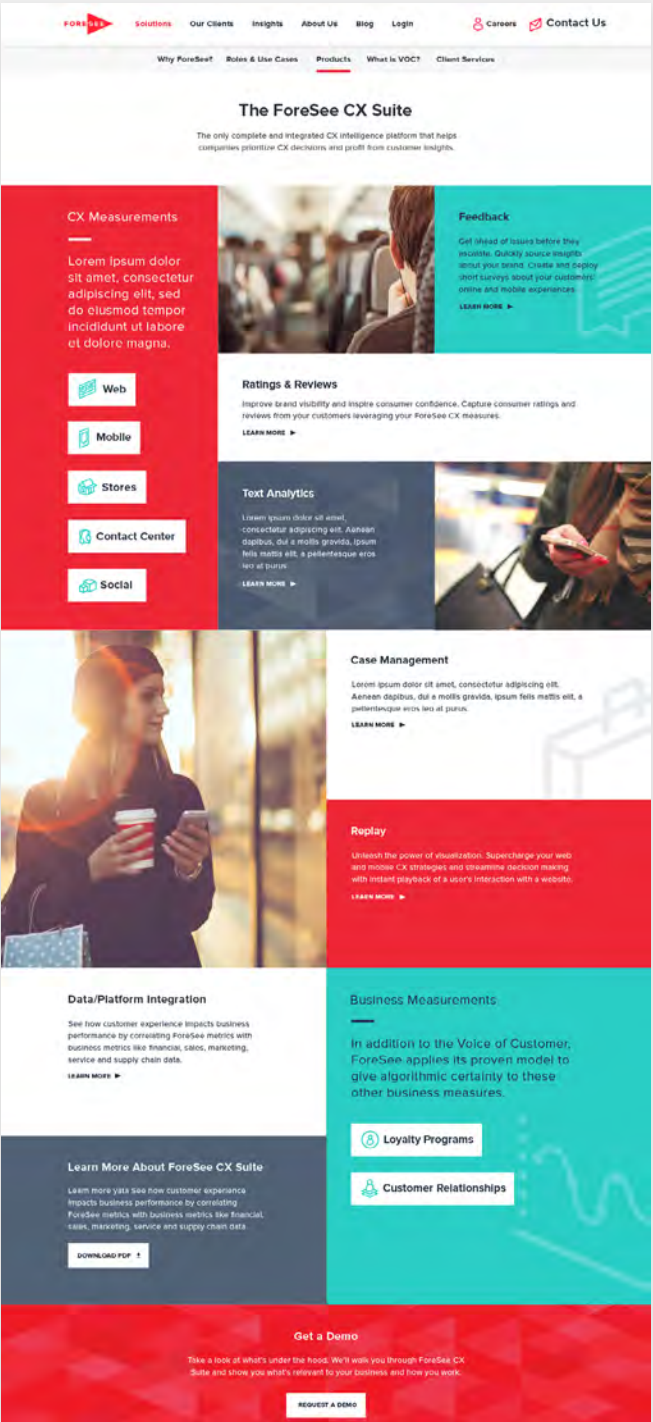
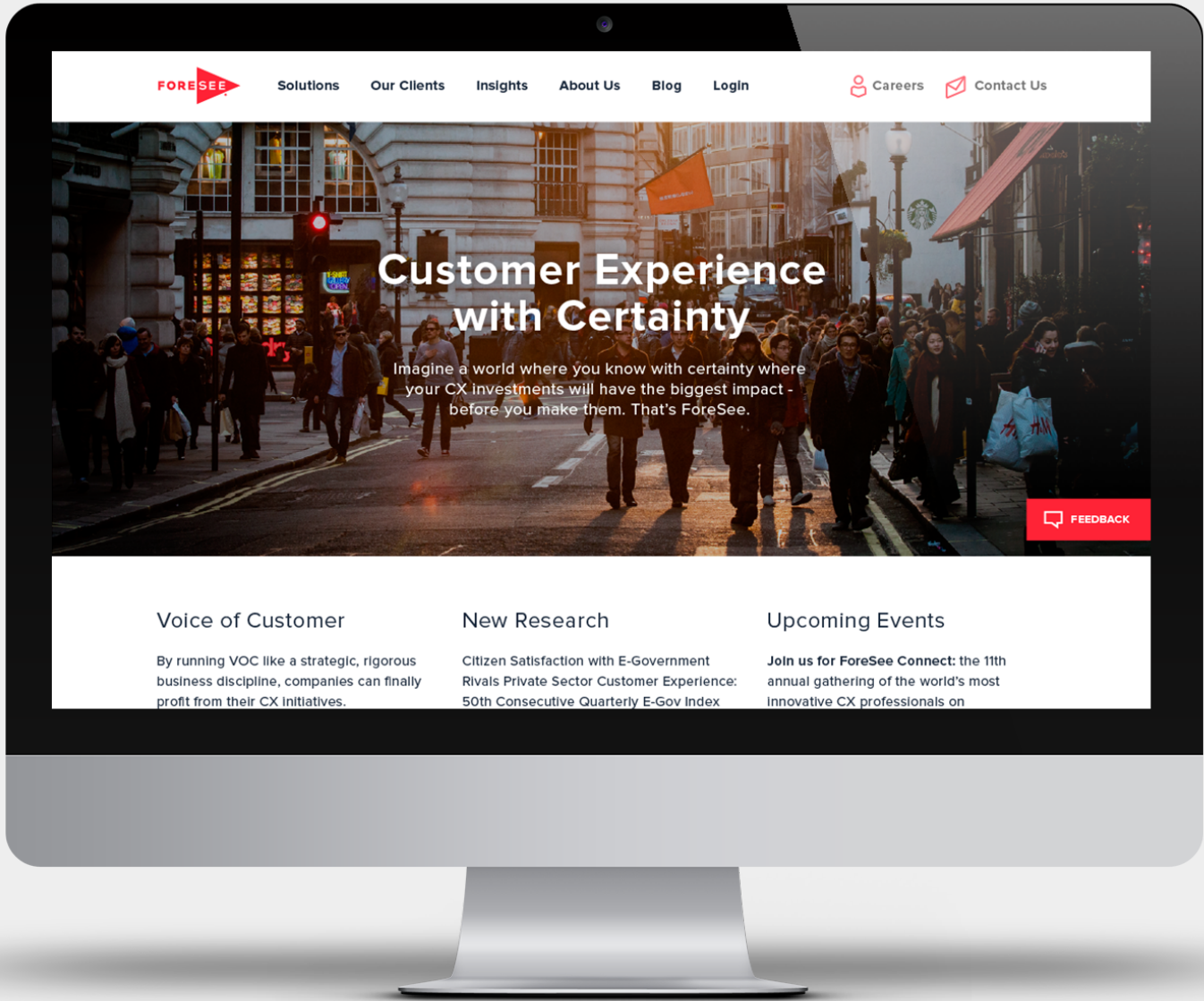


VideoAmp

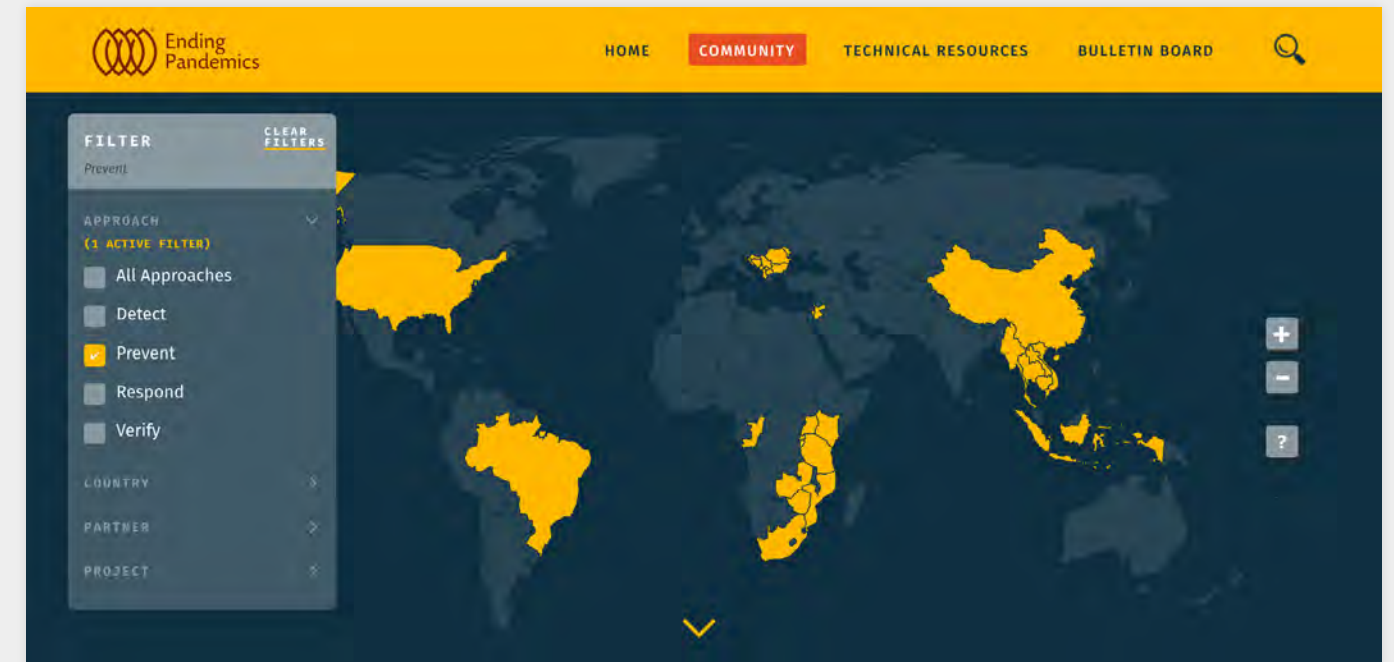
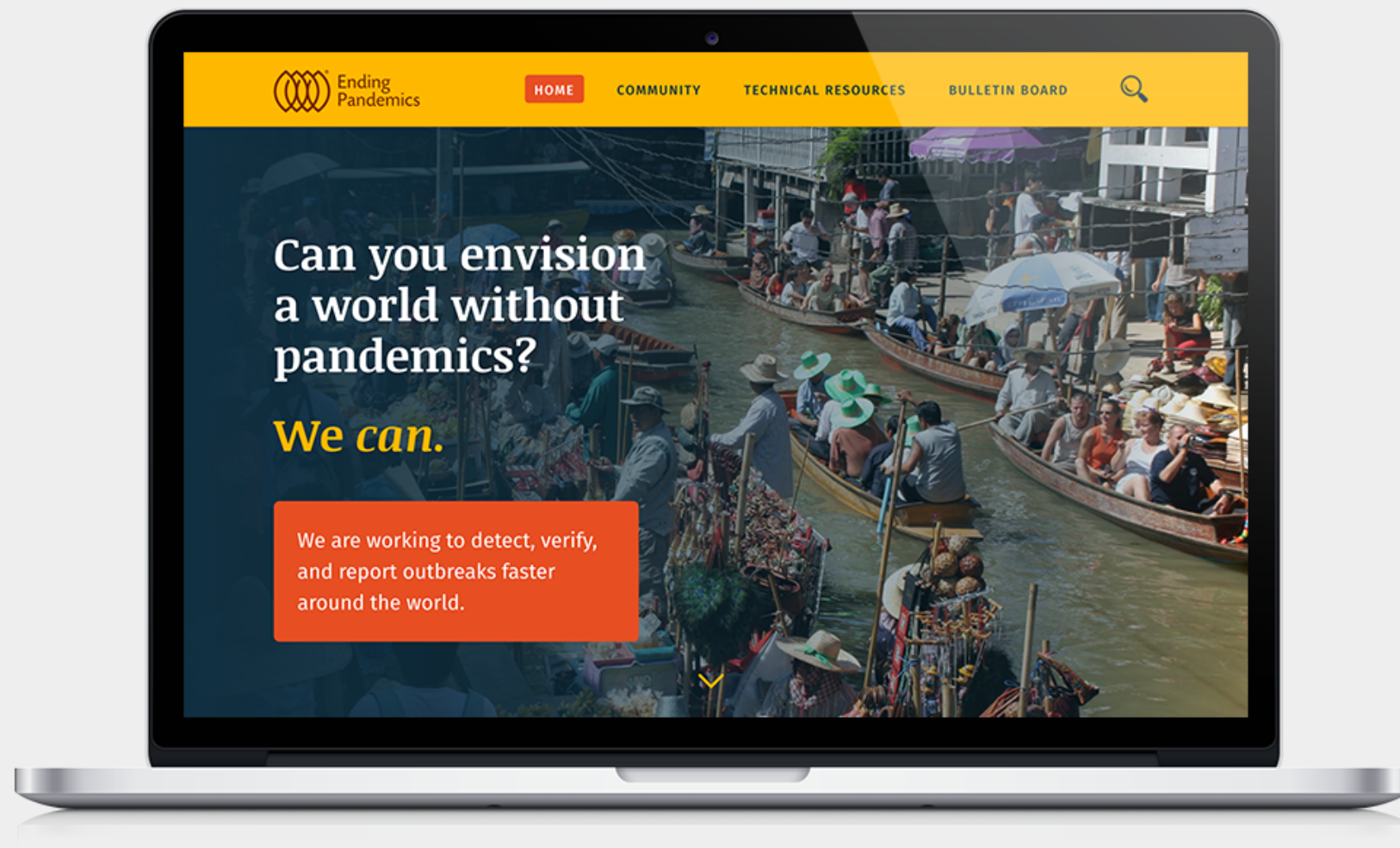




