

prcēvr
AGENCY

SHAPING CONSUMER PERCEPTION

CORPORATE
INTRODUCTION



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Our Reason For Being

Prcevr was founded with a rebellious spirit and a lofty objective: to offer the most inspiring and strategic corporate branding and marketing presentations available.

The more deeply consumers connect with our presentations the more successful we will be. Answering questions in the mind, making meaningful connections in the heart and settling or initiating a variety of emotions in the gut we believe creates an unmatched level of connection between a consumer and a product or brand. Such connection inspires what we call “consumer evangelical socialization”. We aim to shape consumer perception by deeply inspiring a viewer to take action in unprecedented ways.

Consumer Evangelical Socialization is a profound level of sharing by an individual who believes so deeply in a product or brand that they act daily in accordance with their personal

We strive to create armies of consumer evangelical socializers by deploying identities and campaigns that sit very comfortably in the minds, hearts and guts of the target audiences our clients aim to attract.

Scott C. Leuthold
Co-Founder and CEO, Prcevr Agency



identity in association with it. The product or brand and the individual are united. Their daily activities and interests reflect such a deep connection that others identify the product or brand with that individual.

Evangelical Socializers are in such strong support of the product or brand that they consider it a “movement” that must be promoted to drive awareness and growth with nothing personal to gain. They often-times put their own credibility on the line in support or defence of their belief.

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Scott Leuthold public speaks on consumer perception and building trust in the minds of consumers. He referred to Consumer Evangelical Socialization in his 2014 talks about leveraging information assets online.

About Us

We deliver the most effective brand identity and marketing concepts possible within your budget while maintaining the integrity of our reason for being.

As experts in creating impression and driving perception, we believe we have an edge when it comes to corporate brand development and management. It is with great excitement we introduce you to our company, Prcevr. We help companies create sensible solutions to overcome consumer barriers to conversion answering questions in the mind and creating meaningful connections in the heart. We do this with a streamlined brand initiation and development process we call FloForward. We believe touching consumers in such a powerful way ignites passion and creates evangelistic socialization among those who are touched, thereby creating self-driven return on investment engines. We believe engagement at such a deep level doesn't just make loyal customers, it makes loyal evangelists.

Over the years we've seen a great deal of success in a variety of market segments. From toys and

interactive new media, to health and wellness, we have mastered design presentations for more than 300 start-ups and Fortune 500 companies. In fact, our designs have helped entrepreneurs secure more than \$60 million dollars in angel investor funding to date for new ventures. We've been trusted to develop marketing presentations for both publicly traded companies and international for-profit and non-profit organizations.

We have been awarded nationally for designs we've created in the areas of Branding and Advertising, Packaging, Web Design, and Product Design including an official Nomination at the 14th Annual Webby Awards as recognized by the International Academy of Digital Arts and Sciences.

Let us help you attract and retain more loyal customers.

Marketers are expected to spend \$540 billion globally on advertising this year.



A collaborative think tank

As a creative print and digital marketing operation, we believe the relationship between client brand initiatives, strategic consumer perception, creative presentation and conversion and retention results metrics all depend on one thing, the collaboration and cooperation of genius minds. The right people working together is what makes a well oiled money printing machine.

We hire people, not resumes. We spend as much time selecting our team members as we do fermenting our famous office Sangria.

MEET PRCEVR

Meet the key team members that will work on your projects and specifically what components they will execute.



Scott Leuthold
CEO/CCO

Scott has spent 25 years as a creative professional having been recognized with more than 10 national awards for design including the Webby Awards as recognized by the International Academy of Digital Arts and Sciences.

Scott oversees projects and provides creative and strategic direction.

Aaron Stanton
Business Development

A graduate of Kent State with a Masters in Business Administration, Aaron is an enthusiastic, focused, and articulate client sales and service professional with deep experience building C-level client relationships and managing complex projects.

Aaron handles with great care the growing relationship between our team and yours.



Mary Vein
Marketing Director

Optimizing and transforming marketing, business processes and customer experiences with innovative web-based technologies since 1994, Mary brings about real business value by focusing marketing efforts on revenue growth. She has helped companies like BlueTooth, Subway, PetSmart and Honeywell to drive revenue through marketing strategies.

Mary oversees the planned marketing initiative on our projects.





