



CASPARIAN MARKETING PORTFOLIO

Creative development, project management on all projects shown, plus other services as noted

Valley Presbyterian Hospital events

DFCon ("Defcon")

- annual conference drawing a global audience of thousands of physicians. Goal is for referrals to client, a leading center for therapies.
- Held at Hollywood & Vine complex
- Scope includes pre-event communications; on-site collateral, and attendee data collection; post-event communications and lead generation.



Put your patients' limbs in the best hands possible

In the spirit of excellence, the Amputation Prevention Center (APC) at Valley Presbyterian Hospital salutes Nicholas C. Schaper, this year's Edward James Olmos Award for Advocacy in Amputation Prevention Honoree.

The APC is the first community-based center for patients suffering from diabetes and its complications. Our nationally recognized team of experts can restore your patients' hope – and their quality of life.

Put your patients' limbs in the best hands possible. Contact the Amputation Prevention Center at Valley Presbyterian Hospital today. **877.220.FOOT (3668) valleypres.org/apc**

VALLEY PRESBYTERIAN HOSPITAL
AMPUTATION PREVENTION CENTER
Excellence in all we do

DFCon
DEFENDING THE FUTURE
Los Angeles

15107 Vanowen Street | Van Nuys, CA 91405 | 818.782.6600 | valleypres.org

Program ad



Valley Presbyterian Hospital events

Clinic seminars

- twice annual seminars held at luxury hotels. Goal is for referrals to client, a leading center for surgery.
- scope includes pre-event campaign creative development; online, broadcast, print and PR campaign to drive attendance; on-site collateral and attendee data collection; post-event communication and lead generation
- Events are 400% - 1000% revenue positive within 6 months



Don't let hip or knee pain slow you down.
**Be proactive
to stay active.**



Free Joint Replacement Seminar
Saturday, October 3, 2015 | 9:00 – 11:30 AM
Four Seasons Hotel | Westlake Village
Register now at valleypres.org/jointseminar
or call 855.530.3676

VALLEY PRESBYTERIAN HOSPITAL
VALLEY HIP & KNEE INSTITUTE



Take control of your joint pain, *now*

Free Joint Replacement Seminar
Saturday, October 3, 2015 | 9:00 – 11:30 AM
Four Seasons Hotel, Westlake Village
2 Dole Drive, Westlake Village, CA 91362
Free breakfast and parking

To Register, Call Valley Hip and Knee Institute at 855.980.0154 or visit www.valleypres.org/jointseminar for more information

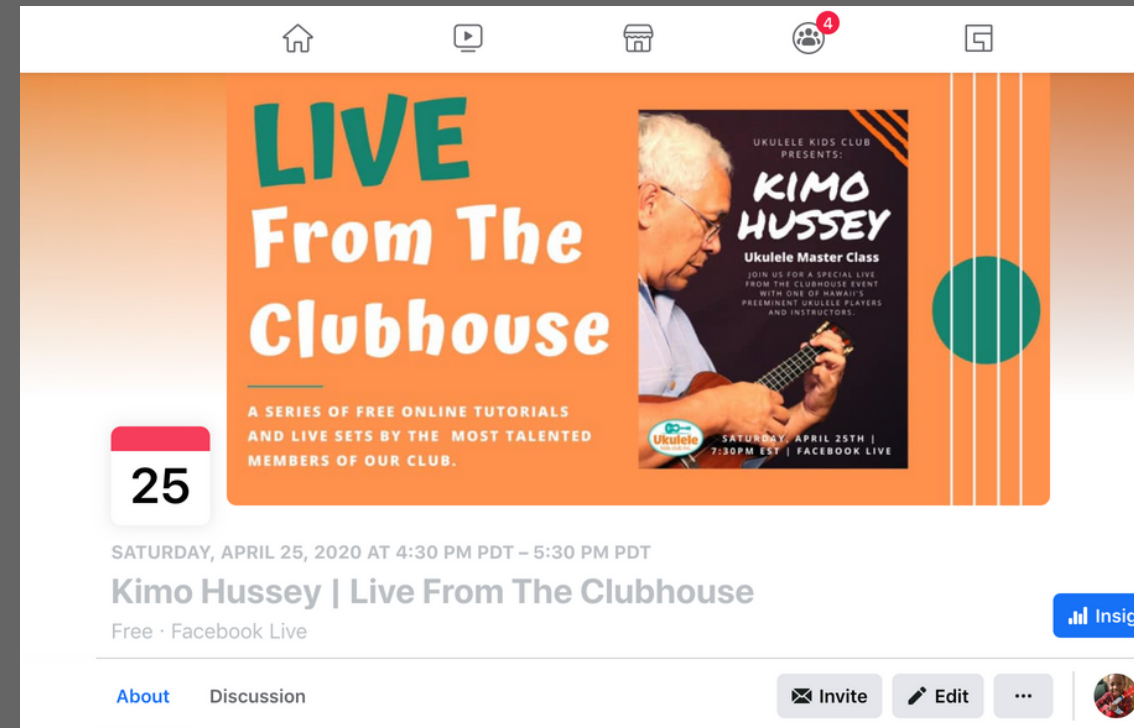
Discover treatment options for hip and knee joint pain presented by Medical Director Herbert D. Huddleston, MD and Associate Medical Director Erik N. Zeegen, MD.

