



# **Bold. Different. Thinkers.**

*We are creatively driven, results-oriented and partial to just about anything that's fresh-baked or local. What we do at Start-Thinking is less like a job and more like a calling. Each of us is resolute on designing big communications ideas and implementing them brilliantly. These ideas can turn skeptics into believers, believers into friends, and occasionally, friends into fanatics.*

# I'd just like to see thinking come back in style.

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-Timothy Leary

What we're known for is how we think. What makes us different is our practice of tapping into the fundamentals of the intuitive process of navigating the spaces and places we encounter everyday - whether physically, on paper or online - to generate communication solutions that work.

We emphasize a strategic and integrated approach to communications planning and implementation and rely heavily on social media and rich media to keep brands top of mind. In addition to all the services expected of a full-service agency, we offer custom web application development and special events and experiences.

As Start-Thinking, we believe that by digging deeper, thinking smarter, and working harder brilliance will ensue. We believe that big ideas, when properly executed, can create passion in the hearts of consumers. It is this passion that fuels brand equity.

We believe in our clients' products - and they believe in ours. We believe in profiting from our collective talents but never at the

expense of our culture, our community, or our integrity. This is what we believe. This is who we are. Many share these views, but few actually live by them. Those who do are the clients we wish to work with and the people we want to join our team.

The way we see it, when a talented workforce is both energized and engaged, creativity will flourish. Our work has earned awards and recognition and like everyone else, we appreciate those things. But in the end, they're not worth the fake gold they're made of unless they've generated results. Results are the hardware we collect.

We do good work and are thought leaders in our industry. Because of this, we get our share of attention - often in *Wichita Business Journal* and *The Wichita Eagle* and quite a bit when *Wichita* magazine was in operation. We give back to our geographic and professional communities by serving on local, state and national boards and by organizing local efforts for Bike to Work Day and *Smithsonian* magazine Museum Day.

And we're always learning. Curious by nature, we like to challenge ourselves intellectually and never pass by an opportunity to pick up a fresh design trick or to deep dive into communication theory. We play games, we color and we sometimes dance at the office. Being lifelong learners is part of what's helped us earn a reputation for providing clients with original, effective solutions to their communication issues.

You won't find much rote methodology at Start-Thinking. We're made for the challenge of enlivening old processes with new ideas by applying fresh, actual thinking to any business, in any industry. Bring it.

***The Start-Thinking  
team has designed  
communications  
solutions for a variety  
of clients who believe  
in the power of  
great ideas.***

AFIFest	<i>Los Angeles, CA</i>
AT&T	<i>Atlanta, GA</i>
Coca-Cola	<i>Atlanta, GA</i>
Daniel Pearl Foundation	<i>Los Angeles, CA</i>
Emanuel Academy of Beverly Hills	<i>Beverly Hills, CA</i>
Equifax	<i>Atlanta, GA</i>
Feld Entertainment	<i>Chicago, IL</i>
Girl Scouts of Kansas Heartland	<i>Wichita, KS</i>
Heart of America Men's Chorus	<i>Wichita, KS</i>
House Home and Garden	<i>Wichita, KS</i>
It's ALL Good Productions	<i>Wichita, KS</i>
Kansas Association for Conservation and Environmental Education	<i>Manhattan, KS</i>
Kansas Plumbing Heating and Cooling Contractors	<i>Wichita, KS</i>
Kansas Sports Hall of Fame	<i>Wichita, KS</i>
KMUW	<i>Wichita, KS</i>
KPTS	<i>Wichita, KS</i>
Lindsborg CVB	<i>Lindsborg, KS</i>
Living Homes	<i>Santa Monica, CA</i>
Los Angeles County Museum of Art	<i>Los Angeles, CA</i>
Los Angeles Film Festival	<i>Los Angeles, CA</i>
MS Society, All-America Chapter	<i>Wichita, KS</i>
Neighbor 2 Neighbor	<i>Los Angeles, CA</i>
Puma	<i>Westford, MA</i>
Social:IRL	<i>Lawrence, KS</i>
South Central Kansas Economic Development Division	<i>Wichita, KS</i>
Tobacco Free California	<i>Los Angeles, CA</i>
Torrid	<i>City of Industry, CA</i>
Wichita magazine	<i>Wichita, KS</i>

