



AFTER MIDNIGHT

Strategic Marketing & Creative Services

The only people who care as much about your brand as you do...



After Midnight, Inc.

San Francisco • Boston • www.aftermidnightinc.com

A Formula Design Affiliate • www.formuladesign.com

Who is After Midnight?

We are our work...

In business for over 30 years, After Midnight has been privileged to work with many well-established brands. But some of our most exhilarating opportunities have been with the start-ups and small businesses that we've helped give birth to and grow.

You'll recognize us in:

Sports: Identities for Major League Baseball's Florida Marlins and Colorado Rockies; the Major League Soccer logo

Entertainment: Packaging and classic game redesign for Parker Brothers (60th Anniversary Monopoly, Sorry), packaging and collateral materials for Sega Dreamcast; collateral for Sony Theatres and Ticketron

Consumer Goods: Clients have included Coca-Cola, Chesebrough Ponds, Colgate Palmolive, Kraft-General Foods

Footwear: Clients have included Reebok, Rockport, Stride Rite

Technology: Clients have included Apple, Adobe, Autodesk, Calgary Scientific Inc., DEC, IBM, The Open Group

Financial Services: Branding for State Street Research; collateral for MFS, Putnam and Eaton Vance; advertising for American Express and MasterCard

Real Estate Development: Clients have included New England Development, MarketPlace Development, JSS Advisors, ADCO, Development by Design

Food & Beverage: Clients have included Standard Coffee Service, Furr's Restaurant Group, Fresh City



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Who is After Midnight?

We are a team...

Chief Instigator: Kathryn Klein

Gifted with a talent for crafting words and images, prepared for life with a degree in philosophy, and determined to retain the freedom and flexibility promised by entrepreneurship, Kathryn Klein founded a creative services firm in Boston, in 1978. The firm has metamorphosed through various incarnations, ultimately emerging as After Midnight Inc. Kathryn has learned that it takes a lot more than talent to sustain a business for 30 years; has found that philosophy — the love of knowledge — is still her most passionate pursuit; and has discovered that entrepreneurship is less about freedom and flexibility than it is about commitment and discipline.

Beloved Uncle: Wayne Gouldner

No relation... but he's as thoughtful, caring and concerned as your favorite uncle... ensuring that After Midnight always conducts its financial and other business affairs responsibly and ethically. Wayne's been with the firm since... forever.

Aye Aye Skipper: David Shepherd

You're always safe sailing with Coast Guard-certified captain David Shepherd. Back on dry land, you'll find David designing, writing, art directing—or swabbing the decks. No matter the task, David's on it. He's been a key member of the After Midnight crew since 1991, and now manages our business on the East Coast—land or sea...

Road Warrior: Steve McGuire

After several years in the swelter of a Texas oil field, Steve discovered that his route to success was paved with pixels. Whether designing, developing or illustrating, there's no one more creative or more resourceful cruising the information highway on his virtual motorcycle than Steve "Live to Design, Design to Live" McGuire, with After Midnight since 2002.

The Wizard of Cottage Grove: Eric Johnson

Eric waves his magic wand and before you can say, "Let's put on a show!" we've got a collaborative team working on your project, comprised of some of the most accomplished coders in the country, entrenched in Web 2.0, e-commerce, database driven development, content management system design, social network set-up and all the latest buzz. Oh yeah – and Eric is a mighty fine designer and developer himself, as well as project manager, non-pareil.

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Who is After Midnight?

We are partners...

True North PR and Brand Group – Publicity, Strategy, Marketing: Michael Coogan

Specializing in outdoor and fitness products, True North boasts high-profile clients including Technica Boots, Sigg Water Bottles, Tubbs Snowshoes, Volki Skis, Kombi Gloves and numerous others. The True North Brand Group counts on After Midnight as a partner to develop identities, websites, packaging, direct marketing, advertising and more.

O'Brien Marketing Services – Strategy & Marketing: Maureen O'Brien

Maureen has worked as a marketing manager at both Apple and Adobe. Currently, she advises a variety of Silicon Valley clients on strategic marketing and media planning. Maureen and After Midnight have worked together on projects for Adobe and other clients including trade shows, online and print advertising campaigns, collateral materials and more.

Formula Design: Eric Johnson

Adding Formula Design's virtual team to enlarge After Midnight's staff on-demand, we can accomplish extraordinary feats including developing complex custom Content Management System (CMS) solutions, online product ordering and delivery systems, e-commerce features, social networking sites and much more. Because each Formula Design resource is, in essence, independent, each has the skills and experience to be a capable project leader or a conscientious team member.

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What does After Midnight do?

We study... we think... we ask a lot of annoying questions... and then we think some more!

