

SPARXOO

Presentation of Capabilities

Digital Marketing Agency
Tampa, FL
July 2010

Contents

SPARXOO

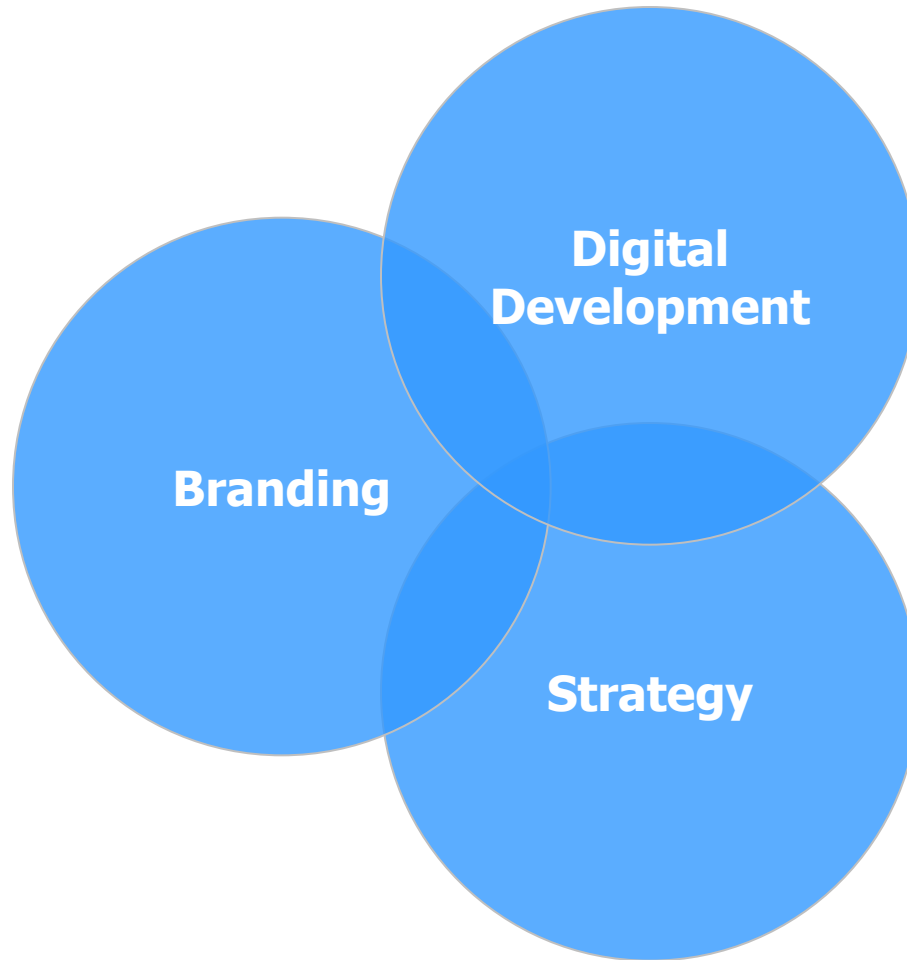
- Our Capabilities
- About our Company
- Our Success

1

Our Capabilities

Right-brain and left-brain fused to deliver creatively strategic solutions

SPARXOO



Our Services

- Blogging and Content Strategy
- Marketing Plans
- Social Marketing
- Web Development
- Customer Analysis and

Digital Development Goals

- Engage your community in meaningful conversations

Our Approach

- Through in-depth market analysis, we help you find and share your unique voice with your target audience.

[Excerpts from our blog](#)



[Gen Y Marketing](#)

- 94% of Gen Yers own a cell phone, comprising 46% of total iPhone users
- Gen Y seeks authenticity, and wants to engage in a real conversation; think "earned media"



[Social Networking Etiquette](#)

- Use best practices to participate in the discussion online
- Digg and similar network communities value honesty, your personality, and real involvement



[Niche Communities](#)

- Beyond the obvious communities at Facebook, MySpace, and Twitter, there are many more smaller communities buzzing with activity
- Targeted engagement from Ning to Twitter Moms to CauseCast

Our Services

- Brand Strategy
- Brand Identity (Name, Logos, and Design)
- Market Research
- Consumer Trends and Insights

Branding Goals

- Differentiate your products, services, and organization to drive preference among your audience