VALLEY PRESBYTERIAN HOSPITAL
VALLEY HIP & KNEE INSTITUTE

5525 Etiwanda Ave Suite 324 | Tarzana CA 91356 | 818.708.9090 | valleyhipandknee.org

Ukulele Kids Club

- brand positioning refresh: new mission and vision
- creative development for refreshed graphic identity
- public relations – release writing and media relations
- email newsletters to stakeholders
- virtual events/fundraisers
- donation tracking

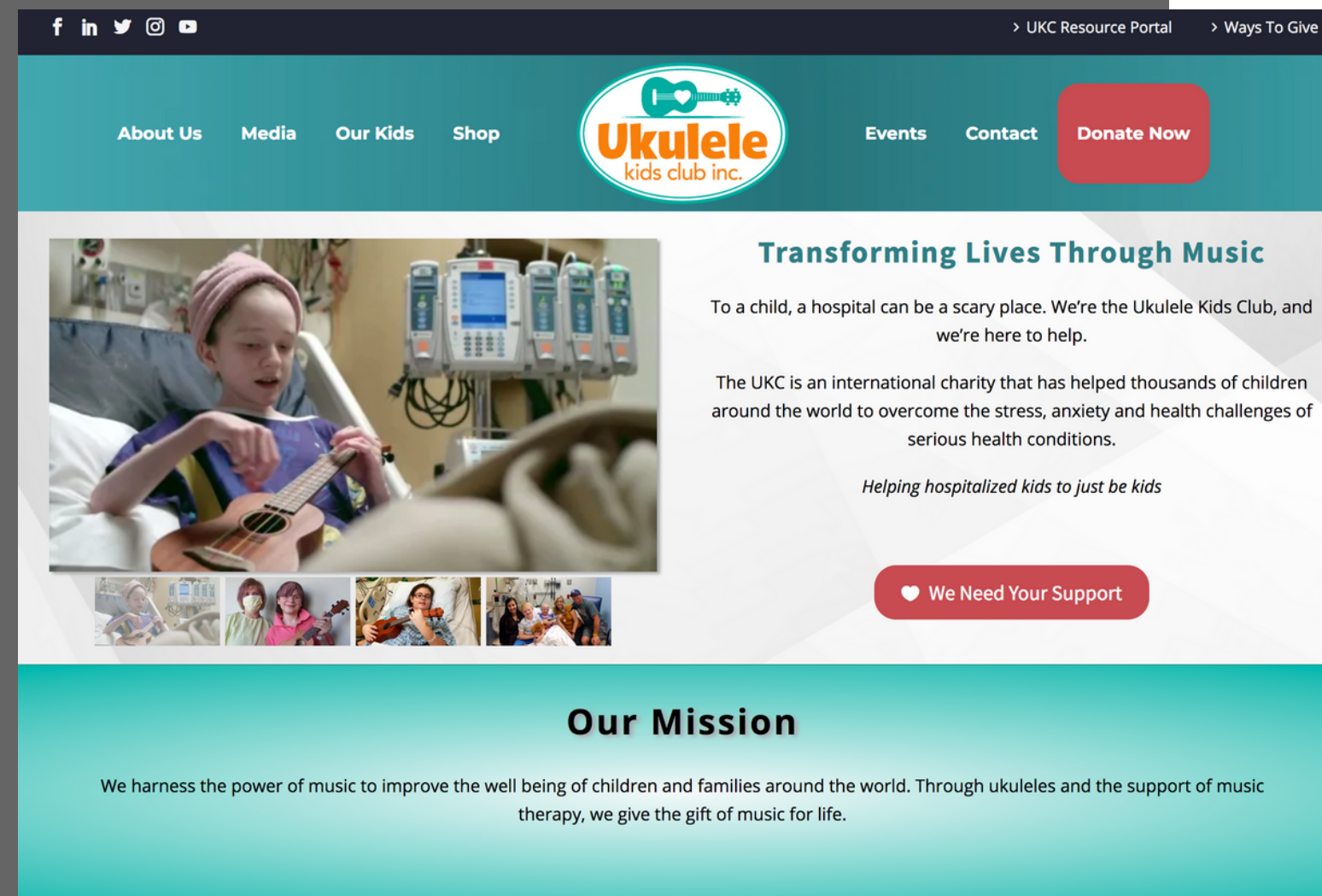


Dear members of the Club,

No one can escape the effects of the Coronavirus crisis today. So many of us are living