ForeSee



The Skoll Foundation

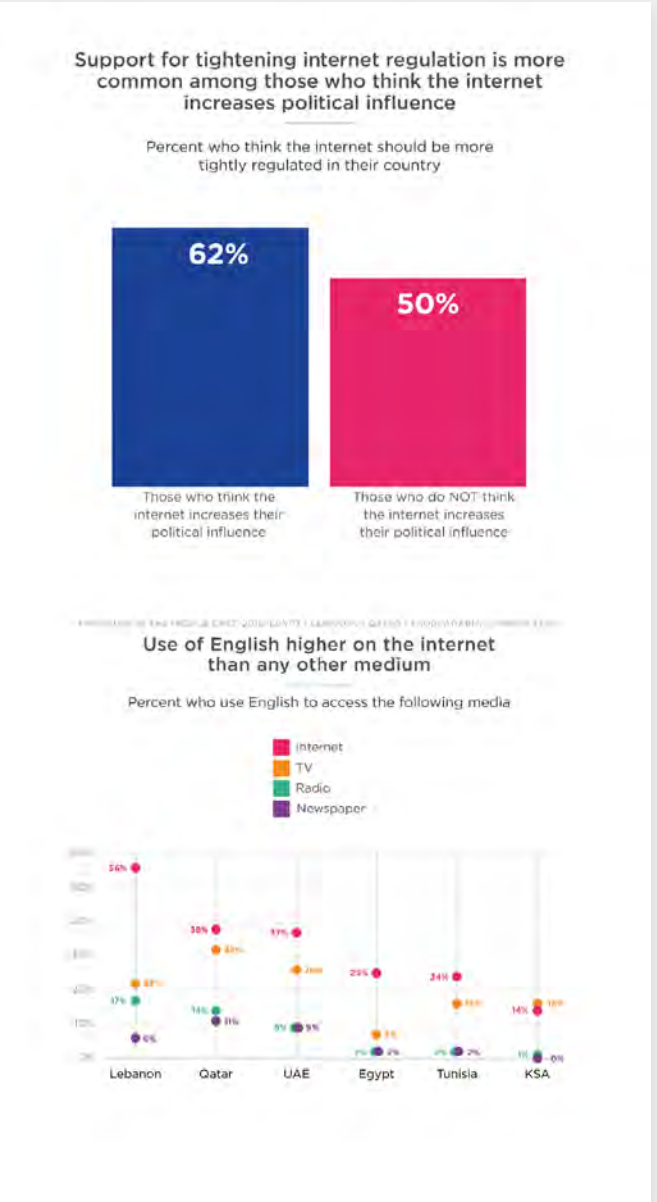
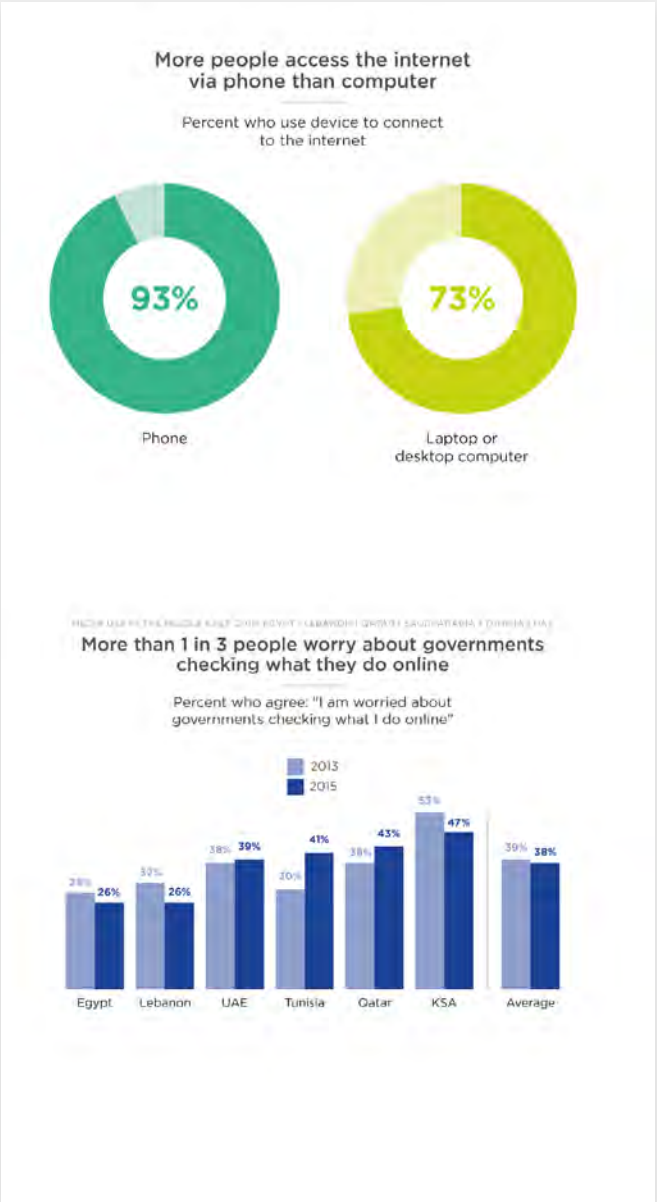




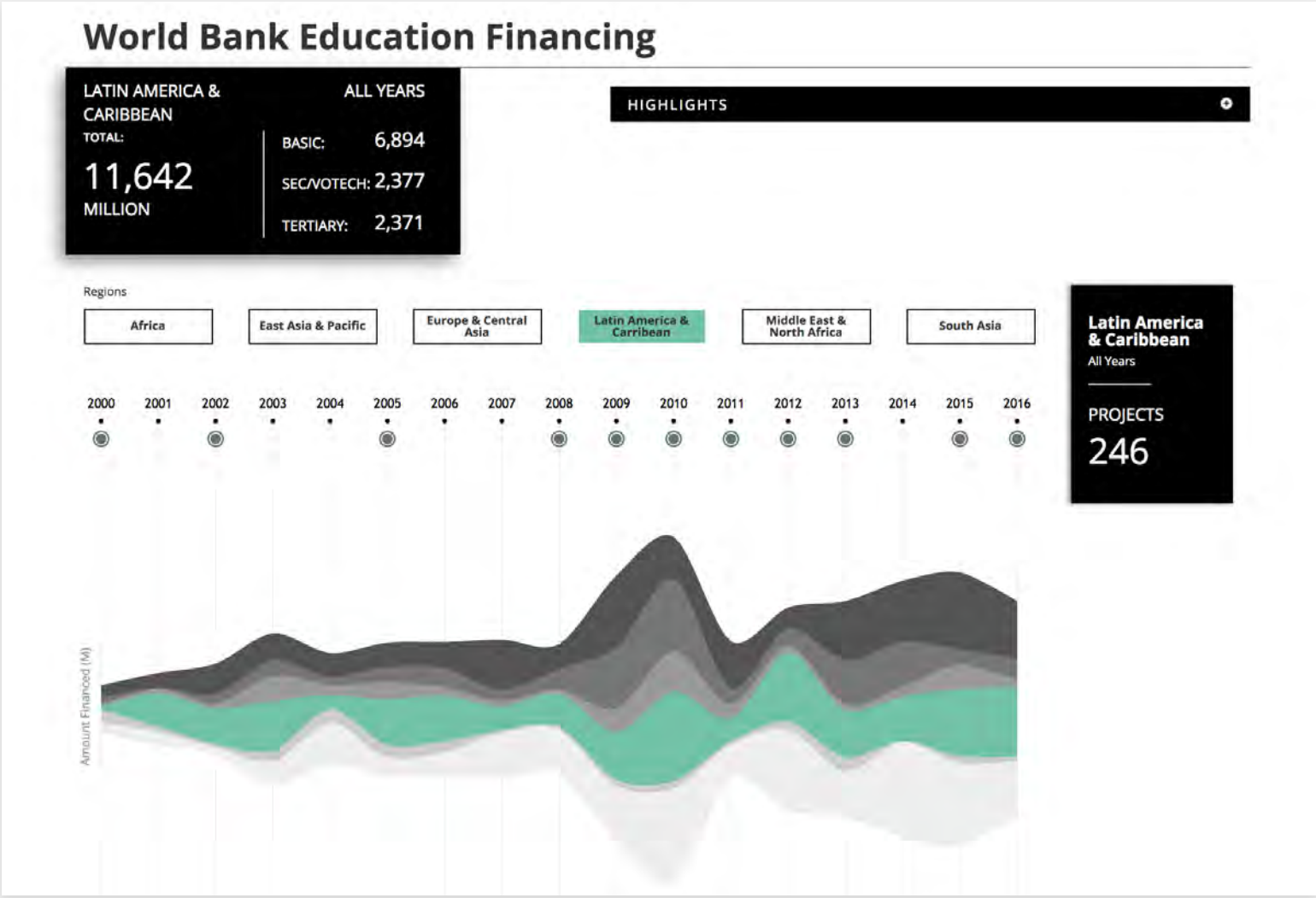
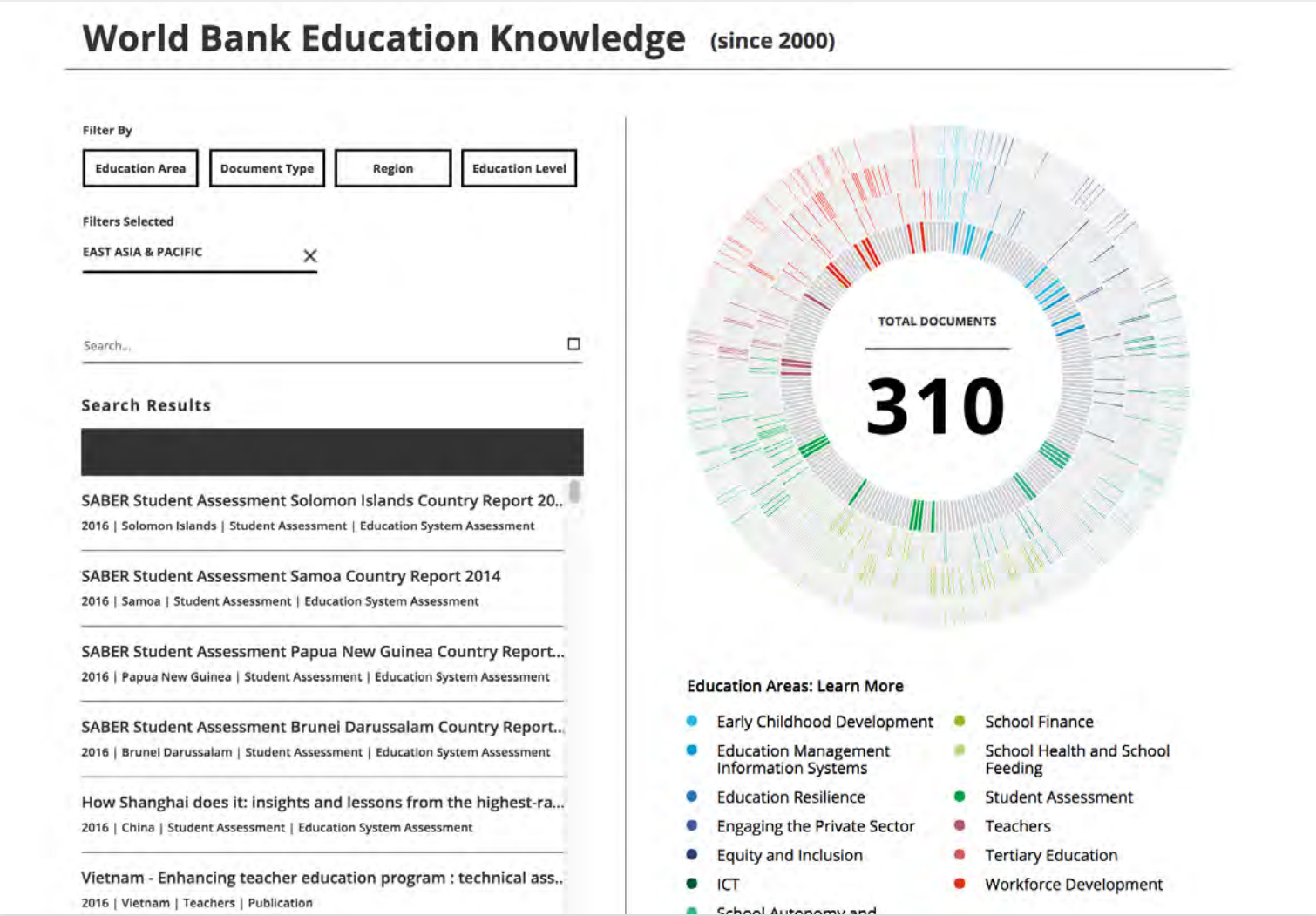
Creative Content