Our Approach

- Through strategically creative stretching, we develop an aspirational market positioning that stands out from the competition

Excerpts from our blog



[Brand Strategy](#)

- In uber competitive markets, identify the opportunity, refine what your brand stands for, appeal to your audiences, and align your organization



[Segmentation](#)

- Segmentation enables you to better target your communication and develop stronger customer connections



[Emerging Trends](#)

- We are a step ahead in sharing emerging trends
- As the crisis turns to opportunity, there is a new breed of creative maximizers, new icons are emerging, and patriotism 2.0 has arrived

Our Services

- New Product Initiatives
- Business Plans
- Financial Models and Valuation

Strategy Goals

- Grow market leadership while achieving financial success

Our Approach

- Through business planning and financial analysis, we find the best path forward; our relationships enable us to accelerate the path to achieving goals

Excerpts from our blog



[Startup Survival Guide](#)

- Tips to help entrepreneurs maximize cash to make it further
- Suggestions include: increase focus on revenue, be nimble, reduce your fat, collect bills, and of course...have clear leadership and vision



[Business Plans](#)

- With a large supply of businesses seeking cash, and a small supply of investment dollars, the story needs to be smart and compelling: that means market research and a compelling plan



[Fundraising](#)

- If you're not ready for venture capital, alternatives include self-funding, debt, friends and family, and angel financing
- Angel investors can be a good source of early stage financing

2

About Our Company

We strive to create purposeful impact for the long run

SPARXOO



Sparxoo is pioneering the next generation of business that is founded in the principles of:

- Social entrepreneurship
- Real responsibility
- Creative community
- Courageous leadership



Sparxoo builds sustainable relationships while delivering meaningful impact on projects with a purpose.

We are expanding our network of socially minded leaders and hope to become a leader in this category.

We are leaders in the digital and branding community

SPARXOO

Sharing Insight
with our
Extended
Community



Published and
Quoted as an
Expert



Presenting to
Today's and
Tomorrow's
Leaders



David Capece, CEO



David Capece serves as a strategic advisor to media & entertainment companies. His recent projects have included digital growth strategy initiatives with Comcast, Lifetime, and NBC, as well as several startups. In these assignments, David has provided strategic leadership in market planning, brand positioning, online marketing, and business development.

David has been focused on digital media opportunities beginning with the development of the Baltimore Orioles first web site in 1997, continuing in his Internet venture capital experience at Katalyst, and more recently as a member of the ESPN.com management team. As a Senior Director at ESPN.com, David was a key leader in building and executing long range plans. He oversaw marketing projects for new media products, led growth strategy, and served as the head of online marketing.

David has 13 years of business experience in investment banking, venture capital, and consulting where he has worked on over \$800 million in private placement, IPO and M&A transactions. David graduated with an MBA in Finance and Marketing from Wharton Business School, and has a BA from Johns Hopkins University.



Brand Communications Team



Katherine Parsons, Strategy Director

Katherine Parsons is a creatively strategic marketing professional with a passion for brand development and innovation. Industry experience includes research idea generation, strategic writing and project management. Most recently, Katherine was a Senior Consultant in the Strategy department at Interbrand NY. Prior to that she worked at Faith Popcorn's BrainReserve and McKinsey. She holds a MSc from The London School of Economics in Organizational and Social Psychology and a BA from Wellesley College.



CLEAN PLATES | N.Y.C.



Ethan Lyon, Senior Writer

Ethan is a creative writer whose talents stretch to brand development and even business strategy. Ethan has written Internet business plans, developed consumer product brand platforms, and has provided creative leadership to advertising campaign. Previously, Ethan was a creative writer on the advertising team at Partners and Napier. He also contributed to the Democrat & Chronicle newspaper as a News and Politics Editor. He holds a BA in Communications and Journalism from St. John Fisher College.



Digital Development Team



Tim Harter, Digital Media Developer

Tim is a Digital Media Specialist. His skills include programming, animation and interactivity. He has a personal passion for cutting edge technology which enables him to learn new skills and apply them to his current work. Most recently, Tim has led projects in blog development on Wordpress, as well as site development using Drupal. Tim led an iPhone development project with the University of South Florida. When it comes to any project in the realm of digital media he is always up to the task. He holds a degree in Electronic Media Arts and Technology from the University of Tampa.