# Case Study 1

RE-BRANDING Los Angeles County Museum of Art (LACMA)

**LACMA**  
experience the world through art™



## new look / new voice

Rediscovered the museum's core commitment to "serve the public" and used it as a springboard for the new logo, new institutional colors, new brand & new tagline.



## information / access

A complete overhaul and redesign of LACMA's labyrinthian web site made information more accessible. The inclusion of a live webcam connected users to the ongoing construction of the new building and other changes to the LACMA campus. A comprehensive wayfinding system was developed to help visitors find their way to and around the 20-acre, seven-building campus.



**grab a larger / younger audience**

Delivered the museum's first & very successful television commercial "SUMMER" - this ran in conjunction with a unique non-exhibition campaign ("SUMMER" & "HOLIDAY") promoting the institution on as a lifestyle destination.

# Case Study 2

REPUTATION / BRAND MANAGEMENT National Multiple Sclerosis Society

## planning

In 2007, Wieden+Kennedy rolled out a complete organizational rebrand for the National Multiple Sclerosis Society that included a new look and new way of describing the work the Society does for people with MS and to find a cure for the disease. We were engaged to implement the rebrand for the Western and South Central Kansas Division of the National Multiple Sclerosis Society.

We were supplied with a graphics standards manual but no direction and no budget for public relations. We chose to work chronologically and structured our efforts around the MS Society's events: MS Awareness Week, MS Walk, MS Bike and the Dinner of Champions.

## execution

MS Awareness Week provided an opportunity to reach a multiplicity of audiences. Our goal was to secure earned media tailored to niche audiences but of interest to a broader base of people. We accomplished this by creating pitches specific to the audiences of the various media. We wrote a story for a health magazine that focused on how people cope with MS by participation in fitness classes. For a woman's magazine we wrote an article that explained MS and that the disease strikes women more often than men. A medical trade publication ran an article we wrote about a local physician who raises funds for the Society. In all, five different articles ran in five different publications.

Interviews aired on several radio stations. Four television interviews aired, including a feature story during a primetime evening newscast. Our efforts during this time also included a partnership with a local bookstore that created an in-store display of books about MS and a partnership with a local photography studio that donated photos that were used on a billboard campaign.

To facilitate the process of working with the media, we developed a media site that featured downloadable video and audio files, graphics, electronic versions of our press releases and other pertinent information.

We took a similar direction with the MS Walk and MS Bike. The Dinner of Champions however provided opportunity for production of tribute videos, in which we chose to cast a local comedian who was in the national media spotlight at the time as the result of a political video he had made. Special attention was given to the graphic collateral, which in previous years had not been brand specific.

## results

Participation in the MS Walk and Dinner of Champions remained consistent but the MS Bike surpassed fundraising goals and reached a registration high. Overall, fundraising goals were met or were exceeded in all areas. Our efforts resulted in an ADDY Award and special recognition by the MS Society. Already in 2008, the local office has hired an additional staff person to manage the increased workload and registration for the first event of the year has surpassed where it was at this time last year. Without too much effort and in some cases without prompting, local media covered Awareness Week in 2008 with great enthusiasm. As a result of their ability to come to us for information and materials, they were able to craft stories in greater depth than in previous years.

# Case Study 3

IDENTITY SYSTEM Emmanuel Academy of Beverly Hills

The Emmanuel Academy of Beverly Hills (EABH) is a Judaic institution made up of five schools covering the growth and development of children from toddlers to teenagers and including a religious school. The playful series of logos we developed to individuate each school and to emphasize their philosophic continuity was inspired by wayfinding systems.



