

RNO1

live the brand™

ABOUT US

a brand agency (think-tank) designed with you in mind. but, we're not just a brand agency. we're also a full-service advertising agency, design group, marketing consultancy, communications group, technology firm and "think-tank". you see, when you partner with us you get the full-spectrum of services so you don't have to hop around from agency to agency coordinating different details. making your life...well, effortless.

we're fellow innovators - people who get you, your clients and your business (industry). like you, we're trendsetters...bound by no boundaries. traditional, normal, static, redundant, plain, subtle, etc... are not part of our vocabulary; nor are they a part of yours or your clients'. our focus isn't blurry, yet, we tend to partner with organizations that believe in the power and practice of innovation.

with every client, we focus on a proprietary process called **instant connection™**. through this, both you and our team are able to bridge the gap between **vision, visual, and viral** - allowing for immediate, maximum impact through a variety of practiced or emerging disciplines. we love to work with people who are just as passionate and innovative as we are, transforming brands to be all that they can be, and ultimately turning heads. after all, it's all about connection...and that's what we do best.

PARTIAL CLIENT LIST

Autodesk, Barclays, Sony, EA, Adidas, Clorox, Fidelity, SYSCO, perceptu.com, savvy&smart, MedHelp, localblox, Zappos.com, MyTopia, Ringside, Zoho, Shoetube.tv, *more...*

CORE BELIEFS

- Great brands need to engage and connect.
- Ultimately, it's about turning heads at all times.
- To transform brands into living brands they must always be evolving based on markets, trends and the way things shift.
- Brands need to tell the truth about what they do best.
- Technology is at the forefront of our lives at all times and therefore should be a major part of building or transforming any great brand.
- Winning something is good, but overrated. Being one of a kind and innovating at all times is the key to true success.

STATS

Founded: 2008

Headquarters: 274 Redwood Shores Pkwy. Redwood City, CA 94065

Website: www.RNO1.com

TEAM LEADERS

Michael Gaizutis, Principal/Partner - michael@rno1.com

Tahne Davis, Creative Director/Partner - tahne@rno1.com

Genea Sobel, PR Strategist/Partner - genea@rno1.com

Tom Peterson, Innovation & Transformation - tom@rno1.com

Joe Alexander, Digital Media Strategist - joe@rno1.com

Nicole Wiegand, Relationship Advisor - nicole@rno1.com

CAPABILITIES

RNO1 can help you from initial concept, all the way through execution. In the end, it's about creating connection and delivering results. That's what we do best. Below are our current capabilities:

STRATEGY

- qualitative and quantitative research
- consumer attitude and behavior models
- brand architecture
- brand positioning
- brand guidelines
- web/web apps
- digital marketing
- mobile marketing
- user experience/usability
- SEO/SEM
- PR/viral strategy

EXPRESSION

- naming
- identity systems
- brand essence
- advertising
- visual/graphic design
- social media

CASE STUDIES

To get a true sense of what we're capable of, take a look at our website and the brands we've been able to work with from initial concept all the way through execution:

- perceptu.com - positioning, branding, PR/viral strategy (2010)
- localblox.com - identity, branding, digital marketing, PR/viral strategy (2010)
- dreamvolition - concept exploration through customer experience, brand transformation, positioning (2009/2010)
- Zappos.com - PR/viral strategy (2008/2009)

CLIENTS

RNO1 is a newer firm, but our team has had the pleasure of partnering with many of the world's leading brands:

Microsoft
HP
Honda
Ford
Philips
Nissan
eBay
PayPal
Pepsi
Williams-Sonoma
Disney
Tiffany & Co.
Wal-Mart
H&R Block
Knight Ridder
Gateway
Sprint
Informix
Intermec
Adidas
Sony
Electronic Arts
Clorox
Barclays
Sysco Foods
Marcus Corporation
Autodesk
Fidelity
Adobe
perceptu.com
savvy&smart
MedHelp
localblox
Zappos.com
MyTopia
Ringside
Zoho
Shoetube.tv

more upon request...