Data Visualization

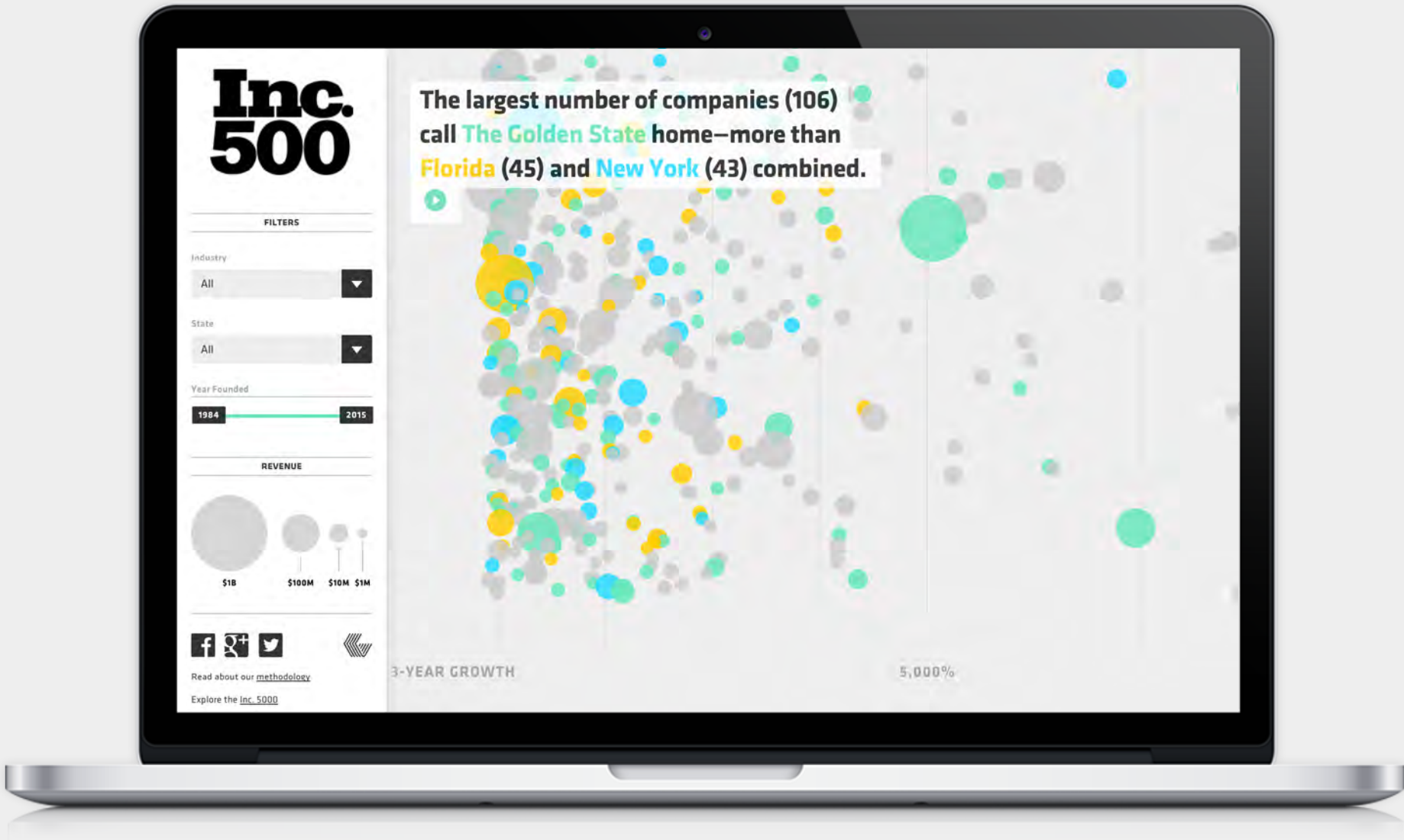
Northwestern University



The World Bank




Inc. 500





Creative Content

Infographics



300+ and counting

Play
📺 Drama

Who's Afraid of Virginia Woolf

Author
Edward Albee

First Performed
1962

Original Language
English

OVERVIEW

The Breakdown of a Marriage

Set in a college town in the early 1960s, *Who's Afraid of Virginia Woolf?* describes the night George and Martha, a college professor and his wife, invite a young couple, Nick and Honey, to their home after a faculty party. With Nick and Honey as their unwitting audience, George and Martha act out the strife in their wretched marriage.



**Act I:
Fun and Games**

George and Martha draw Nick and Honey into their sick games.



**Act II:
Walpurgisnacht**

George and Martha turn on Honey and Nick as Martha and Nick pair off.



**Act III:
The Exorcism**

The couples' secrets about their marriages are revealed.

Main Characters



George
Middle-aged history professor



Martha
Voluptuous woman, daughter of the college president



Nick
Handsome young biology professor



Honey
Timorous, young, and "all-in-hipped" woman

Author



EDWARD ALBEE
BORN 1928

One of the world's most celebrated playwrights, Albee has won multiple Pulitzer Prizes and Tony Awards.

His works strike a chord with their realistic and absurd reflections of the modern condition. In 1985 he was inducted into the American Theatre Hall of Fame.

Symbols

Education

Represents the central focus of the characters' lives; fails to bring wisdom or fulfillment

Children

Represent the couples' mutual desire to have kids in the belief children will bring fulfillment



Children's Literature
Fiction

The Jungle Book

Author
Rudyard Kipling

Year Published
1894

Original Language
English

THEMES

Law of Survival in the Animal World



Set in a variety of animal habitats, including ones that overlap or clash with humans, *The Jungle Book* is a collection of stories about respect, rules, and the language of survival shared among animals. As the young humans in these tales come of age, they learn to follow the lead of animals rather than struggling against them.

Coming of Age

Although characters begin as young children, they learn how to survive without the aid of their parents or their "pack."

Law & Obedience

The Law of the Jungle allows many different animals to thrive in the same place—as long as everyone obeys it.

Animal & Human Interactions

Mowgli and others show how interactions between animals and humans can succeed through understanding and respect—or fail because of indifference and harmful interactions.

Main Characters



Baloo

Sleepy bear; helps wolf cubs and teaches Mowgli the Law of the Jungle



Bagheera

Protective black panther; keeps Mowgli safe from harm



Kaa

Cunning rock python; scares everyone but saves Mowgli from the Monkey People



Rikki-tikki-tavi

Curious house mongoose; saves a family from two deadly cobras



Mowgli

Fearless boy raised by a wolf pack; lives in the jungle and vows to kill Shere Khan



Shere Khan

Lame tiger; eats people and tries to take Mowgli from the wolves



Little Toomai

Young son of an elephant driver; sees elephants' secret dance

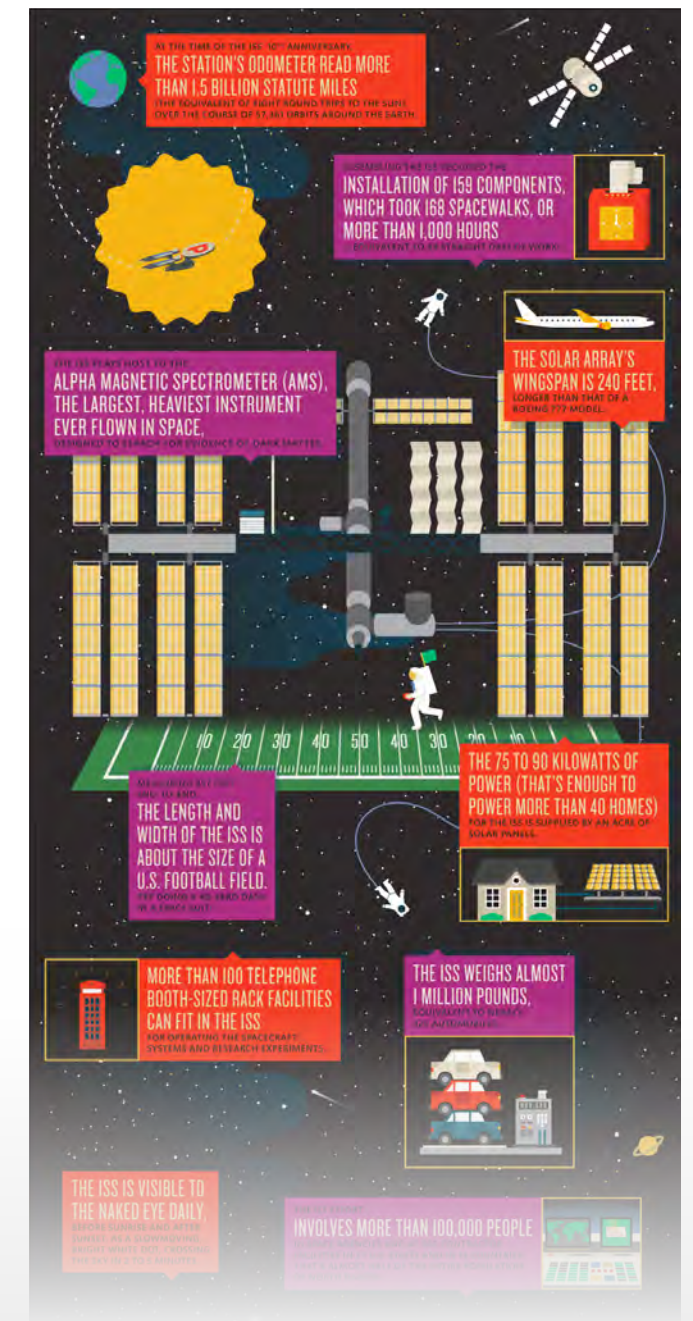
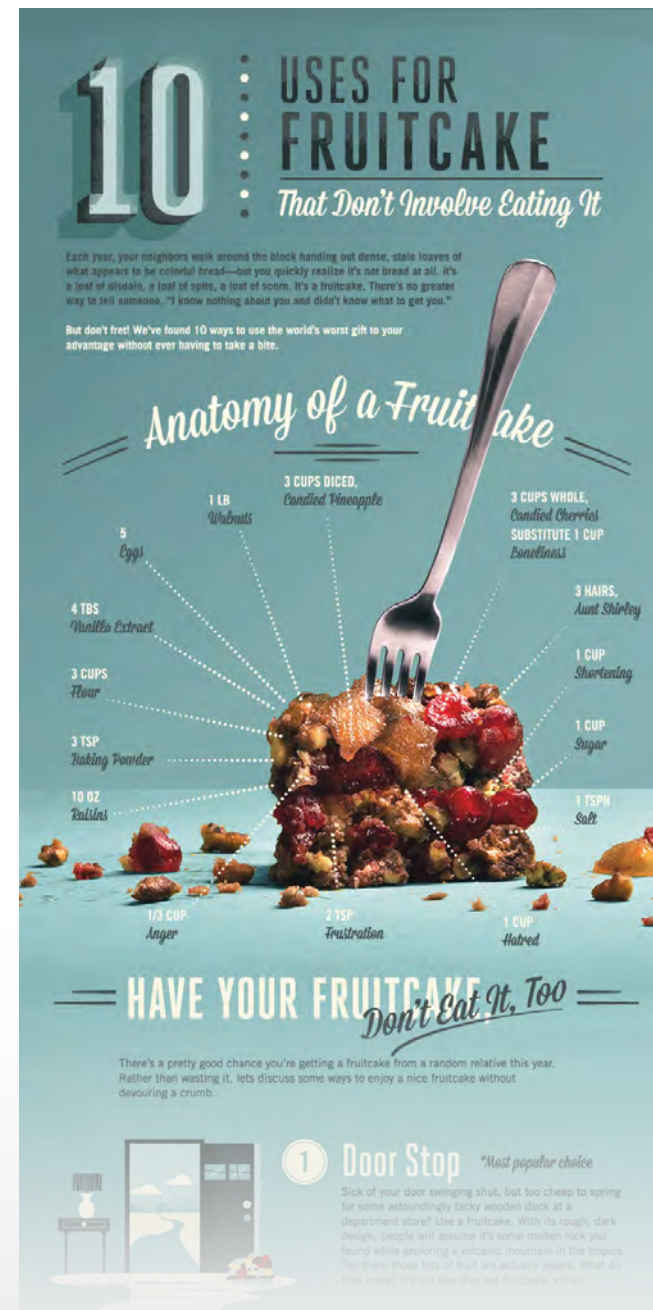
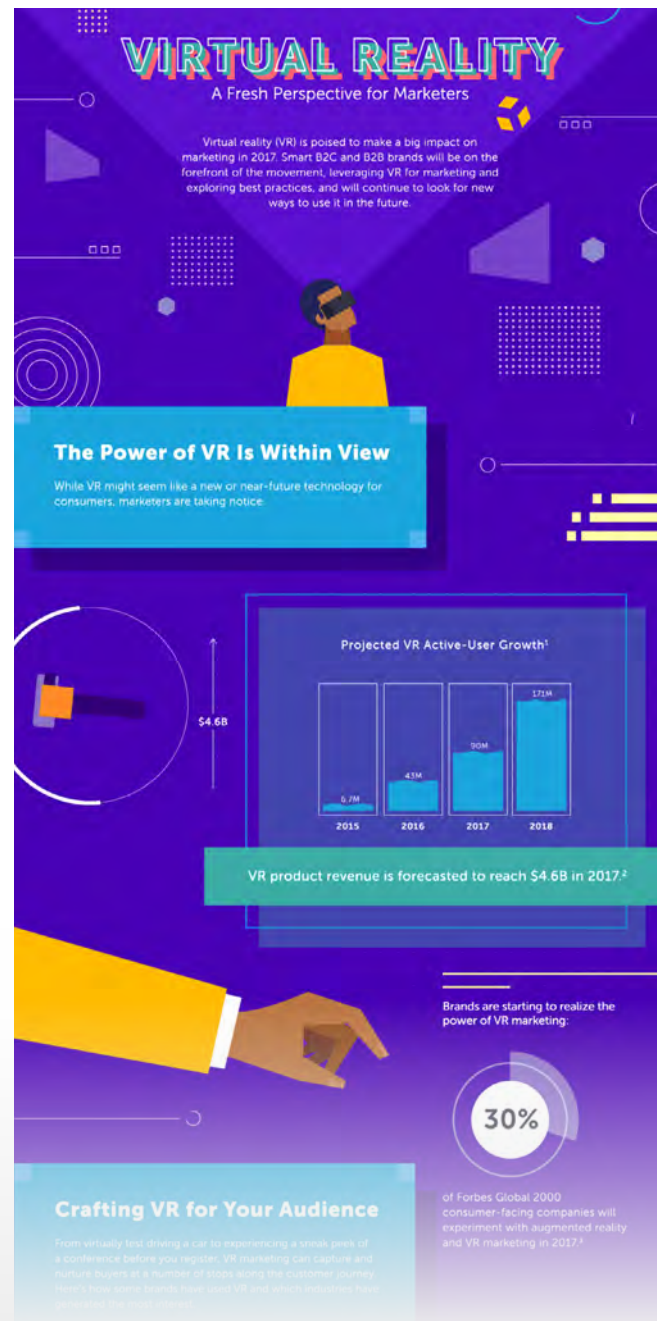
Marketo