in total or partial isolation, and as you can imagine, the hospitalized kids we support must feel even more separation than ever.

Yet even while we're forced to separate, it's so encouraging to see that the internet has the power to connect us to each other and to our communities.

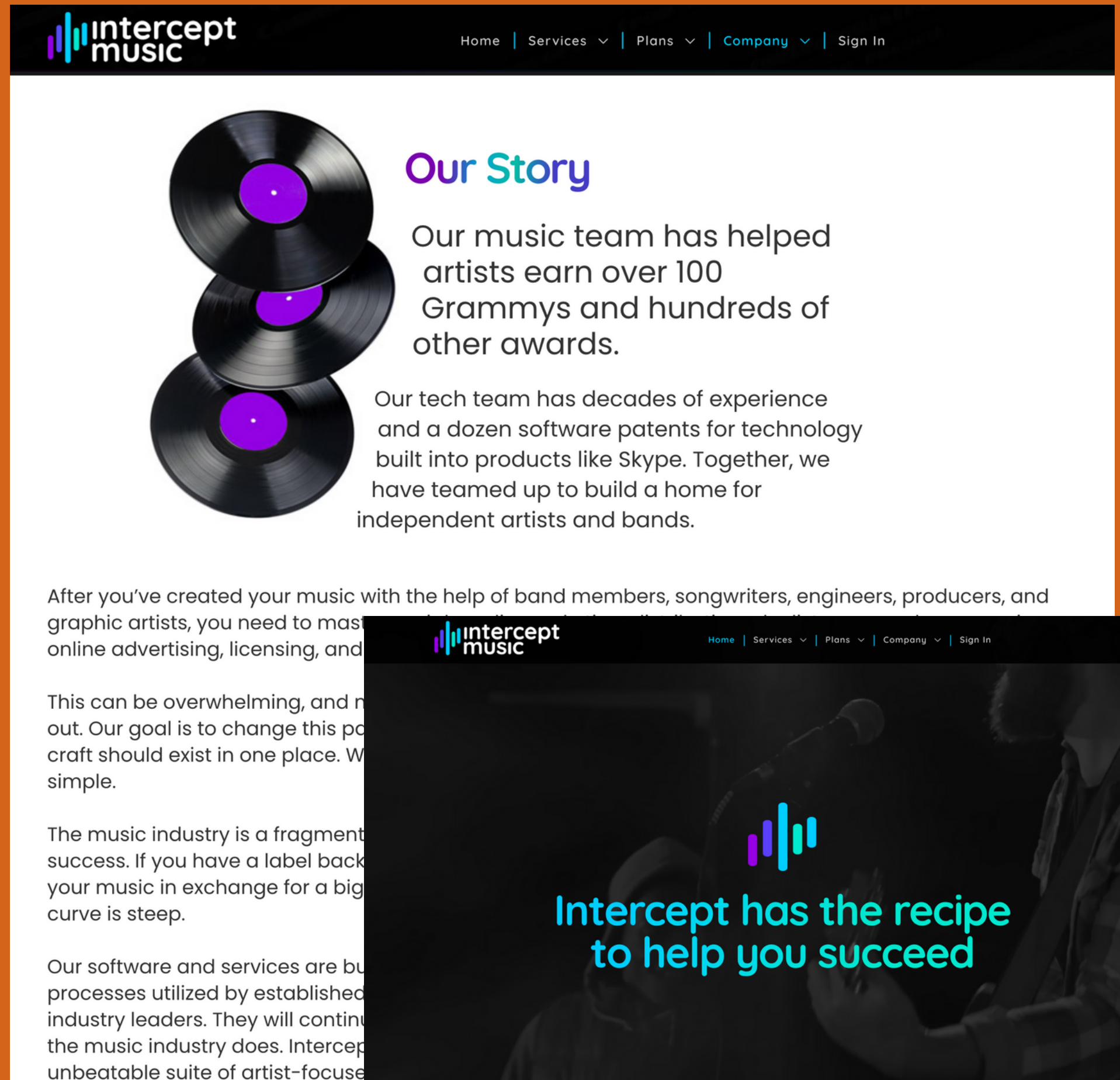
As a club built on the inherently cheerful ukulele, the UKC is eager to do our part to build a positive mood. We put the pieces together, and we're excited to bring you a unique way for us to stay connected, through this crisis and beyond.



