

SYNOPSIS OF FACTS,

for your informat

X

X is interested in companies that wish to lead and innovate in their business categories.

Our core skill is **STRATEGIC CREATIVITY**. X is strategic when we help clients articulate their vision, brand character, narrative, and value propositions. X is creative when we bring these elements to life.

ADAPT. Increase your resilience. Stay **OPEN**. Our clients, from street cred to high corporate, keep X inspired and informed. The projects range from mega to micro.

Communicating effectively within this culture goes far beyond creating visual "noise"

X recognizes that society has moved into a new phase of media culture. Streams of visual and auditory spectacle not only engage and inform but also provide the raw materials used to build our values, behaviours - our very identities. Codes, images, and metaphors are ingested whole as seamless elements of contemporary culture.

TITLE

DATE

~~ION.~~

Provoke. Adapt. Improve. Never stand still.
PROVE THAT YOU EXIST.

X builds cohesive and consistent communication and design statements across all points of contact with your audience. **BE FLEXIBLE** across all media.

Your narrative must ultimately facilitate the continuity of your message in a **POWERFUL** way.

PUSH



~~ADJUST YOUR SET~~


Does your communication represent a set of beliefs, values, codes and expectations that inspire and motivate? The goal is to create communication that transcends the functional attributes of your product or service. Propel **FORWARD**. Generate behaviour that lives well beyond the purchase **DECISION**.

COMMUNICATION and design, advertising, brand and new enterprise development, content and custom publishing. Open ended. ~~_____~~

HOW TO BE SAVED: A trick has a short shelf life. Avoid the **BEST BEFORE** date. If it is trendy, then you are already too late. Worse yet, a "me too" strategy will only bring you brand shame. **RESIST** the **TEMPTATION**.

STOP looking over your shoulder to see what others have done. Lead with intent. Deliver with intensity.

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MAKE IT BULLETPROOF. Can your brand withstand the v̄alōcify of change? Does your mythology retain its value over time? 

WE ARE ARMED with a pool of intellectual and creative capital. Through mobility and constant vigilance, X is poised to **CREATE AND COMMUNICATE**.

KNOW and INFLUENCE. Image, text and action continue to **DEFINE and PROPEL** our culture. **OPERATE** in this arena.

BRAND AS A PROMISE IS AN OUTDATED IDEA. X strongly suggests that you find ways for your brand to extend beyond a promise. Your audience is demanding **PROOF**, authenticity, and relevance. When was the last time your audience was rewarded?

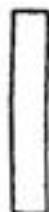
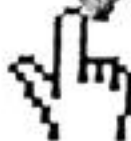
X READS AS X, WHICHEVER WAY YOU TURN IT.



INFORMATION AND IDEAS have skyrocketed in value. What have you learned? What have you taught?

Dimensionality will improve your **ABILITY TO COMPETE**. Dimensional communication is an effective offense.

WWW.XC



WHAT is your desirable outcome?

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

With the proliferation of media, YOU ARE EXPOSED for more hours in a day (and to more COMPETITION). Your audience is awake.

[REDACTED]

X synthesizes knowledge and creatively applies it to the delivery of your message.2

THIS IS THE END. This is your copy..

-----> X <-----

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