3

Our Success

Our Clients

Early Stage

CLEAN PLATES | N.Y.C.



Emerging Leaders



Market Leaders



Case Study: Brand Development

SPARXOO



Situation

Habitat for Humanity sought to align its organization globally with an aspirational and consistent brand. They hired Sparxoo to lead brand development across their organization.

Approach

Our work included market and audience analysis, as well as creative exploration. We led verbal identity development and collaborated with the Habitat for Humanity design team for visual identity development.

Results

We achieved buy-in via interactive worksessions with a team of over 50 seniors executives from across the globe. The team rallied around the new brand positioning to deliver a consistent message globally with regional customization.

Case Study: Brand Development

SPARXOO

The Illustrated Brand Story



Click image to launch browser and play

Link: <http://demo.habitat.org/JL/brandstory.html>

Case Study: Brand & Digital Relaunch

SPARXOO



Situation

Florida Tan Centres, a market leader in the midwest for 20 years, was facing intense market competition and was losing market share. They hired Sparxoo to lead a strategic market analysis, and then to rebrand the company.

Approach

Sparxoo assessed the spa and tanning market through market analysis and consumer focus groups. Through consumer research, Sparxoo identified an opportunity for the company to rebrand itself by developing a new visual and verbal identity. Sparxoo managed all digital development including launch of Facebook page and relaunch of its web site.

Results

Florida Tan Centres re-branded itself as Larry Paul Tanning Spa, including redesigning its locations, restructuring its team, and commencing marketing initiatives. Larry Paul Tanning Spa has received press, including the participation of the mayor in their brand launch.

Case Study: Brand & Digital Relaunch

SPARXOO



newsletter sign up:

GO

tanning : membership : specials : virtual tour : community blog : about : locations



Case Study: Brand & Digital Relaunch



Getting ready for vacation? Weddings?
Proms? Summer in the Sun?



Now through March 31st, we'll waive the \$88 registration fee when you sign up for our **SIMPLICITY MEMBERSHIP**.
Plus, you'll receive an extra 5% off lotion the day of joining.*

*Must be used in conjunction with any other offers. Some restrictions apply.

membership has its benefits...

UNLIMITED TANNING:
Our Simplicity Membership is designed to give our members the best value of unlimited tanning for \$18.88* per month.
Members enjoy the use of several types of equipment at no extra charge, and at least 40% off all spa session upgrade pricing.

LOTION DISCOUNTS:
We use designer lotions that protect and nourish your skin while giving you a deeper, richer and more luxurious tan for a longer period of time. Members always receive at least 5% off premium lotions. On the day of joining, we'll give you an extra 5% off for a total of 10% off your first lotion purchase.



Larry Paul Tanning Spa

Wall Info Photos Video Events +

What's on your mind?

Attach:  Everyone Share

Larry Paul Tanning Spa + Others **Larry Paul Tanning Spa** Just Others Settings

 **Larry Paul Tanning Spa** The Larry Paul Tanning Spa Relay for Life team raised over \$10,000 for the American Cancer Society this past Friday night at the Relay for Life walk in Terre Haute, IN. We want to thank all of those who donated, joined our team and took part in our April upgrade sale...we could not have reached and then surpassed our ...
See More
Monday at 5:28pm · Comment · Like · Promote

 Katherine Parsons and 5 others like this.

 **Cindy Ann Hickox** Thanks for letting me walk with you all !
Monday at 5:44pm · Delete · Flag

 **Jamie Horve** It was a pleasure raising money for such a great cause. I am so glad we could be a part of it!



Case Study: Market Positioning

SPARXOO



Situation

NBC Local Digital Media sought to elevate its position in the marketplace and increase usage of its digital properties. They hired Sparxoo to provide leadership in developing an aspirational and differentiated position in the marketplace that could be implemented across their digital platform.

Approach

Sparxoo researched and synthesized a comprehensive set of inputs to guide strategically creative exploration. Our analysis included audience research, market trends, and case studies. We led verbal identity and collaborated with the NBC design team for visual identity development.

Results

We developed a unique market positioning and rolled out the brand to over 200 people in 9 markets (including New York, LA, Chicago, and Philadelphia). Our work led to the relaunch of the web site with a new focus on discovering all the city has to offer. The relaunch attracted media attention and resulted in increased usage.