That's right. We're a club, and the world is our clubhouse!

Intercept Music

- brand positioning development
- public relations – release writing and media relations
- email newsletters to stakeholders



The screenshot displays the Intercept Music website. At the top, the logo 'intercept music' is on the left, and navigation links 'Home | Services | Plans | Company | Sign In' are on the right. The main content area features three vinyl records with purple labels. To the right of the records is the heading 'Our Story' in purple and blue. Below the heading, the text reads: 'Our music team has helped artists earn over 100 Grammys and hundreds of other awards.' and 'Our tech team has decades of experience and a dozen software patents for technology built into products like Skype. Together, we have teamed up to build a home for independent artists and bands.' Below this is a paragraph: 'After you've created your music with the help of band members, songwriters, engineers, producers, and graphic artists, you need to master online advertising, licensing, and...'. This is followed by another paragraph: 'This can be overwhelming, and... out. Our goal is to change this... craft should exist in one place. We... simple.' Then, 'The music industry is a fragmented... success. If you have a label back... your music in exchange for a big... curve is steep.' Finally, 'Our software and services are bu... processes utilized by established... industry leaders. They will continu... the music industry does. Intercept... unbeatable suite of artist-focuse...'. At the bottom right, there is a dark image of a band performing with the text 'Intercept has the recipe to help you succeed' in cyan, with the Intercept Music logo above it.

intercept music

Home | Services | Plans | Company | Sign In

Our Story

Our music team has helped artists earn over 100 Grammys and hundreds of other awards.

Our tech team has decades of experience and a dozen software patents for technology built into products like Skype. Together, we have teamed up to build a home for independent artists and bands.

After you've created your music with the help of band members, songwriters, engineers, producers, and graphic artists, you need to master online advertising, licensing, and...

This can be overwhelming, and... out. Our goal is to change this... craft should exist in one place. We... simple.

The music industry is a fragmented... success. If you have a label back... your music in exchange for a big... curve is steep.

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intercept music

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Intercept has the recipe to help you succeed

Mattel brand standards refresh

- creative management
- executive communications
- proofing
- global approval

Final product: brand standards manual, distributed worldwide



Mattel corporate brand examples, "before"

MATTEL vision

ONE MATTEL
This manual has been created for use by Mattel offices everywhere, to ensure brand consistency worldwide and to deliver on the promise of "One Mattel."