SEE IT LIVE

eBay

LinkedIn

Microsoft





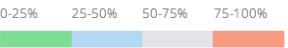
Creative Content

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.



Content Creation



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

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

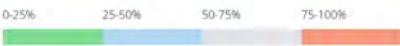


38% manage teams, while 50% are part of teams led by others.

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

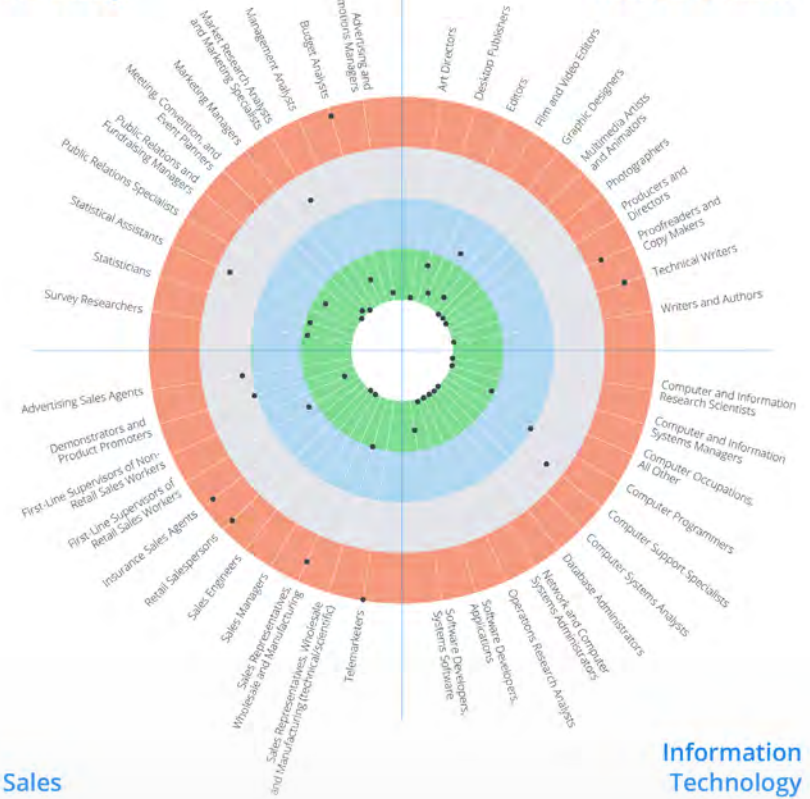
The future of work

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



Marketing

Content Creation



Sales Information Technology

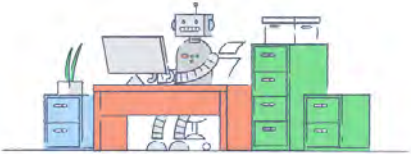
Get wise beyond your peers

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



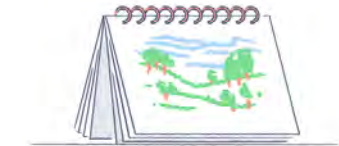
The way we work is evolving

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.



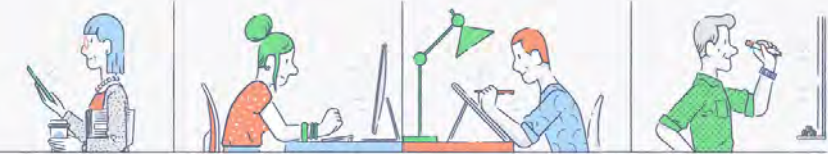
The hardest activities to automate include¹:

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



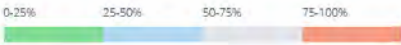
A need for knowledge workers

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

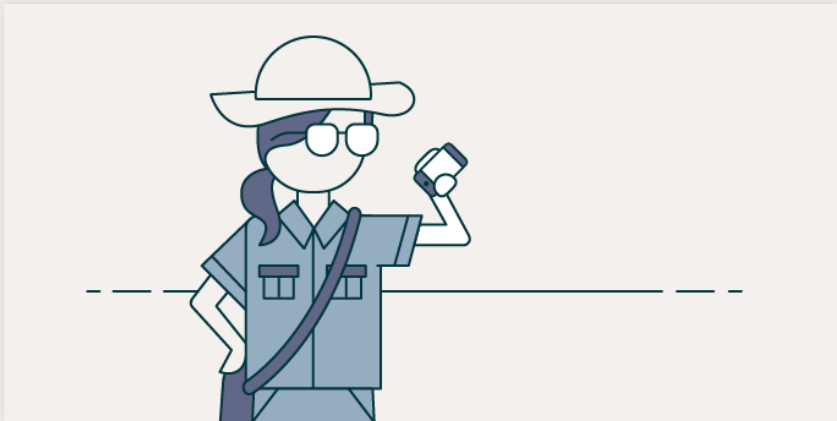
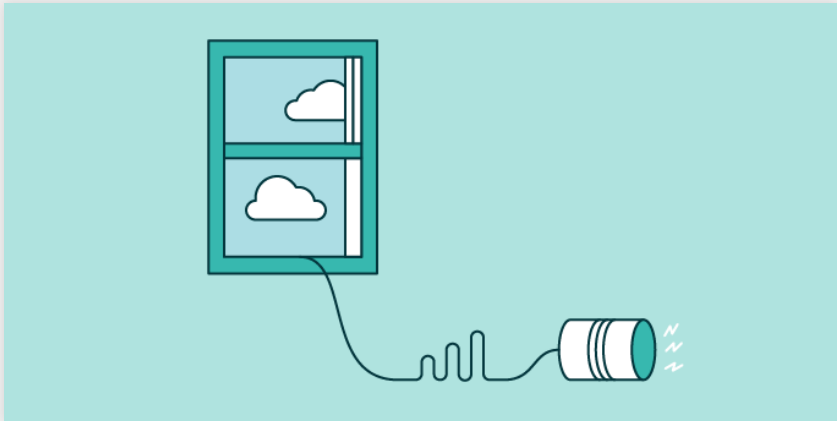
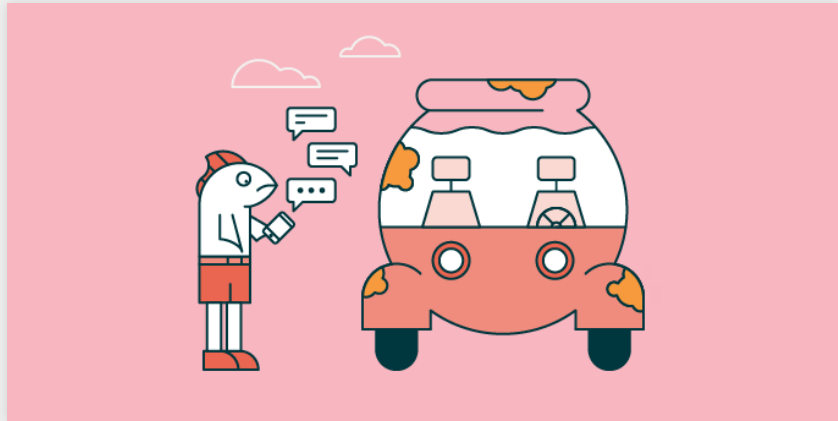


Marketing

Content Creation



Zendesk



[Blog](#) [Product](#) [Best Practices](#) [Zendesk Tips](#) [News](#)

Improving the customer experience

Popular

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

Because newsletters can be fun

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

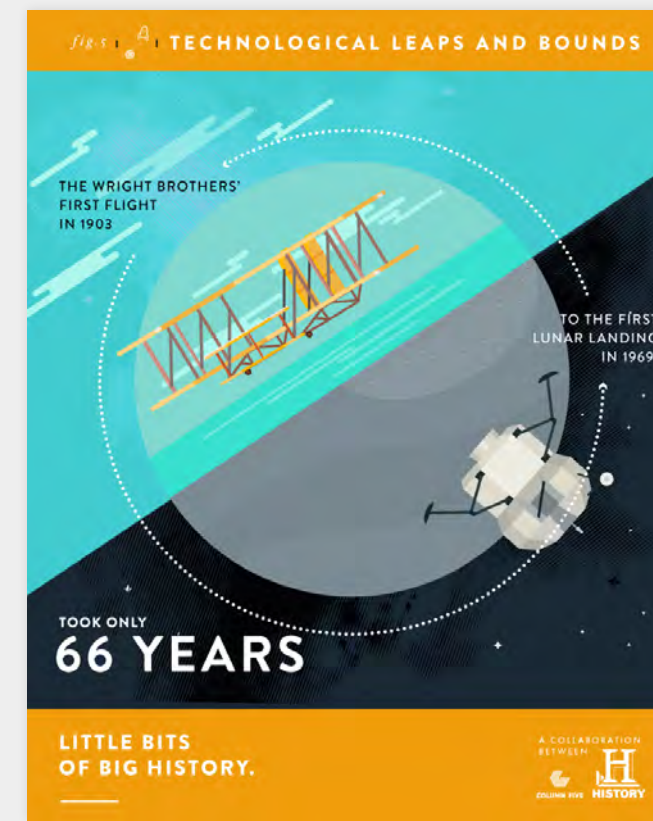
How your agents handle the delicate back and forth of a live chat conversation matters. Some may say proactive chat scripts are the answer. But are they?