Strategic Insights, Planning and Consultation:

- Positioning for products, services and organizations
- Mission, vision, values statements
- Messaging hierarchies
- Marketing plans
- Information architecture
- Search engine optimization
- Conceptualization

Writing:

- Product naming
- Tag lines
- Content development for print and electronic media
- Collateral, direct mail, advertising
- Websites
- Case studies and success stories
- Scripts

Design:

- Corporate, product, brand identity
- Websites
- Collateral Materials (Brochures, Data Sheets, Annual Reports, Presentations)
- Packaging
- Point-of-Sale
- Advertising in print and electronic media
- Direct marketing via print and Web
- Environmental graphics and signage
- Trade show booth graphics

Art Direction:

- Stock photo research
- Custom photography
- Photo retouching and composition

Illustration:

- Products, people, places
- Typographic treatments
- Info-graphics

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When do you need After Midnight?

When it's time for a change...

- When you are doing work yourself that would be better done by professionals... Marketing, writing and design are disciplines -- like most others -- that are most successfully practiced by professionals with specific expertise and experience. If you are asking your administrative assistant to design your corporate brochure because she took a communications class in college, and your chief science officer is responsible for the information architecture of your website, and you're paying an unemployed poet to develop your company's mission, vision and values statements, you are likely not to be getting the effectiveness you need to compete...
- When your current resource does everything you ask them to, just the way you ask them to... Despite the adage, we've noticed that the customer is not always right. If we did everything our clients asked us to, just the way they asked us to, we'd wind up either charging for changes more often than necessary, or we'd be standing by, on a regular basis, watching all manner of mayhem ensue. At After Midnight, we view your success as our success. So, when it seems like the right thing to do, we care enough to counsel you to carefully reconsider your requests.
- When your current resource appears to be bored with your projects. We believe that there are no boring design projects... only boring designers. At After Midnight, you'll find neither our designers nor the results ever boring.

Before it's too late...

- When you're thinking of launching a new product or a new business... If you launch a product without optimum positioning or adequate differentiation, or if you make a poor first impression with packaging, or if your initial website is difficult to navigate or doesn't function properly... You won't get a second chance to win over your most critical customers. Let us help you make that great first impression.
- Just when you think you've done enough... Your sales are at an all-time high and your cash flow is at an all-time low. This is a typical scenario for a growing business. Some think that this is a good time to let marketing efforts slide. Competitors think that this is a good time to exploit the audience that you've worked so hard to cultivate, with copy-cat products and strategies that will erode your market share. Let us help you sustain your lead with fresh ideas and cost-effective tactics.

When you're ready for a relationship...

- Try us out... We have a heritage of building long-term, mutually-rewarding relationships.

When you merely want a project resource...

- We deliver!



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Where will you find After Midnight?

Working with clients across the country and beyond...

...from San Jose to San Francisco... Boston to New York...

in St. Maries, Idaho; Milwaukee, Wisconsin; Raleigh, North Carolina; Calgary and Toronto, Canada; Reading, U.K...

After Midnight West

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San Francisco, CA 94107

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After Midnight East

14 Elm Street

Boston, MA 02136

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T: 617-364-8440



who • what • when • where • why •

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Why should you choose After Midnight?

Because we are...

Smart: Quick-on-the-uptake, we'll learn all we can about your product or service and the latest trends in your industry, so that we can be the best partners possible. At After Midnight, we believe that the only stupid or foolish question is the un-asked question.

Creative: Creativity isn't all about talent... it's also about exercising our minds to think beyond barriers... it's about making connections that others don't put together... and it's also about uncovering clever ways to make the most of our clients budgets.

Disciplined: As professionals, we find that discipline must complement creativity. Initially, we have the discipline to study the brief and ask questions first, before embarking on a creative wild goose chase. Ultimately, we have the discipline to continually reinvent ourselves as creative problem solvers, as the need arises.

Experienced: With years of experience marketing products, services and brands in a wide variety of industries, we bring more to the table than most.

Expert: There are numerous disciplines in which many would consider us expert. But when we combine experience with so-called expertise, what's revealed is that as technologies progress and as culture inexorably undergoes change, so must our knowledge evolve and expand. We know enough to know when we don't know enough – when we must learn more or call upon those with skill-sets beyond our own.

Ethical: Please don't ask us to violate licenses or copyrights for fonts, software or imagery. We won't.

Honest: Not everyone likes this about us... We'll tell you what we really think. That doesn't mean we won't do what you ask, but we may suggest alternatives before capitulating.

Hard-working: In today's business culture, we hear a lot about "life-work balance." We've come to realize that those who most often invoke this mantra are likely to be focused more on what they consider to be "life" (i.e., leisure) than they are on "work" (i.e., work). In our culture, we spend a lot more of our time at work than we do at leisure. So shouldn't we choose to work at something we enjoy? Something life-fulfilling? At After Midnight, we so enjoy what we do, that we spend a lot of time and effort at it – on the clock and off. While we have all been known to play hard, we are better known for working hard. Hire us on and we'll work just as hard for you as we do for all of our clients.

An Exceptional Value: We are not the lowest priced resource you'll find; we're not the most expensive, either. We are, likely, the best value. We'll work with you to maximize your marketing budget, from creative to deployment.

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Why should you choose After Midnight?

Because we come highly recommended...

Most of our client relationships have been long and mutually rewarding. Ask us for references.

Because our work speaks for itself...

We will be pleased to provide relevant samples, upon request, either digitally or in print.

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