## Logos / Identity

PORTFOLIO SELECTIONS



# Case Study 4

WEB: Girl Scouts of Kansas Heartland



Our design overhaul began with an audit of the existing 600-page site. We dramatically reduced the number of pages by repackaging content into flipbooks and online forms and sorting the content into different user group sections, that are represented by the different colors in the custom wildflower identity. The new site is easier for users to navigate and for staff to update.

[www.kansasgirlscouts.org](http://www.kansasgirlscouts.org)

WEB: Walk Across America



Frontier Oil challenged its employees to participate in a virtual walk across America. Team captains logged onto the website to enter the miles their team accumulated (measured by pedometers) on a weekly basis. Our software visually updated the progress with an indicator on the prescribed route and a posting to the leader board.

WEB: Wichita ADDYs



This site was developed using a WordPress template that was adapted to allow for event photos, a FlipBook and RSS feeds. This simple website exemplifies how strong graphic elements can contribute to dynamic solutions, even on low budget projects.

[www.wichitaaddys.com](http://www.wichitaaddys.com)

WEB: House Home & Garden



This site uses very complex back-end technology to precisely measure and report on user activity. The users login and after watching a specified number of informational videos about home improvement services, are entered into a contest to win a \$25,000 home improvement prize package.

[www.househomeandgarden.com](http://www.househomeandgarden.com) (site is not currently active)

# Key Staff

Start-Thinking provides strong, creative thinking that through effective communications design leads to solid, impactful results. Collectively our team has almost a century of knowledge and experience that we leverage to deliver communication solutions to clients who appreciate innovation, efficiency and effectiveness. Meet the key persons who will be working with you.

## JOHN THOMPSON Code Poet

John's poetic code writing brings the user experience to life. Whether designing for a website, application or augmented reality, John creatively applies his deep knowledge of technical design to craft unique solutions to technology initiatives. Key strengths include interactive and new media, data analysis, and customized programming. Along with his leadership of technology teams, he has guided business process development and corporate change management efforts. His business experience includes relationships with The Coleman Company, PepsiCo, Yum Brands, IFR, Koch Industries, ICM, Nelson-Atkins Museum, IBM, Prodigy and numerous banking clients.

## KRIS SCHINDLER Dot Connector

The driving force behind Kris' success in delivering impactful business solutions is her cross-disciplinary approach to integrated communications designs, which is fueled by her big-picture, progressive, entrepreneurial mindset. She is known for her "producer mentality," resourcefulness and ability to identify and build synergetic relationships, which she leverages through traditional communication channels as well as within the social web. Career highlights include affiliations with 20th Century Fox, AFIFest, Daniel Pearl Foundation, Kansas Plumbing Heating and Cooling Contractors, Los Angeles County Museum of Art, Tobacco Free California and numerous film productions.

## KRISTEN KLUCAS Live Wire

Kristen came to us from the former *Wichita* magazine, where she honed her account and client service skills by balancing her business prowess and graphic design skills to help bring client's ideas and visions to fruition. She possesses the ability to see beyond what is in front of her and look toward the over-all big picture. She strives to identify and fulfill the client's goals in an efficient, thorough and creative manner.

## MATTHEW REICHMAN Auteur

Matthew is a Jack of all trades and master of many. Not only has he collaborated with companies of all sizes to define their brand image from complete branding systems to targeted areas of communications, he's written a screenplay, a pilot and developed a online educational science/rock music show for kids. His client roster includes Annenberg Foundation, Los Angeles County Museum of Art, Rock the Vote, Revlon/UCLA Breast Center, and Wildwoods Foundation among others. Commercial productions include Puma, Dell Computers, Panda Express, Shoot Clothing, and El Rey Productions.

## NEAL SMITH Craftsman

Neal routinely taps into the research and writing skills he's honed as an historian and through his study of literature for the benefit of our clients. His keen ability to identify, gather, organize and apply facts and data is put to use in a variety of capacities ranging from account support to special projects.

# start-thinking

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