Deliver a seamless online customer experience

June 15, 2017
Agent's life, Employee life, 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.

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 creating more meaningful connections and earning visibility in an increasingly noisy space.

That's why we've compiled LinkedIn's first Millennial Playbook, filled with exclusive insights from top Millennial marketers and enriched by LinkedIn data.

"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: THE MILLENNIAL PLAYBOOK



Our research also uncovered unique differences in researching a job. Millennials 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.

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>

CHAPTER 3: HOW MILLENNIALS CAN BUILD THEIR PERSONAL BRAND ON LINKEDIN

THE MILLENNIAL PLAYBOOK 23

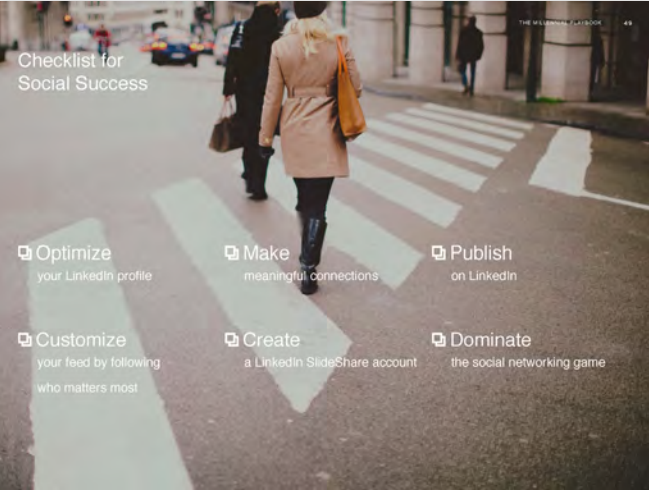
Make your LinkedIn profile pop with the following 5 key elements:

- 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.

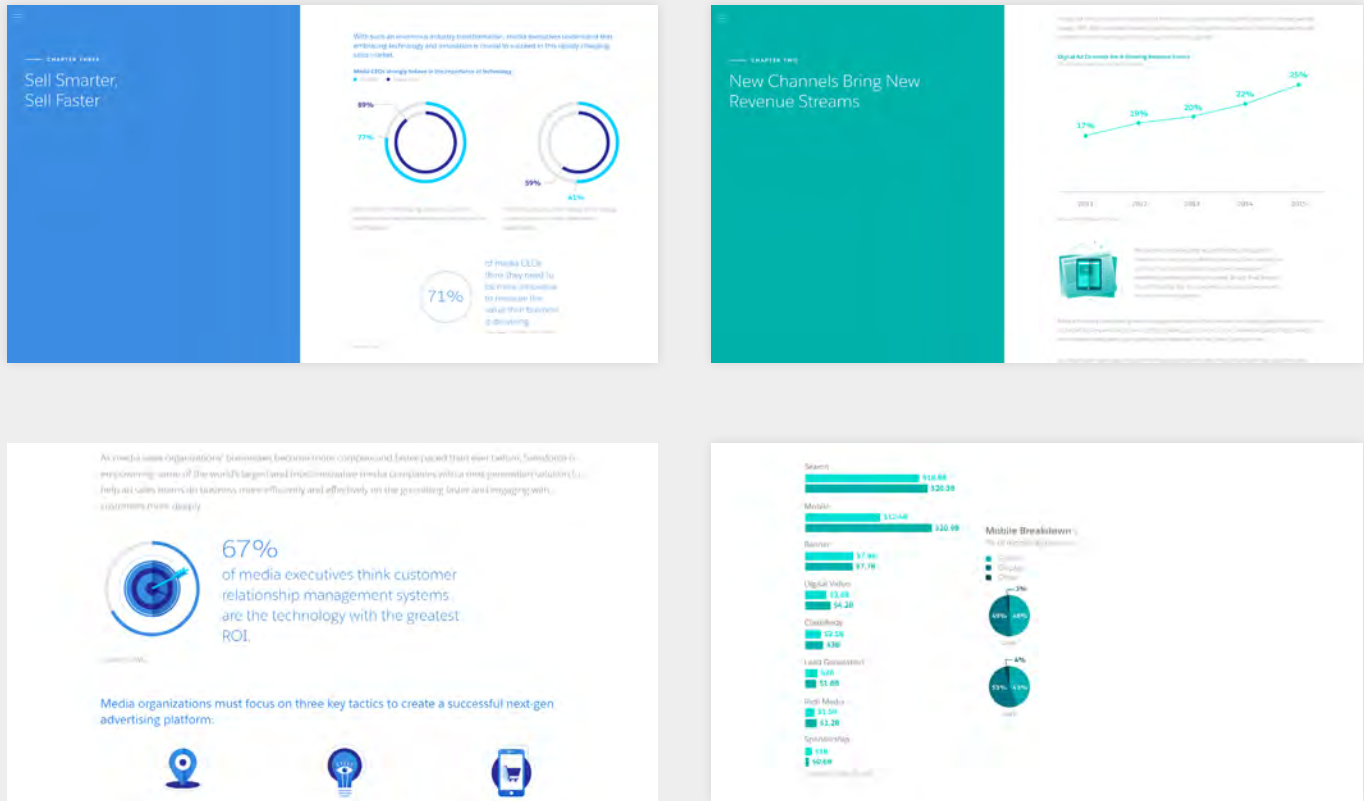


Checklist for Social Success

- 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



Next-Generation Advertising Sales

Moving Fast in a Rapidly Evolving Advertising Sales Market

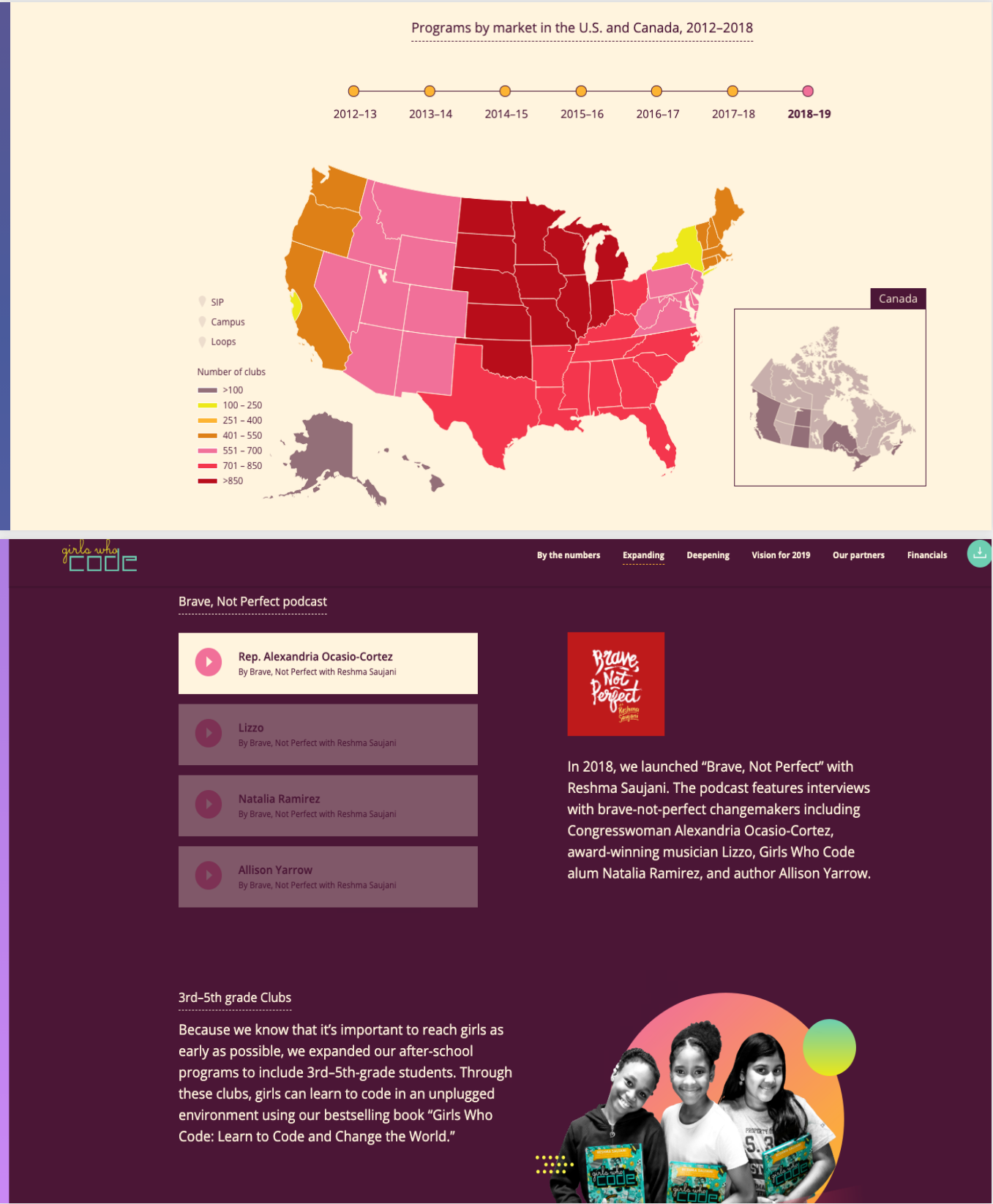
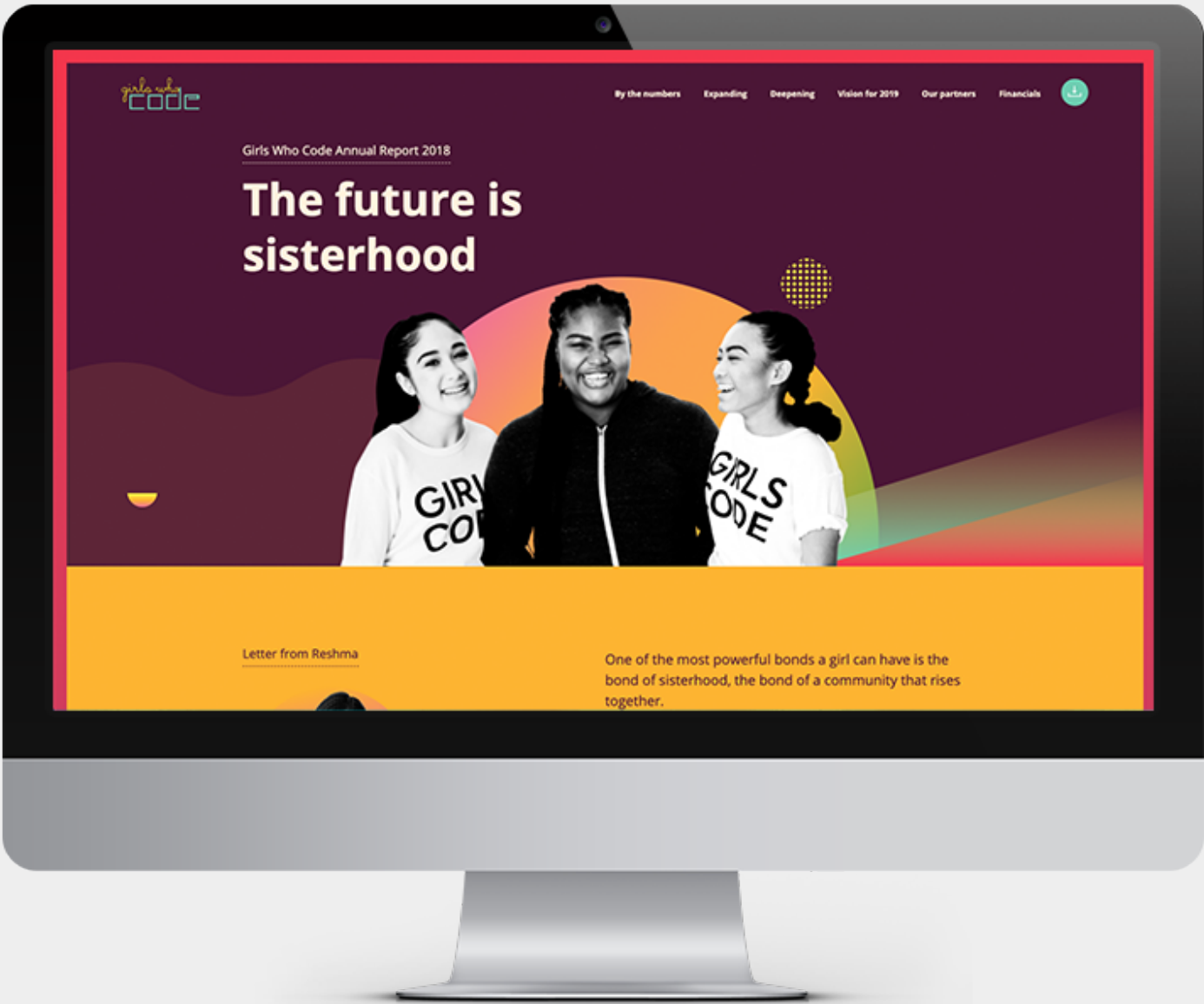
EXPLORE