MATTEL logo and color usage

COLOR LOGO | BLACK & WHITE LOGO

RED | BLACK

SPOT | PROCESS | WEB | POWERPOINT

PMS 1795 | C2 M93 Y91 K0 | HEX CC3333 | PMS 485 | 100% BLACK

GRAY

SPOT | PROCESS

PMS Cool Gray 9 | C0 M0 Y0 K51

When using the Mattel logo on a non-white background, use the correct version. The correct version has edges of the lettering clipped to the edge of the gear.

NOTE: The ® mark must be visible on background, i.e., a contrasting color must be used if necessary.

MATTEL key photography

Key photography can be used with or without the Mattel Vision Statement. Use key photography on marketing materials or as wall decor in your office.

mat_key_image_1.tif
NOTE: This image is not recommended to be used on wall murals or large posters.

mat_key_image_2.tif
NOTE: This image is not recommended to be used on wall murals or large posters.

mat_key_image_3.tif
NOTE: This image is not recommended to be used on wall murals or large posters.

Higher resolution images are available upon request, by submitting an asset request form (provided on disk) to Worldwide Creative and Marketing Communications.
As new photography becomes available, it will be distributed.

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MATTEL
CORPORATE GRAPHIC STANDARDS

Grwo software

- brand positioning development
- website copywriting
- sales collateral and presentation copywriting

The image shows a website landing page for Grwo software. The background is an aerial night view of a football stadium. At the top left is the 'grwo' logo. The top navigation bar includes 'HOW IT WORKS', 'ROI', 'ABOUT US', 'SUBSCRIBE', 'BLOG', 'REQUEST A DEMO', and a yellow 'LAUNCH YOUR APP' button. The main headline reads 'It's How People Love Your Brand' with the subtext 'From amateurs to pros, we help your fans love you more.' Below this is another yellow 'LAUNCH YOUR APP' button. A smartphone mockup displays a sports app interface for a PSG vs Toulouse match, showing a live timer (2:13:22), a 'BUY TICKETS' button, and a 'DAILY NEWS' section. At the bottom, there are icons for 'SPORTS', 'ENTERTAINMENT', and 'TOURISM'. A yellow chat bubble in the bottom right corner contains the 'Grwo Helper' logo and the text 'Hello! How can we help?' with a text input field and a 'We're by Drift' logo.

Creative and communications examples

ACCESSWIRE Universal Music Group Distribution Former Chief Executive Officer Joins Intercept Music's Board of Directors, a Sanwire Subsidiary



Intercept Music, A Sanwire Corp Subsidiary, Signs Agreement With UK-based Company, Adding Unmatched Array of Automated Social Media Integrations



June 26, 2020

SNWR -0.89%

LOS ANGELES, June 26, 2020 /PRNewswire/ -- Intercept Music, Inc. ("Intercept"), wholly owned subsidiary of Sanwire Corporation, ("Sanwire" or "the Company") ([OTC: SNWR](#)) announced today that it has executed an agreement with a UK-based software company to significantly expand its marketing service offerings for independent artists worldwide.

By the terms of the agreement, Intercept will expand its already robust suite of social media scheduling and publishing tools, strengthening its global appeal to independent artists. With the new integrations, Intercept now offers rapid-fire



Broadway Stars Rally to Support Ukulele Kids Club With New Initiative

by BWW News Desk Jul. 5, 2020



Stage and screen performers are joining together to dedicate their time and talents for the benefit of hospitalized children and the nonprofit Ukulele Kids Club, in an

all-new initiative launched today. Piloted by UKC Ambassador and Broadway performer **Abby Jaros**, the new program, called UKC Broadway, includes actors, singers, and performers who share songs, dancing, and more in support of the UKC mission. The initiative, using the hashtag #UKCBroadway, adds a new dimension to the charitable work of the UKC, which since 2014 has supported the healthcare of nearly 10,000 children globally through music therapy and donations of ukuleles.

Press releases, media placements

Creative and communications examples



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& ALLERGY INSTITUTE

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