SILBERWARE

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advertising + design + digital

No babies were harmed in the production of this brochure.

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Your brand is not your logo. Your brand *is not your color palette*. Your brand is not the images the focus group *tore out of magazines*. Your brand is not "marketing fluff." Your brand is *not your agency's problem*. Your brand is not an abstract concept disconnected from *what your* company really does. Your brand is the sum total of every interaction your customers and your partners and your suppliers have with your *company*. The advertising and the website and the reviews and the *word-of-mouth* and the packaging and the instruction manual and the product *performance* and the soothing voice of the call center representative. *Your brand is not an afterthought*. Your brand is your business.

—Traditional branding guy rant

CLIENT CASE STUDY

Dell Computer took its brand online in 1996. Within three months, the company was selling $1 million in systems per day via its website. Two years later, that figure was $40 million per day. Today, more than half the company's $30 billion in sales is done online—one of the top five e-commerce businesses in the world.

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But enough about your brand. Let's talk about ours: **SILBERWARE builds strong brands twelve ways,** from strategy through execution. Our value proposition is, we create *your* value proposition—we figure out who your company is and why anyone else should care. Then we translate that message into memorable words and images that resonate with customers, partners, investors, the press, even your own employees.

We'll help you be clear, consistent and persuasive, even when your business model is in transition. We look at every brand holistically, and apply a proven integrated communications methodology that we call the 360° Brand Experience. So if you've just closed a round, opened a new market, or discovered a competitive threat, **SILBERWARE will help your brand evolve to meet the challenge, seize the opportunity, and drive results.**

Your audience perceives your brand through multiple touchpoints, though not necessarily while doing nude jumping jacks.

CLIENT CASE STUDY

Procter & Gamble's Cover Girl brand uses the Web to extend its core equities. It offers make-up instruction, customized recommendations, club membership perks and other extras designed to keep teen users in the franchise longer before they move on to higher-end department store brands.

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How may we help you?

- Advertising
- Brand Strategy
- Collateral
- Copywriting
- E-commerce
- Logo + corporate ID
- Multimedia
- Naming + nomenclature
- Presentations
- Rich media ads
- Sales materials
- Trademark + URL
- User experience + HCI
- Web development

Ask about our specials!

CLIENT CASE STUDY

Columbia House is using the Web to transition from an old-fashioned mail order service to a virtual club. The user interface and graphic design foreshadow the company's move from mailing tapes and DVDs to delivering broadband entertainment online. Using chat rooms, forums and bulletin boards, the club really is a club.

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The following businesses have had the pleasure of working with members of the SILBERWARE team.

APPAREL
Champion Sportswear
Dockers
Liz Claiborne
Saks Fifth Avenue
Timberland
Tommy Hilfiger

AUTOMOTIVE
Audi
Autobytel.com
Lexus-Europe

BANKING + FINANCE
AIG Trading
Alliance Capital
Blue Vector
Chase Vista Funds
Citibank Mastercard/Visa
CNNfn
GE Capital
Greenwich Associates
Insurance.com
JPMorgan
Pimco Funds
TheStreet.com
Tradescape.com
Wingspan Bank

KIDS
Hi-C
Kraft Kids
Postal

CONSUMER PRODUCTS
Coty
Cover Girl
Estee Lauder
Hi-C
Hugo Boss
M&M/Mars
Minute Maid
Pantene
Pringles
Redken
Seagram
Sou Son
Whirlpool

EDUCATION
SIPA (Columbia U)
USWeb/CKS 101
WRC Media

ENTERTAINMENT + MEDIA
Book of the Month Club
Columbia House
Lumenati
Phys.com (Conde Nast)
Mars Music
ParentTime (TimeWarner)
Time Square 2000

HEALTH CARE
CareGuide
Oncology.com
Tylenol

PROFESSIONAL SERVICES
Lexis-Nexis
McKinsey & Company
Performaworks
Primordial
Resume Builders

RESTAURANTS
Burger King
Ponderosa Steakhouses

TECHNOLOGY
AskJeeves
Dell Computer
Direct Response Technologies
Flamenco Networks
Intel
KLOCwork
Lexmark
WSBANG
Xerox

TELECOM
AT&T
Celiant
Sprint
TelStreet.com
Winstar

TRAVEL
British Airways
Carlson Companies
Northwest Airlines

OTHER
People for the American Way
ICI

CLIENT CASE STUDY

Fidelity's Insurance.com start-up set out to change the unpleasant experience of buying insurance: "Prepare for the unexpected," the brand promised. And it is different: no pressure, no hassles, and unbiased information organized to match the user's need-state. "As close to fun as insurance gets," offered one customer.

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Mark Silber, president + creative director of SILBERWARE, is a veteran creative professional with almost two decades' experience in advertising, new media, e-business consulting, and client-side marketing. Before founding SILBERWARE, he was founder and chief marketing officer of Primordial, an IT consultancy and enterprise software company, and president of Brand Conception, a brand strategy and design consultancy. Previously, he was partner, executive creative director of USWeb/CKS , an ebusiness strategy, technology and design firm. Prior to that, he was vice president, executive creative director of Grey Interactive, the digital marketing arm of Grey Advertising. He has also held positions at Saatchi & Saatchi Advertising and Lowe & Partners. Mark has created brands in numerous categories including high-tech, financial services, and consumer goods. He has served both Fortune 500 companies and start-ups, and claims creative responsibility for several hundred websites. An honors graduate of Harvard College and a member of the New York New Media Association and the One Club, Mark has received numerous awards and accolades, including Cannes Interactive, CASIE, the Clios, the EFFIEs, the New York International Film Festival, and the One Show. He is hot freaking stuff.

CLIENT CASE STUDY: BRITISH AIRWAYS CONCORDE

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FOR EVERY NEW BRAND THAT SUCCEEDS, QUITE A FEW DON'T MAKE IT. Every year, half a million major new products are introduced, 25,000 new companies are founded, and 100,000 new brands are registered. Will yours break through? Will it thrive? Will it even get noticed?

CLIENT CASE STUDY

Liz Claiborne's online mission has nothing to do with direct sales—it's to keep customers informed of each season's new styles and colors. For women without access to a physical Liz Claiborne store, the website serves as a connection to the brand—a digital lifeline for the company and the fashion-forward consumer.

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No amphibians were harmed in the production of this brochure.