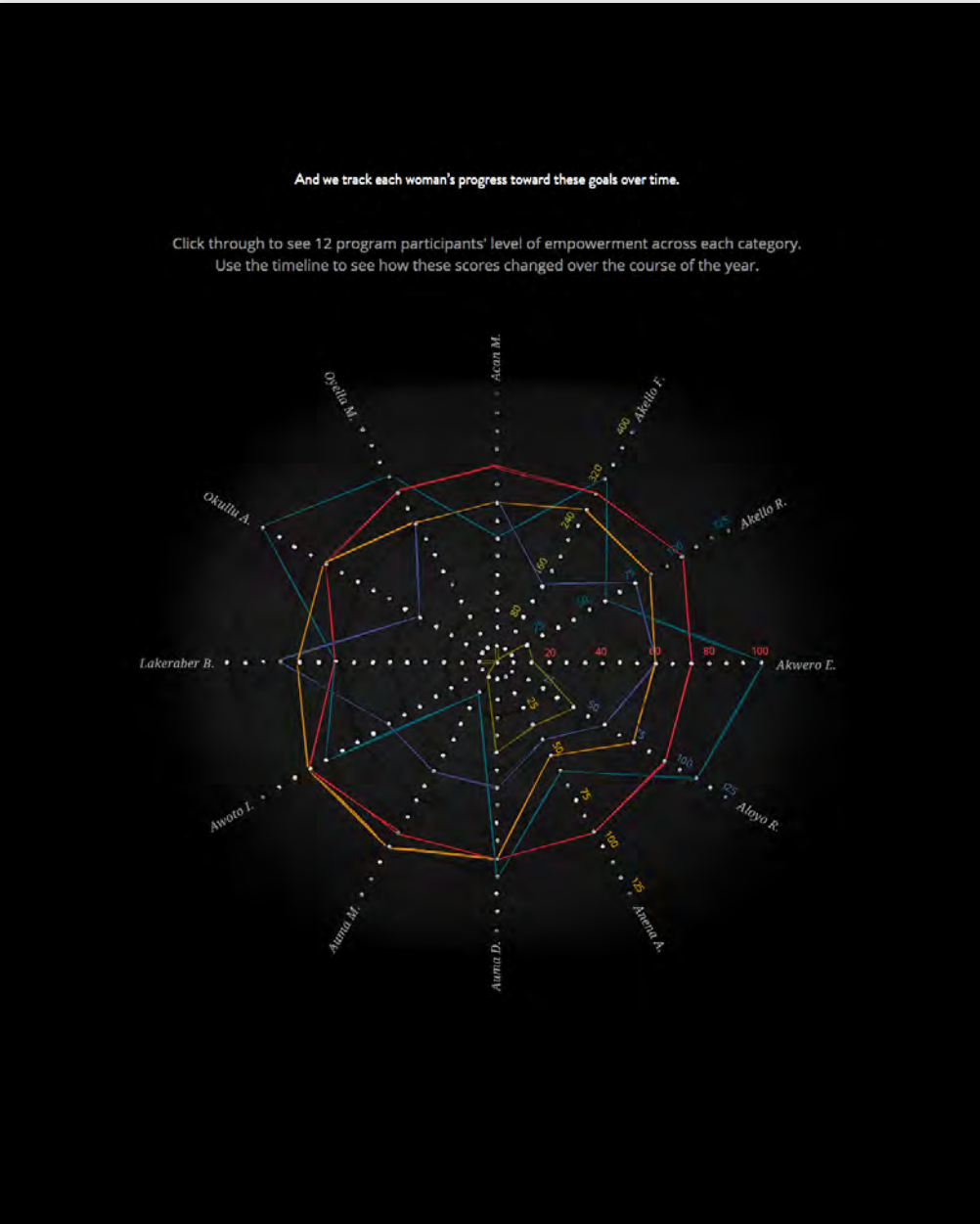
Creative Content

Annual Reports

Girls Who Code



Krochet Kids Intl.



PERU

Lima

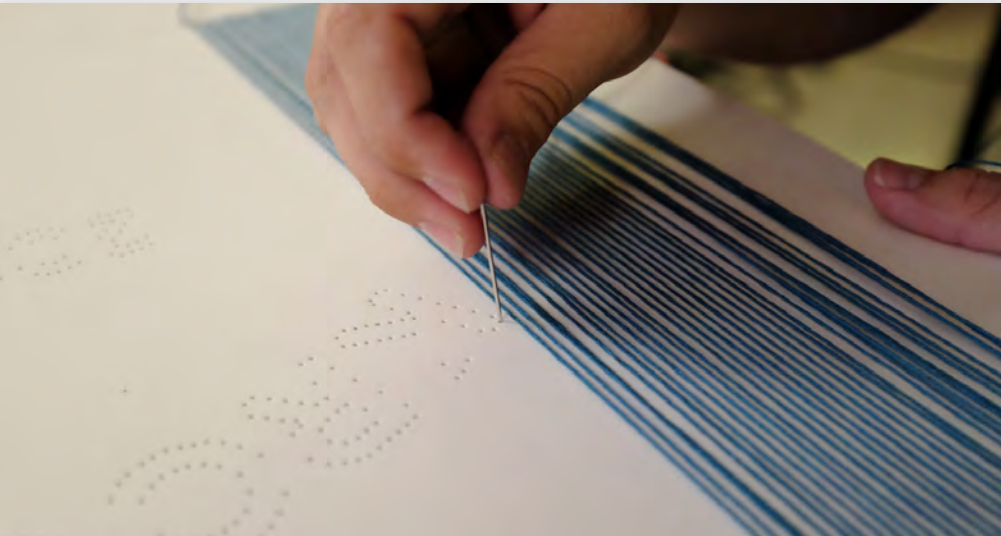
BROADENING OUR OFFERINGS & OUR EMPOWERMENT

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 Initiative



Pacific Life



2016
Pacific Life 2016 Annual Report

Aviation Capital Group

Aviation Capital Group offers tailored aircraft placement, trading, and investing solutions, enhanced by industry-leading financing capabilities built on 28 years of experience through multiple business cycles. We are a trusted aircraft lessor to approximately 100 airline customers in more than 45 countries, with a fleet of 413 owned, managed, and committed commercial jet aircraft. ACG is a premier, full-service provider of operating leases to airlines, and aircraft asset management and advisory services to lenders and institutional investors.

OUR EXPERTISE


- Proven, global full-service platform and tested performance through multiple business cycles
- Committed to exceeding customer expectations and building meaningful relationships
- Strong capital structure and a disciplined focus on asset management

OUR SOLUTIONS

- Global aircraft leasing, trading and asset management services
- A focus on young, high-quality technology aircraft in high demand
- Expertise in operating long-term economic value creation for our partners

INNOVATIONS IN ACTION

Delivered our lowest order book with aircraft 18 months and not inventory 300 without financing and sustained cash charges



AIRCRAFT OWNED, MANAGED, AND COMMITTED

2014	2015	2016
373	389	413

TOTAL ASSETS
in billions of dollars

2014	2015	2016
6.8	9.3	9.1

OUR ACHIEVEMENTS

- Maintained our consultative customer-centric focus, with 1,600 customer contacts
- Sourced \$3 billion of proactive aircraft purchases through multiple channels and completed approximately \$1 billion of aircraft sales, a record for our company
- Completed two asset management transactions valued at over \$2.5 billion in net asset value
- Achieved credit ratings upgrades by Standard & Poor's and Fitch Ratings, reflecting strong earnings and improved financial metrics
- Redeemed our \$1.9 billion asset-backed securitization, continuing to transform our capital structure while strengthening and improving the flexibility of our balance sheet

LEADERSHIP

David T. Tan, Chief Executive Officer; Mike N. Davis, Executive Vice President, Global Strategy; Andrew M. Marshall, Executive Vice President, Head of Global Marketing & Aircraft Trading; Madhu Vija, Executive Vice President & Chief Financial Officer; Todd E. Woodcock, Executive Vice President, Asset Management; Thomas G. Baker, Senior Vice President, Strategy & Analytics; Patrick J. Ryan, Senior Vice President & Chief Technical Officer; James R. Zerkowski, Senior Vice President & General Counsel

DISTRIBUTION NETWORKS

United States, United Kingdom, Ireland, Chile, China, and Singapore

\$9.1B
total assets

\$1.1B
revenue

48%
compounded annual growth rate in pre-tax income from 2011 to 2016

133
new technology aircraft commitments

2016
Pacific Life 2016 Annual Report

Investments

DISTRIBUTION OF INVESTMENTS

Pacific Life invests in carefully selected securities, mortgage loans, real estate properties, and private equity. Pacific Life has an accomplished management team with experience in both positive and negative market environments. Our disciplined underwriting and diligent monitoring helps ensure that we maintain portfolio quality over the long horizon.

\$68.2B

Outflow in millions: December 31, 2016

Fixed Maturity Securities	Private Equity
\$45,158	\$808
\$12,175	\$646
\$7,437	\$529
\$996	\$305
	\$127

QUALITY OF FIXED MATURITY SECURITIES

Our fixed income portfolio holdings are very strong, with more than 90 percent of our fixed maturity securities rated as investment-grade by the Securities Valuation Office of the National Association of Insurance Commissioners (NAIC).

\$45.2B

Outflow in millions: December 31, 2016

Investment Grade	Non-Investment Grade
\$42,882	\$2,376
\$20,162 NAIC 1 Highest Quality	\$1,684 NAIC 3 Medium Quality
\$22,720 NAIC 2 High Quality	\$592 NAIC 4-NAIC 6 Low Quality and Below

DISTRIBUTION OF REAL ESTATE INVESTMENTS

Pacific Life emphasizes high-quality properties in select major metropolitan areas that exhibit strong demographic and economic trends.


\$12.8B

Outflow in millions: December 31, 2016

Office Buildings	Logistics
\$3,979	\$1,517
\$3,085	\$969
\$2,667	\$604

REAL ESTATE MORTGAGE PROPERTIES

These featured properties represent just a few of the high-quality mortgage loans included in Pacific Life's real estate investment portfolio.