Case Study: Market Positioning

SPARXOO

Brand Video Script: Together, We Discover What's Next September 23, 2008

Overall objective: to inspire, educate and connect NBC LM employees to our brand promise. After watching the video they should have a deep understanding of the type of content and products we want to deliver...in a tone that is edgy, empowering and locally authentic...that benefits our users and challenges their expectations.

1

Our cities are alive with buzzing neighborhoods, dynamic personalities, and unfolding stories. As active citizens immersed in our local communities, our passion, curiosity and creativity is the pulse of the city. We love our cities and we seek new information, entertainment, and experiences to energize our urban lives.



Those in the know

Sharing what they know

Insider Information

Discussion & Experience

Unique stories

Beyond the obvious

Access the total story

Case Study: Market Launch

SPARXOO



Situation

L1FE is a startup liquor brand that sought to launch efforts in the Chinese market. L1FE management hired Sparxoo as an extended member of the management team to assist with business planning, market positioning, product launch planning, and team development.

Approach

Initially, Sparxoo worked directly with the L1FE CEO to develop the business plan which was used to secure an Angel round of financing. Upon financing, Sparxoo assisted the CEO in product development and market positioning, as well as organizational development.

Results

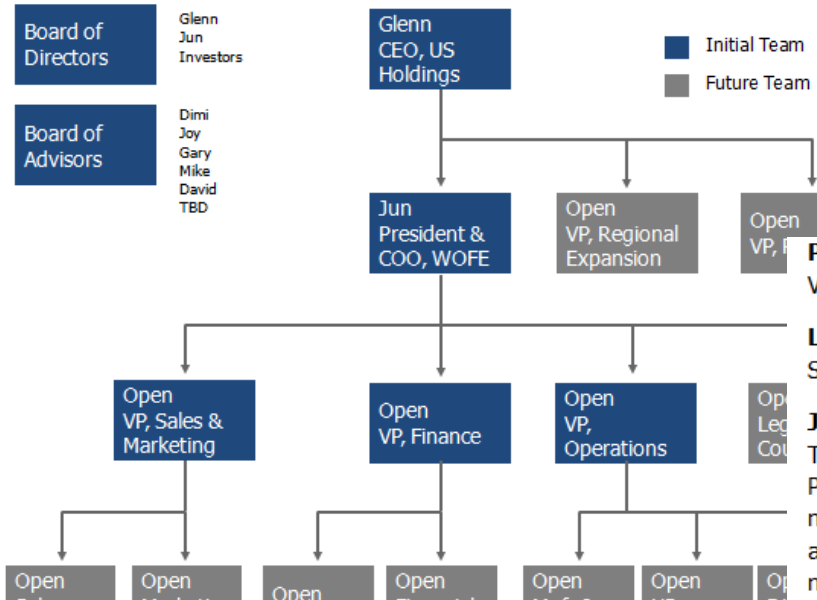
Sparxoo led product naming resulting in the branding of the new liquor product as L1FE which has been launched as a liquor brand in China. The CEO has successfully recruited a management team locally in China which is managing expansion initiatives in partnership with additional liquor brands.

Case Study: Market Launch

SPARXOO



Case Study: Market Launch



Position

VP, Sales & Marketing (full-time)

Location

Shanghai

Job Description

The VP, Sales & Marketing will be a key member of management team and will report to the President. This position will be responsible for P&L and overall strategy for sales and marketing. Key duties will be to supervise sales and marketing teams in distribution, advertising, promotions, planning, and analysis. The near-term goal is to develop product marketing launch for 2008 in Shanghai and Hangzhou. This executive will collaborate with and direct outside agencies and contractors. This position will lead assessment of product sales results and refine product marketing strategies.

Requirements

- Proven sales and marketing leader with experience in ensuring key distribution, merchandising, and brand development objectives are met.
- Proven successful leadership in project management.
- Experience with category management, with extensive trade relationships across multiple channels.
- Strong communication skills including the ability to effectively present ideas and influence others.
- Excellent team leadership and strategic thinking skills.

Sparxoo

4400 West Spruce St, #333

Tampa, FL 33607

646-345-1800

www.sparxoo.com