Chad Wise

Strategic Marketing Manager

Having a BS in Journalism with an emphasis in Strategic Communications and Advertising and extensive experience with integrated marketing and management, Chad brings a tremendous skill set to any marketing initiative set before him. He has executed marketing plans for Sysco, Southwest Airlines, the U.S. Air Force and many other recognized brands.

Chad executes the daily deliverables of our strategic marketing programs.

Ken Jacobs

Brand Strategist

Having worked extensively for top agencies in L.A., Ken's brand strategies have helped major international corporations like Hyundai and Honda reposition their brands to the American consumer.

Ken works to effectively position brands in the hearts and minds of the target audience.



Keith Woods

Public Relations Director

With a long history of radio and television public relations experience in Phoenix, Arizona, Keith is a mover and shaker that is legendary in creating PR buzz. He negotiates stellar exposure opportunities that are always a win/win for all parties involved. Everything in his world smells like roses.

Keith uncovers public relations opportunities to further program initiatives.

We inspire our team to express themselves with passion, and in doing so, we produce stellar presentations that exceed goals.

We believe a satisfied customer is the best strategy our company could possibly execute.

Steven Ferrino Lead Developer

A calculated risk-taker with deep tech industry knowledge, Steven has championed Social Network infrastructure, vast portals, e-commerce, SEO, and complex financial calculators, CRMs, CMS and much more.

Steve executes SEO, Web Development and CRM initiatives on our projects.



Soleil Brigham Content Manager

With a degree from UCSB and extensive experience living abroad, she has gained valuable insights on how to communicate and connect with people- an invaluable understanding when it comes to quality content presentation.

Soleil manages the collection and deployment of strategic content.

Lauren Wise Copy Editor

With a degree from ASU's Walter Cronkite School and extensive copy writing and editing experience authoring for a variety of national magazines, Lauren knows what to say and how it best be said.

Lauren researches and crafts proprietary corporate and creative copy and edits provided copy prior to release to the public.





Alyson Titkemeyer

Videographer/Film Editor

With a degree in Documentary Studies and Film from the College of Santa Fe and extensive experience working in broadcast video journalism for a variety of news broadcast networks, Alyson is an out-of-the-box creative thinker when it comes to production of promotional and corporate video.

Alyson storyboards, plans, films, produces and edits compelling videos.

Brian Mitchell

Accounts Rep./Promotional Marketing

An expert in the ever-evolving field of promotional incentive marketing, Brian has spent over two decades pioneering new technologies and revolutionizing methodologies in consumer promotional marketing.

Brian works closely with key industry focused accounts to drive promotional marketing campaigns.



Success

It isn't what you do that matters with success,
it's who you do it with and how well it gets done.

- A smart business person

prcēvr™

“People don’t buy for logical reasons. They buy for emotional reasons. Every sale has five basic obstacles: no need, no money, no hurry, no desire and no trust .”

Zig Ziglar will be greatly missed, but we can all still learn a lot from his motivational wisdom. Author Daniel Pink wrote, “Human beings have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives.”

At Prcevr, our job is to overcome the obstacles and connect more human beings through a common emotionally driven purpose or passion. Our motivation is for the brands we build to be the glue that holds those connections together.

Services

Our Creative Initiative

Identity/Brand Establishment
Web Design and Development
Print Design and Printing Services
Publishing and Production
Advertising (print/on-line)
Corporate/Creative Copy writing
Trade Show Displays/Collateral
Specialty Promotions
Product Conceptual/Prototyping
Mobile Apps and User Interface
Outdoor signage
Content Marketing
Web Hosting/Site Maintenance
Video and Motion Graphics
Vehicle Graphics/Wraps
Photography
Illustration/Digital Renderings
Wire-frames and Screen shots

Our Marketing and Branding Initiative

Brand Assessment
Brand Strategy
Data Collection and Analysis
User Persona Development
Message Clarity & Optimization
Search Engine Optimization
Press Release Writing
Social Media Deployment
Social Media Monitoring
Email Marketing
Internal Communications Marketing
Media Buying/Management
Mood Boards
Style Guides
Brand Guides
Brand Guide Websites

Let's get started.

With extensive experience helping companies in both North America and Europe, Prcevr Agency can help you deliver the right internal or external communications for your target audience.

Be sure to review our on-line website samples and read more about our company by visiting us on-line at <http://www.prcevr.co>.

Get in touch with Aaron Stanton today! Call: [\(800\)-738-4157](tel:8007384157).
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