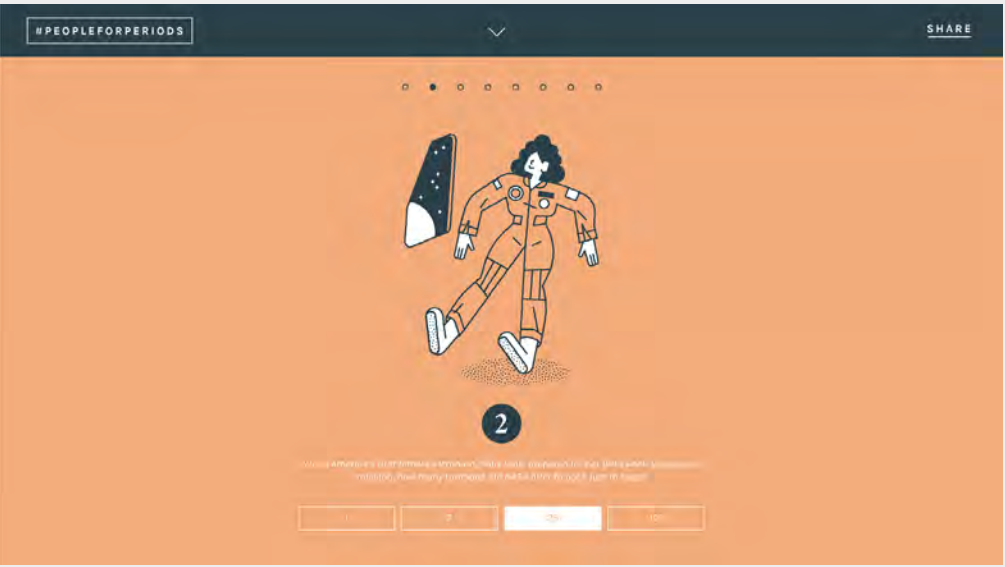
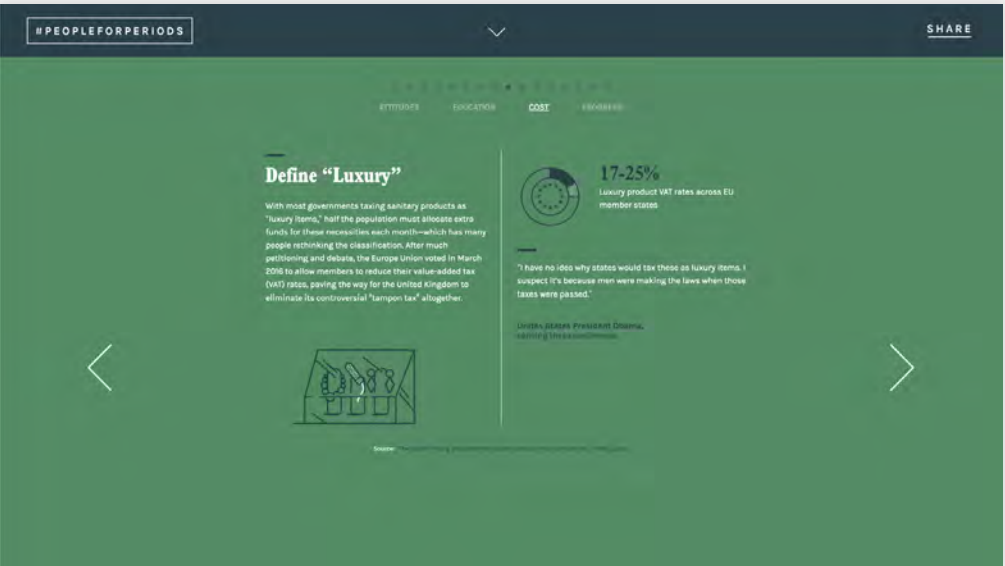
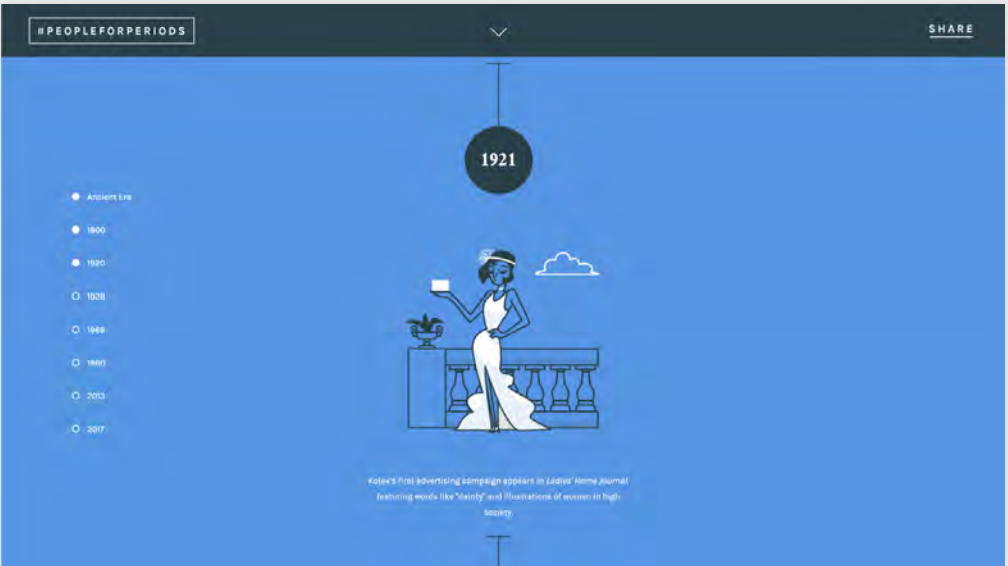
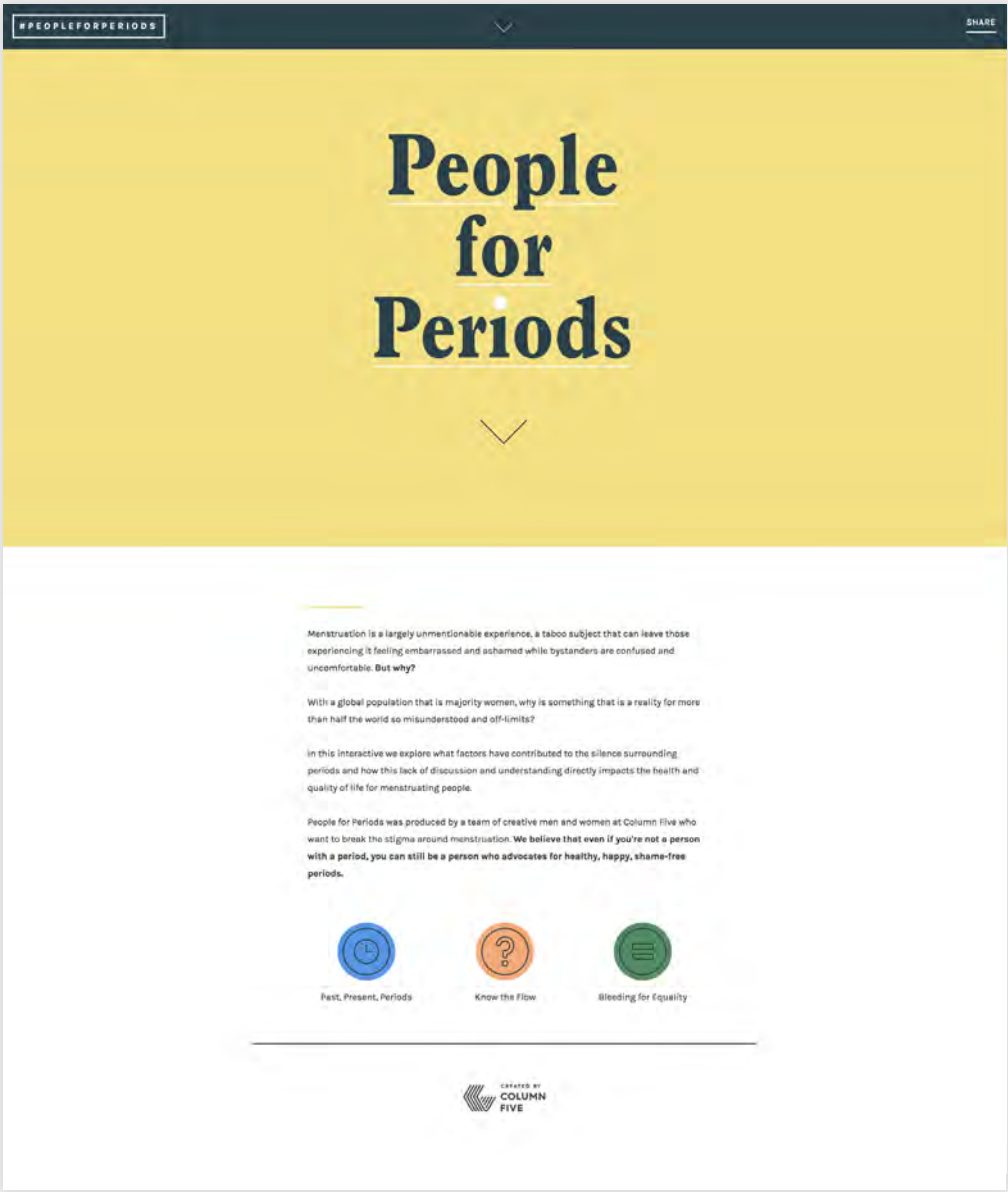
Featured left to right: West Village II - Dallas, Texas; The Rugby - Bethesda, Maryland; Station Quarter - Washington, D.C.; Desert Ridge Marketplace - Phoenix, Arizona; Hilton Waterfront Beach Resort - Huntington Beach, California; Balboa Village - San Diego, California



Creative Content

Interactive Experiences

People for Periods



Lucidworks



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?



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





Creative Content

Live Action Video

Always a Fan, Ann



Microsoft

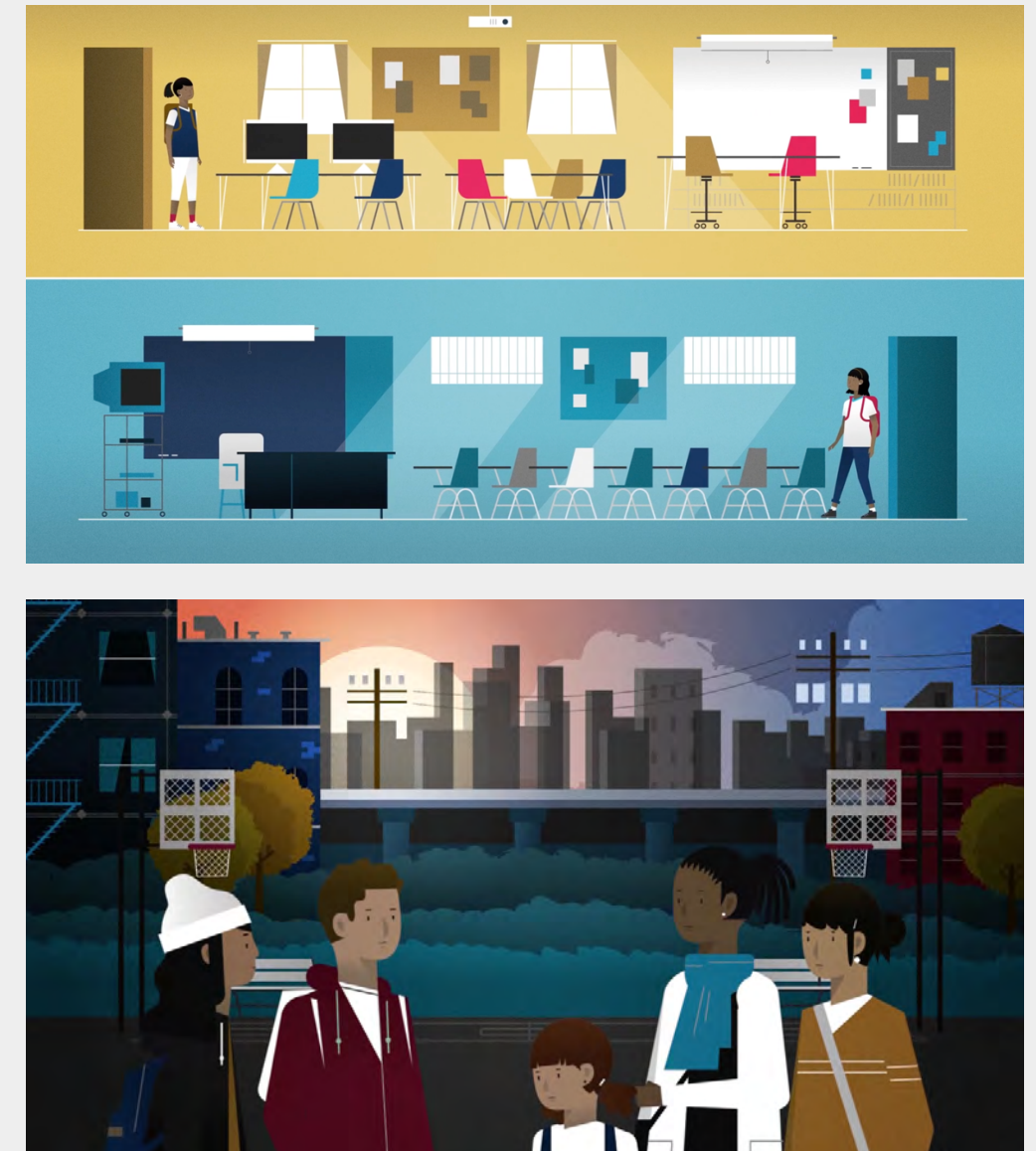




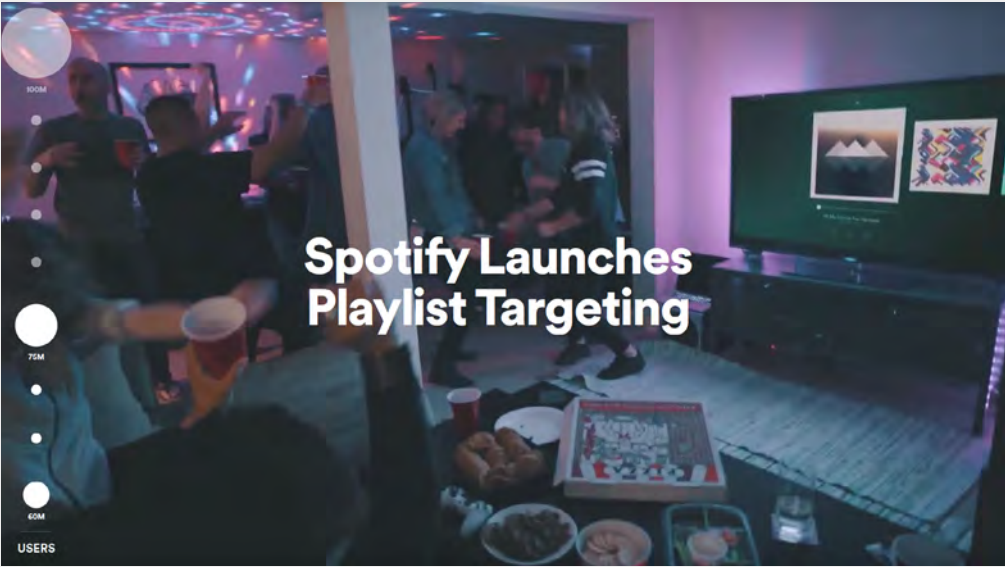
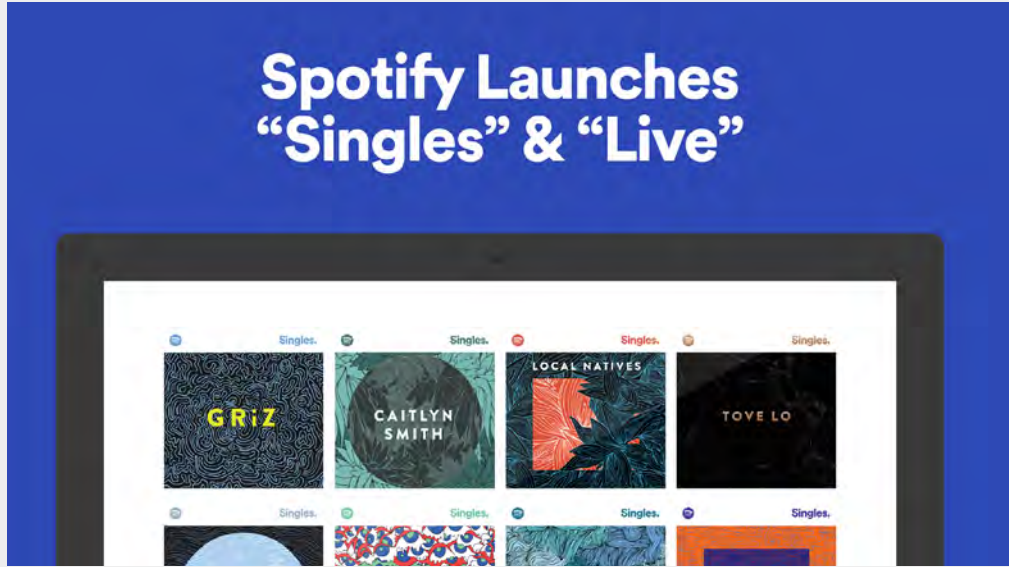
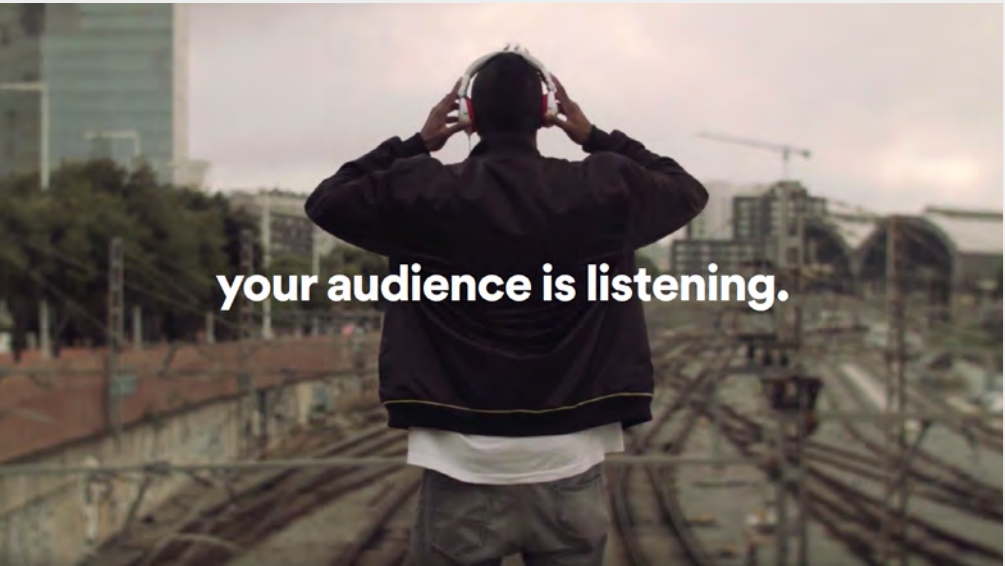
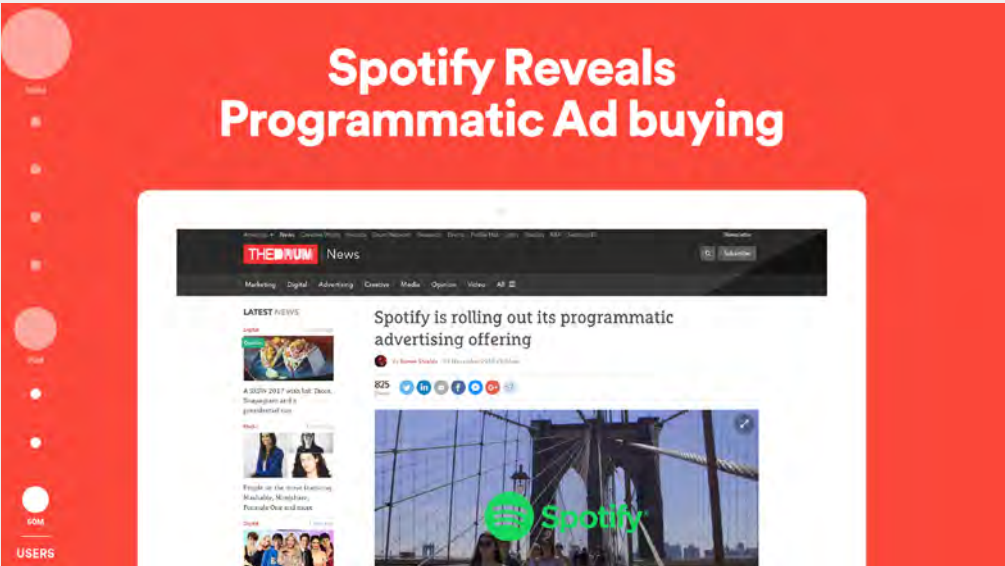
Creative Content

Motion Graphics

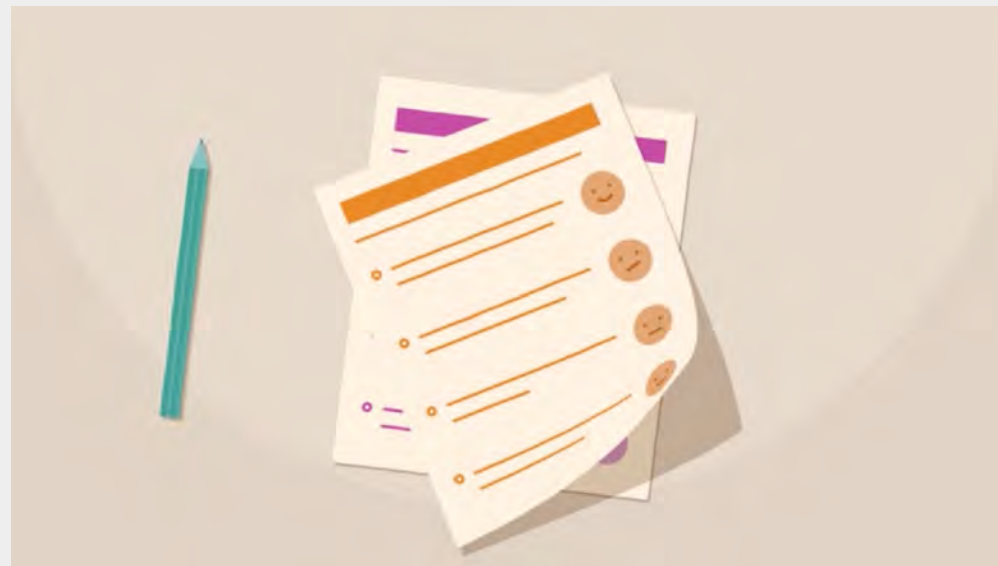
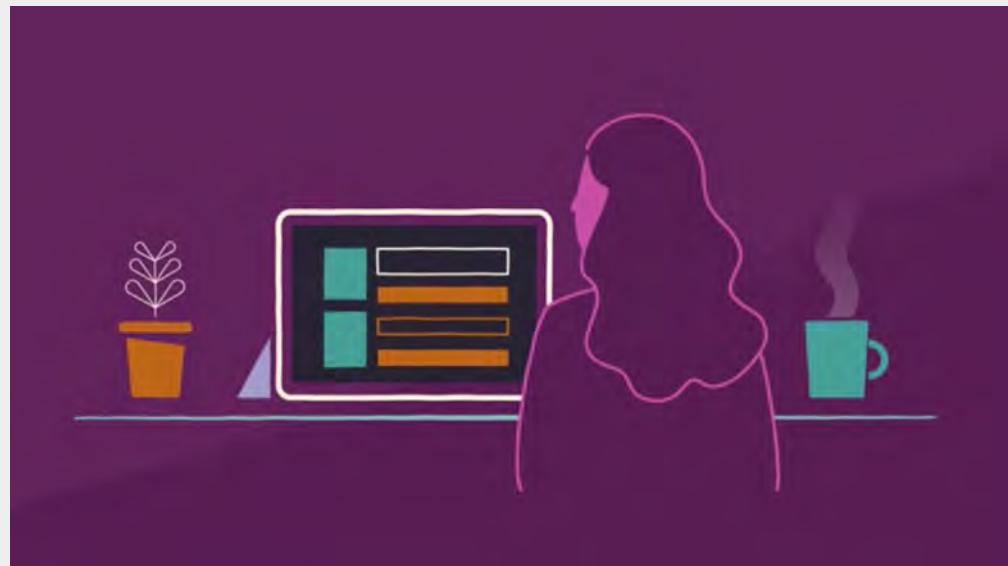
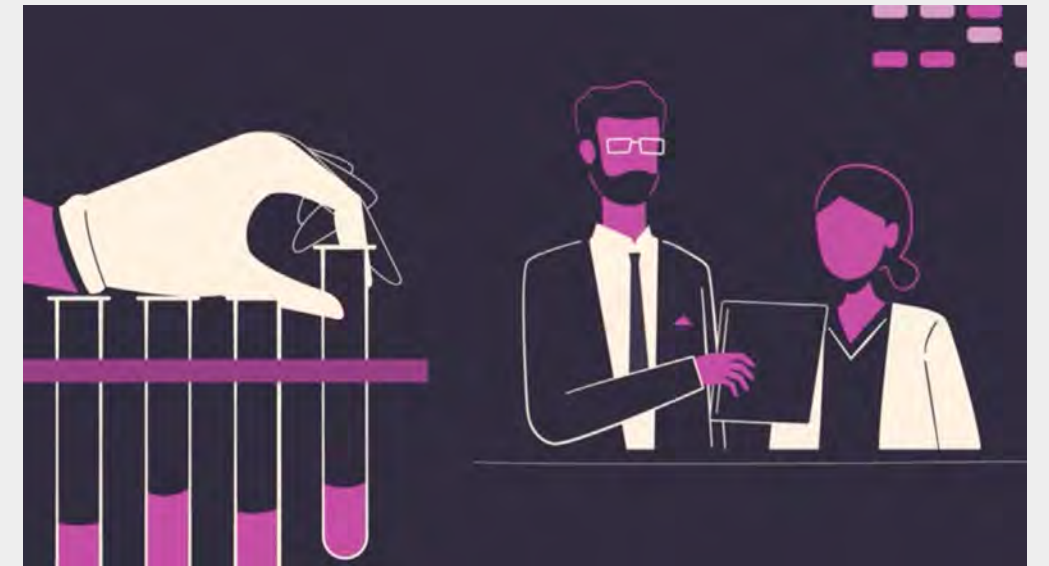
Connected Learning Alliance



Spotify



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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